



Rajitaratna

COMFY STYLISH MODESTWEAR WITH A TOUCH OF CULTURE

About Us

Founded in late 2021, Gitaratna is a women modest fashion brand originating from Bandung, Indonesia.

The birth of this brand is triggered by the need of stylish ethnic fashion using traditional fabrics (batik and/or woven) by women who actively work in offices or women who have activities outside the home without seem too formal or "old school".



Gitaratna provides a solution by designing products that are generally inspired by the Kebaya silhouette modified with a modern style that can be multi-styled and easily combined with basic items that can be used in various activities, both casual and semi-formal.

The background of the slide features a photograph of traditional Indonesian fabric, possibly Batik or Tenun, hanging from a rustic wooden branch. The fabric displays various patterns, including vertical stripes and large white circles on a brownish-gold background. The setting is against a wall of light-colored vertical wooden planks.

Vision & Mission

As part of Gitaratna vision and mission, we collaborate with local craftsmen to ensure modern and high quality of Indonesian traditional fabric so we can attract young Indonesia generation to proudly wear traditional fabric (Batik or Tenun) in their daily up to formal activities.



Gitaratna is a ready-to-wear women's modest fashion brand featuring traditional Indonesian fabrics as an accent and harmoniously combined with non-traditional materials.

Our Product



Gitaratna products also carry a zero waste principal so that in every traditional material used, there is no unused leftover. Several Gitaratna collections have also used environmentally friendly materials, either in traditional and also non-traditional materials.





Our Product

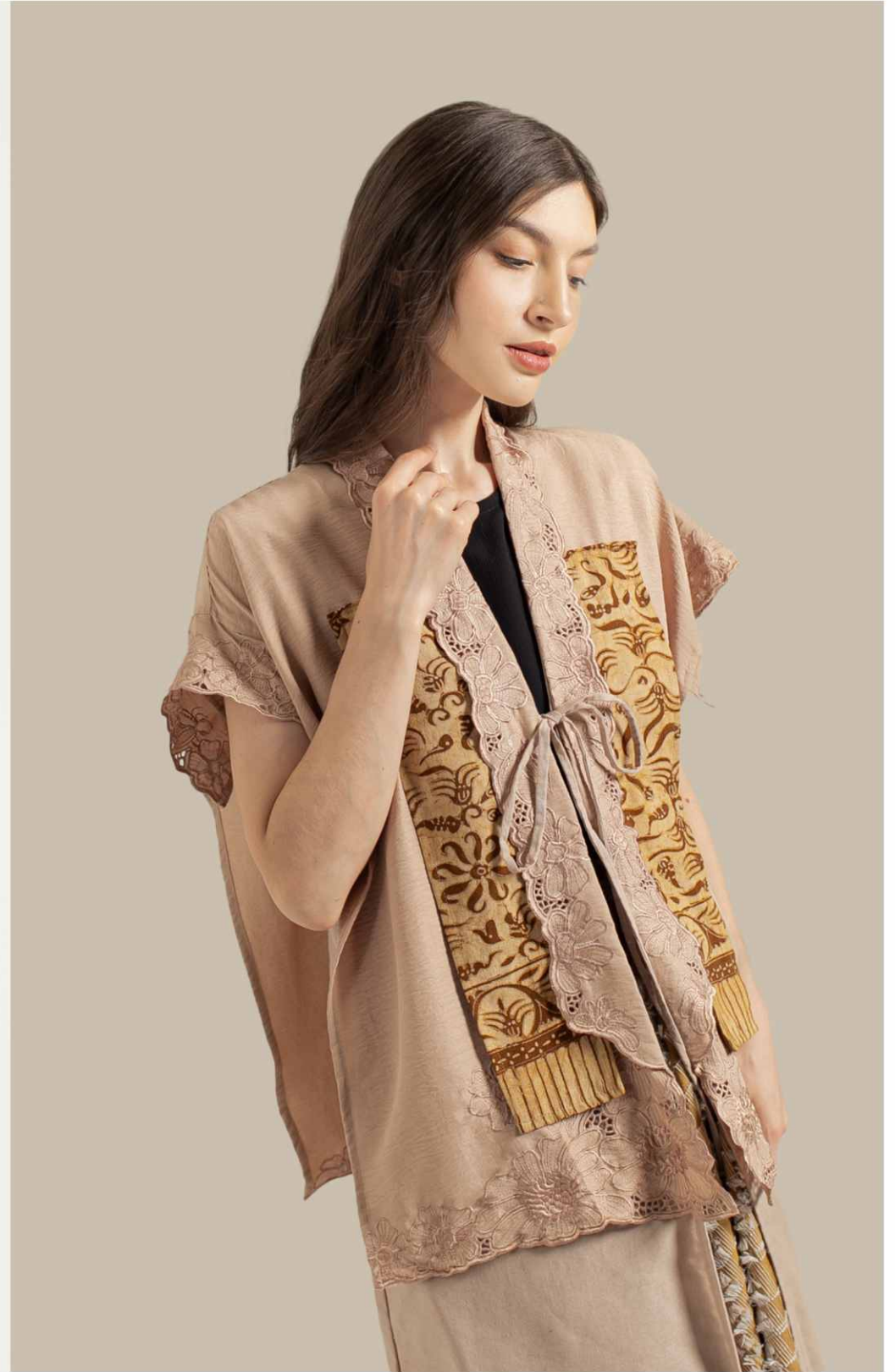
Daily, Signature, and Berkain are product categories in Gitaratna current products.

Our **Daily** line are the main products designed to meet the daily needs of Gitaratna's target customers.

Signature products are derivatives of our Daily collections designed to meet the needs of Gitaratna's target customers for formal events.

Berkain is Gitaratna contemporary products, combining traditional materials in the form of batik, either hand-drawn or stamped, with traditional ATBM feather weaving techniques to produce uniquely beautiful fabric textures.





Signature
Category

A piece of patterned fabric, possibly a batik or similar textile, is draped over a dark, textured branch. The fabric features a complex design with vertical stripes, small white dots, and larger white circles on a brownish-gold background. The fabric is folded and draped, creating a sense of depth and texture. The background is a plain, light color.

Berkain Category



Daily
Category



Social Media

 @gitaratna.official

 gitaratna.id

 gitaratna.id

Our Store

ONLINE:

Shopee: gitaratna.modestwear

Tokopedia: gitaratna official store

OFFLINE:


Pendopo, Jakarta & Bali

Alun-Alun Indonesia, Grand Indonesia, Jakarta

Sogo, Paris Van Java, Bandung




Contact Us

 +62 812 241 5454 / +62 821 1969 8403

 www.gitaratna.id

 gitaratna.modestwear@gmail.com

 Bandung City, West Java, Indonesia





Experience & Award

Best Fashion Stylist at Islamic Fashion Institute (IFI) Graduation 2021

Top 10 Finalist Modest Fashion Project (MOFP), Ministry Of Industry 2021

Islamic Fashion Institute Ambassador as Fashion Designer at Embracing Jakarta Moslem Fashion Week (JMFW), Ministry of Trade 2021

Runner up of Fashion Design Competition Karya Kreatif Bank Of Indonesia, West Java 2021

Winner of The Best Fashion Design Competition in Yala, Thailand 2022

Jakarta Muslim Fashion Week (JMFW) Designer in Fashion Show Parade 7, Ministry Of Trade 2022

Our Team



Gita Ratna Lukitasari

Founder – Creative Director

- *Bandung Institute of Technology (ITB) Graduates, 2010*



Endah Wintarsih

Co-Founder - Business planning & Marketing

- *Bandung Institute of Technology (ITB) Graduates, 2005*
- *University of Indonesia Postgraduates, 2019*



Wawan Wardany

Co-Founder – Accounting & Finance

- *Bandung Institute of Technology (ITB) Graduates, 2005*

JAKARTA
MUSLIM FASHION
WEEK

GITARATNA



Thanks!