

Gold Mode International – Melestarikan Warisan Leluhur

Kehadiran PT Gold Mode International (GMI) di segmen *high-end fashion* tidak hanya memperkaya kreatifitas dan imajinasi dunia mode Indonesia, namun juga turut melestarikan dan memperkenalkan kebudayaan tradisional Indonesia ke masyarakat internasional. Melalui koleksi 'Artisan' yang merupakan sinergi antara kepribadian kosmopolitan-kontemporer dan eksotisme kain-kain tradisional, GMI menghadirkan pengalaman baru para *fashionista* dan *fashion connoisseur* di Indonesia.

Pada saat yang sama, GMI berkolaborasi dengan berbagai perusahaan untuk merancang busana kerja formal sesuai dengan identitas dan citra masing-masing klien.

Dengan misi 'melestarikan kain-kain tradisional Indonesia sebagai warisan leluhur yang telah dipelihara secara turun-temurun', GMI merangsang minat masyarakat terhadap desain berbasis kain-kain tradisional serta membantu mengembangkan industri kain tradisional di Indonesia.

Artisan – Menyandingkan Eksotisme Tradisional dengan Modernisme

Dengan sentuhan kontemporer yang berkiblat ke pusat mode dunia seperti Paris, Milan, dan Madrid, koleksi Artisan terdiri dari berbagai koleksi busana pria dan wanita dalam berbagai kategori seperti *evening wear, wedding and occasion, casual wear, formal work and office, dan contemporary fashion*.

Diperuntukkan bagi masyarakat muda *affluent/ upper segment* di kota-kota besar dengan usia 25-40 tahun, Artisan

Gold Fashion International - Preserving the Heritage Ancestors

The advent of PT Gold Fashion International (GMI) in the high-end fashion segment not only infuses revitalizing dose of creativity and imagination into the heart of Indonesia's fashion world, it actually facilitates the preservation and promotion of Indonesian culture to international community. Through its flagship brand 'Artisan'— a synergy of contemporary, cosmopolitan shrewdness and exotic ingenuity of traditional cloths – GMI paves the way to new experience for the fashionistas and fashion connoisseurs across the archipelago.

Not less importantly, GMI collaborates with numerous clients in designing a wide range of formal wear, each of which reflects the clients' image and identity.

Under the mission 'preserving the traditional Indonesian fabric as a legacy passed on from generation to generation', GMI invigorates public interest on designs based on traditional fabrics while participating actively in the development of Indonesia's traditional cloth industry.

Artisan – Fusing Traditional Exotics with Modernism

Defined by the contemporary touch original to the world's fashion capital of Paris, Milan, and Madrid, Artisan features a plethora of men and women clothing of various categories, including evening wear, wedding and occasion, casual wear, formal work and office, and contemporary fashion.

Targeted at young audience from the affluent/ upper segment in metropolitan cities, within the age bracket of 25-40 years old, Artisan

<p>menampilkan nuansa kontemporer yang dinamis, berani, dan mendobrak batas-batas konvensional – dipadukan dengan karakter etnis batik, lurik, dan berbagai kain tradisional lainnya. Untuk desain <i>full batik</i>, koleksi dikhususkan pada busana pria.</p> <p>Sebanyak tiga kali dalam setahun Artisan meluncurkan koleksi-koleksi terbaru yaitu “<i>Spring</i>”, “<i>Summer</i>”, dan “<i>Winter</i>”, serta <i>special edition</i> pada perayaan hari-hari besar seperti Natal, Lebaran, dan Imlek. Setiap koleksi menampilkan tema tertentu berdasarkan tren terkini yang berlangsung di Eropa – disesuaikan dengan selera dan gaya hidup para <i>fashionista</i> di Indonesia.</p> <p>Tentunya semua produk menggunakan bahan-bahan pilihan dengan kualitas utama yang telah teruji keawetannya. Dan seperti merek-merek butik pada umumnya, setiap <i>item</i> adalah <i>limited collection</i> atau tersedia dalam jumlah dan ukuran yang terbatas untuk mempertahankan eksklusifitasnya. Setiap <i>item</i> mewakili imajinasi yang unik yang hanya tersedia di butik Artisan.</p>	<p>features a contemporary, dynamic, and brave personality that breaks away from conventional boundaries – fused with the indigenous attributes of <i>batik</i>, <i>lurik</i>, and various other traditional fabrics. A fully <i>batik</i> design in particular, is exclusively available for men.</p> <p>Throughout an entire year Artisan launches its latest collections timely labeled “<i>Spring</i>”, “<i>Summer</i>”, and “<i>Winter</i>”, as well as special editions in accordance with popular religious/cultural celebrations such as Christmas, Eid, and Lunar New Year. Each cluster features a specific theme based on the latest trends taking place in Europe, customized to the taste and lifestyle of Indonesia’s fashion enthusiasts.</p> <p>Naturally, all of our products are conceived using carefully selected materials of premium quality and proven durability. And not unlike boutique brands in general, every item is essentially a limited collection available only in scarce quantities and sizes – ensuring its exclusivity. Every item is the manifestation of astute imagination original only to Artisan boutiques.</p>
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