

# Pitch Deck

**LYCRYX DECOUPAGE**



**Lycryx Decoupage, which has been established since 2015, is a company engaged in the fashion industry and has been widely known for its innovation in creating unique and classy designs, combining the art of decoupage with high-quality plant-based materials to produce fashion products that not only follow the latest trends but also have high artistic value, so as to be able to give an elegant and exclusive touch to each collection.**



Opening Decoupage Workshop & Training and Partnering with Weaving Craftsmen in West Java

**2016**

Partnering with State-Owned Houses, Government, Community & Private for Decoupage Training

**2018**

Adding Types of Craft Training such as Flower Stockings, Garnis, Making Accessories

**2022**

TEI Exhibition & Export Coaching Program, Heterospace Incubator and Top 20 Indonesia Marketing Association, BM Ministry of Agriculture

**2024**

**2015** Participating in Local Exhibitions & B2B (State-Owned Hospitality & Home Product Display)  
Women's Empowerment

**2017** Participating in Local Exhibitions & B2B (State-Owned Hospitality & Home Product Display)  
Women's Empowerment

**2019-2021** Businesses temporarily closed due to Covid 19

Attending Export School, Export-related Training at PPEJP & Participating in an Online Exhibition in Naerobi, Kenya, Africa, Increasing Partnerships with Weavers

**2021**

**2023**

Participate in TEI National Exhibition, & ISEF, Business Concelling, Business Matching, Meet Buyer, Malaysia, Singapore, Taipei, Saudi Arabia, Chicago, Boston, Scotland

**2025**

Participate in TEI National Exhibition, & ISEF, Business Concelling, Business Matching, Meet Buyer, Malaysia, Singapore, Taipei, Saudi Arabia, Chicago, Boston, Scotland

Becoming an MSME that is able to become a trend at the national and international level with high product quality standards and is able to compete and grow and develop healthily.

**VISI**

**MISI**

- 1. Preserving Traditional Handicrafts:*
- 2. Empowering Artisans Woman:*
- 3. Creating Sustainable Fashion Products*
- 4. Inspire Creativity and Innovation:*
- 5. Reaching the Global Market*

- To empower non-income people to become income-earning people,
- Supporting the government's program to upgrade MSMEs to upgrade MSMEs
- Building the family economy at the village level
- Become a company that goes international



# Product Uniqueness



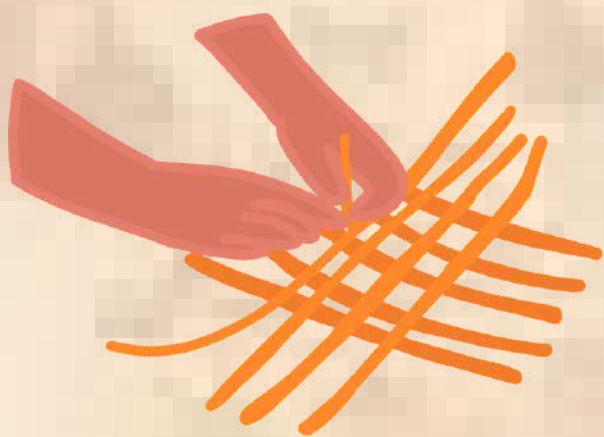
Orders can be custom made



Local Community Empowerment



Eco-friendly Raw Materials



A Combination of Traditional Weaving And Decoupage Art

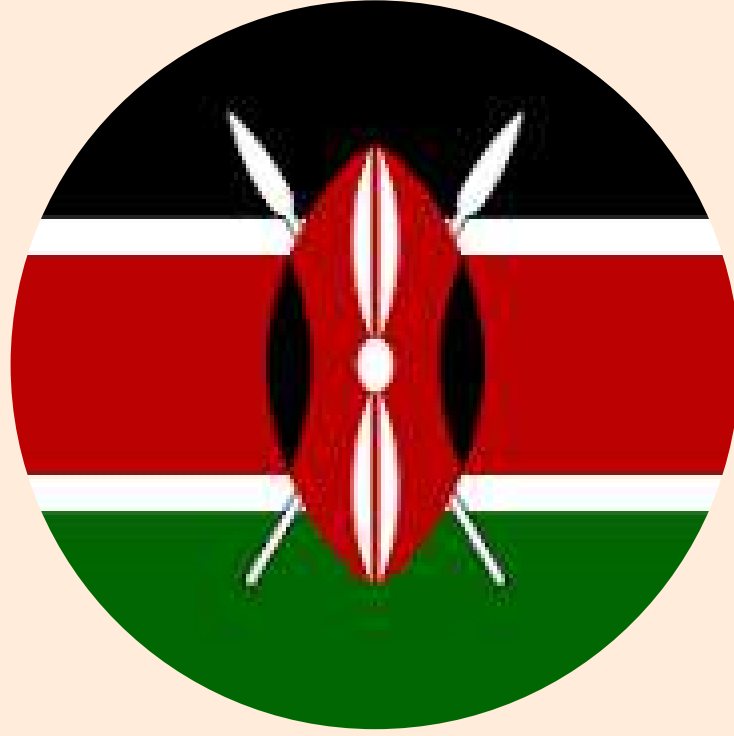
*Limited*  
**EDITION**

Limited Edition



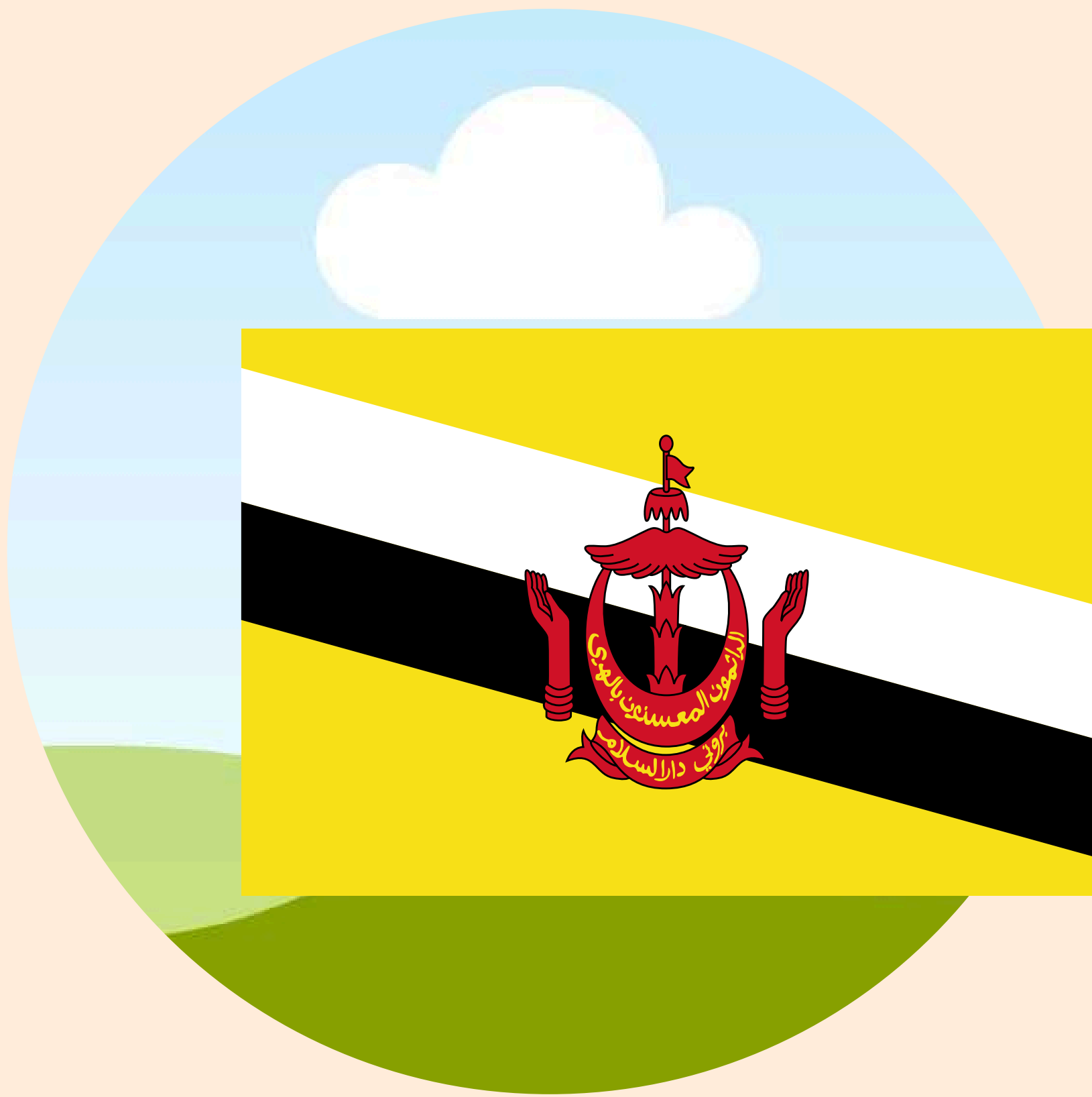
Handmade Quality





# Global Market







**Lycryx Decoupage empowers women and creates artisan jobs.**



**Lycryx Decoupage uses pandan leaves to reduce impact.**



**Lycryx Decoupage empowers women through production and training**



**Lycryx Decoupage reduces its carbon footprint by using sustainable materials and eco-friendly practices.**



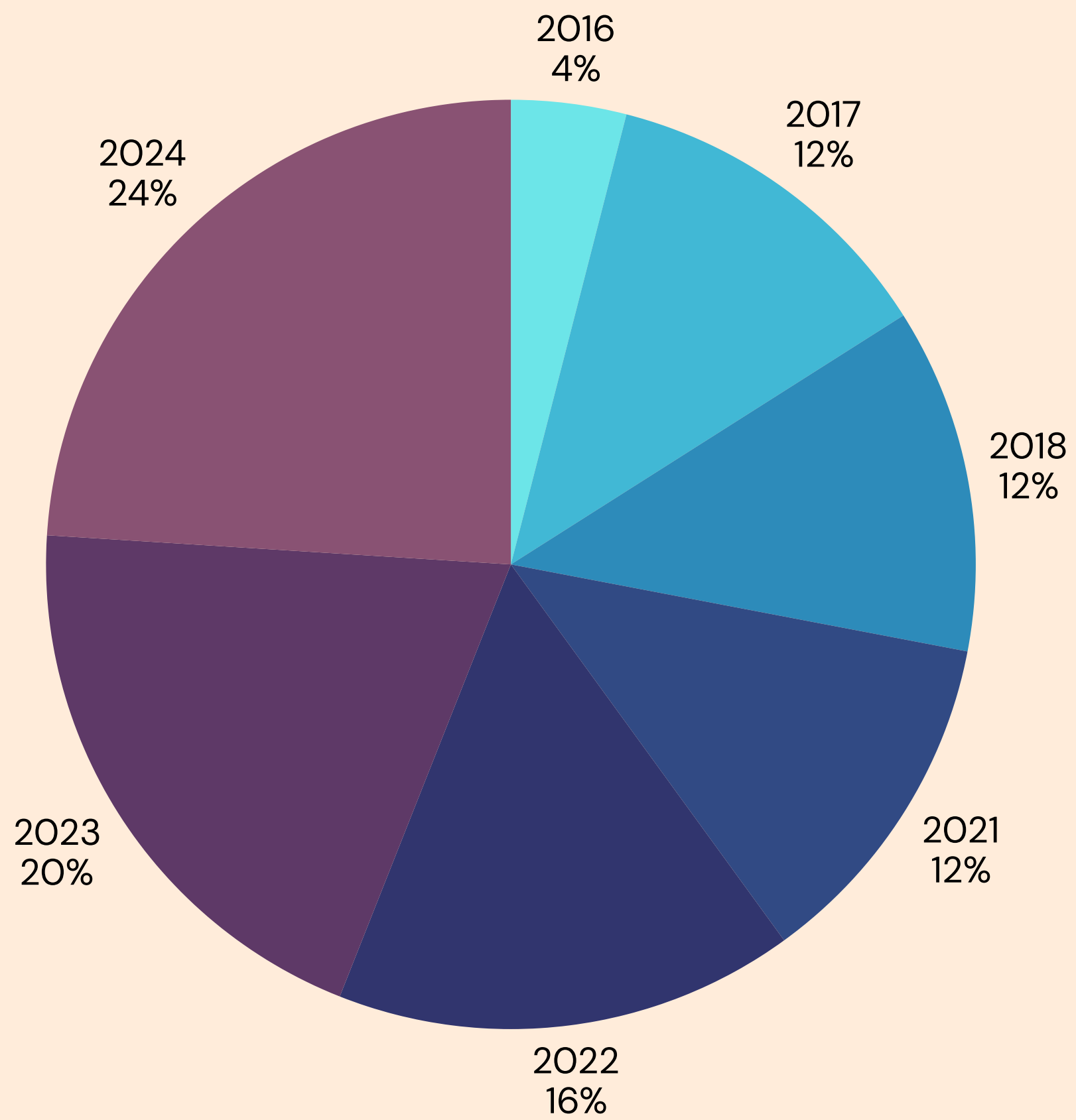
**Lycryx Decoupage preserves ecosystems by sourcing sustainable materials.**



**By creating jobs and working with artisans using natural materials.**



# Women's Empowerment



# ***Pandanus leaf***

***Pandanus leaf, known as Pandanus tectorius (biological name), grows widely in tropical areas such as***

***Indonesia, especially along coastal regions.***

***The plant has long, strong fibers with small spines on the edges, which is why it is commonly called pandan duri or thorny pandan.***

*HS Code 46012900*



### **Product Care & Storage**

Finished pandanus woven products should be stored in a dry place to avoid mold. Keep away from excessive direct sunlight to maintain color. Clean gently with a damp cloth without soaking in water. To retain shape, store products without heavy pressure on them.

# Banana Sheath

**Banana sheath is part of the pseudostem of the banana plant (*Musa paradisiaca*), which originates from tropical regions and is widely found in Indonesia. It is used as a raw material for woven crafts due to its strong, flexible, and eco-friendly fibers. Various products can be made from woven banana sheath, including bags, wallets, mats, baskets, tissue holders, placemats, and home décor items.**



# Handwoven banana sheath basket

*HS Code 46012900*

Finished banana sheath woven products should be cared for by avoiding direct contact with water. They can be cleaned with a dry cloth or a slightly damp one to remove dust. Storage should be in a dry, cool, and well-ventilated place to prevent mold growth and to keep the fibers strong and durable.

1.



# Bamboo

**Bamboo is a member of the grass family (Poaceae) with the biological name Bambusoideae. It grows widely in tropical and subtropical regions, including Indonesia, which is home to many high-quality bamboo species. Bamboo is known as a sustainable, strong, flexible, and durable material, making it ideal for woven crafts. A wide range of products can be made from bamboo weaving, such as mats, baskets, trays, food containers, furniture, and home decorations.**



# Handwoven Bamboo Tray

HS Code 46012900

Finished bamboo woven products require proper care to maintain their durability. They should not be stored in damp places to prevent mold and termites. Products can be cleaned using a dry cloth or a soft brush. If dusty, they can be wiped with a damp cloth and dried immediately. The best storage is in a dry, well-ventilated space, away from direct contact with water, to keep bamboo fibers strong and long-lasting.



# Janur (Coconut Leaves)

*Janur refers to the young leaves of the coconut tree (*Cocos nucifera*), a palm species from the *Arecaceae* family that grows abundantly in tropical regions, including Indonesia.*

*For centuries, janur has been used in cultural ceremonies, traditional decorations, and handicrafts. Beyond its cultural role, janur serves as an eco-friendly raw material for weaving, with high artistic and economic value.*



# *Woven Coconut Leaf Hat (Janur Hat)*

*HS Code 46012900*

**Waste management is also essential. Leftover leaf cuts can be turned into compost, animal feed, or natural fuel, ensuring no environmental pollution. Water used for cleaning the leaves can be reused for plant irrigation. This makes the janur weaving process environmentally sustainable.**



# Coconut Leaf Wall Decoration (Janur Homedecore)

Finished janur woven products require careful maintenance. Since janur dries and becomes brittle easily, products should be stored in a shaded, dry place, away from direct sunlight to prevent fading. Decorative products are best used within a certain period, while stronger products made from mature coconut leaves can be maintained by gently wiping them with a dry cloth or brush and storing them in a well-ventilated space to preserve their quality.





Kenya, Nairobi  
2021

Jeddah  
2025

TEI 2025





Timor Leste  
2025

TEI 2024




TEI 2023




**SCAN ME**



"Handcrafted items infused with artistic flair evoke the soul of creativity."

