

## MAKE A DIFFERENCE

DESTINATION:



# Destination: GOOD

The AirAsia Foundation team talks shop about the people they meet and the ideas they come across as they travel the Asean region on their unique mission: to meet social entrepreneurs and explore ways to support their growth. [airasiafoundation.com](http://airasiafoundation.com)

## More than Just Hype



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Do your clothes tell a story or do they just shout a brand? As consumer consciousness over the impact of fast fashion grows, more and more labels are now emphasising not only style but also transparency in their supply chain.

By tapping artisans who are skilled in traditional weaving and embroidery, social enterprises are slowly changing mindsets on fashion. Here are a few Asean stores where you can purchase a signature piece that tells its own story.

**Bhukram (Bangkok)** Social entrepreneur Pilan Thaisuang works with cotton weavers in the Thai province of Sakon Nakhon to create beautiful shawls and intricate hand-embroidered jackets that sell out almost as soon as they are completed.

**Rh Gareh (Kuala Lumpur)** Anthropologist Dr Welyne Jeffrey Jehom took up an additional

vocation after realising that many Sarawak weavers lack access to market. Their collaboration has produced fresh interpretations of Iban *ikat* (native fabric patterning technique), not only in traditional red designs but also in yellow and blue hues applied on fine silks and bamboo fibres.

**ANTHILL Fabric Gallery (Cebu)** Social entrepreneur Anya Lim's signature skirts showcase traditional weaves from indigenous communities of the Philippine isles.

**Toraja Melo (Jakarta)** Former banker Dinny Jusuf found her calling in contemporising the weaves of the ethnic Toraja people of Sulawesi. Her collections are no stranger to the catwalks of the annual Jakarta Fashion Week.

## Green Your Look

There's no better time than now to start supporting indigenous crafts – in appreciation of International Day of the World's Indigenous Peoples on August 9! Crafts making is an important aspect of ethnic cultures. Through organisations like Malaysia's **Gerai OA** and **Helping Hands Penan**, you now have the option of styling your daily outfits with environmentally friendly accessories that also help create livelihoods for their makers.

## What's a 'social enterprise'?

A business that tackles social challenges and improves communities or the environment using profits from the sale of goods and services.

**AirAsia Foundation is an ASEAN accredited civil society organisation.**



## Contact Us!



Yap Mun Ching, Executive Director of AirAsia Foundation, is always on the lookout for exciting new social enterprises. Write in to [foundation@airasia.com](mailto:foundation@airasia.com)

## Word Up!

Yap Mun Ching goes the whole nine yards with traditional textile.



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Over the past few months, I have been working with the Minangkabau ladies of West Sumatra, Indonesia, to come up with new applications for their natural dye *songket*, or brocades. Traditional *songket* is typically woven in bright silks and metallic threads but under a livelihood programme of women's NGO, LP2M, the women of Lintau village have innovated their version of *songket* woven from naturally dyed cotton fibres.

When LP2M first applied for our grant, these subtle textiles were available only as cuts of fabric, but I saw tremendous potential in adapting them to create modern resort wear. With the help of students from Malaysian design school The One Academy, we founded the label **Limpapah**, which in Minang language means 'butterfly'.

Available exclusively at our Destination: GOOD shop, Limpapah currently carries a gorgeous range of scarves, which will soon be joined by a collection of lovely blouses. Follow us on [Instagram](https://www.instagram.com/airasiafoundation) [Facebook](https://www.facebook.com/airasiafoundation) [Twitter](https://www.twitter.com/airasiafoundation) for the forthcoming debut.



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1. Bhukram's cotton weavers from Sakon Nakhon, Thailand 2. Yap Mun Ching tries on the first sample of a Limpapah resort wear blouse. 3. Handwoven rattan clutch and handbag by Helping Hands Penan