

Contact sheet

DENICA RIADINI-FLESCH WINS 2023 ROLEX AWARD FOR ENTERPRISE

DOCUMENT



Ref: rolex-media-brochure_empty

Denica Riadini-Flesch, 2023 Rolex Awards Laureate - Note to the Media

Credits: © Rolex

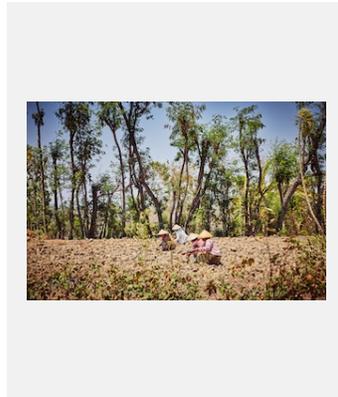
DENICA RIADINI-FLESCH 2023 ROLEX AWARDS LAUREATE



Ref: rae23_riadini-flesch_23sa_0026_r

Rolex Awards for Enterprise Laureate Denica RiadiniFlesch, CEO and founder of SukkhaCitta, is changing the way that clothes are made and sold, down to how the materials are grown, whilst empowering the rural craftswomen that help to create them.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0029_r

A group of Ibus, elder craftswomen, preparing for the next cotton crop by cleaning and planting seeds in East Java, Indonesia. Using indigenous knowledge, farmers working with SukkhaCitta are taught how to grow cotton while regenerating the soil.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0064_r

Rolex Awards for Enterprise Laureate Denica RiadiniFlesch talking to women at one of SukkhaCitta's craft schools. Riadini-Flesch is passionate about empowering women in rural Indonesia by giving them access to training and equipping them with the skills they need to earn a living wage.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0004_r

A SukkhaCitta farmer preparing to plant cotton seeds. SukkhaCitta is a regenerative, farm-to-closet clothing supply chain dedicated to women's empowerment, respect for nature and the preservation of local cultures.

Credits: © Rolex/Sébastien Agnetti

Contact sheet

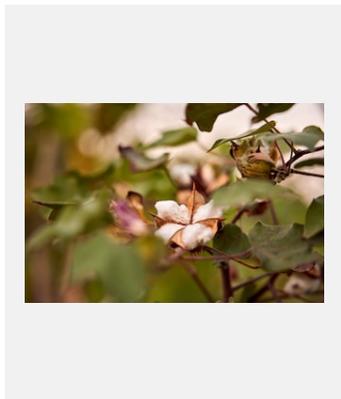
DENICA RIADINI-FLESCH WINS 2023 ROLEX AWARD FOR ENTERPRISE



Ref: rae23_riadini-flesch_23sa_0036_r

SukkhaCitta craftswoman Ibu Kasmini preparing cotton before spinning it into threads. SukkhaCitta prides itself on making ethically hand-crafted garments whilst ensuring their craftswomen are working in a safe environment and for fair wages.

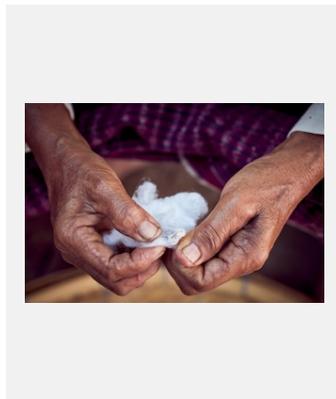
Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0241_r

SukkhaCitta's farmers plant cotton alongside other crops. This helps increase yields and regenerate soils, as the crops are no longer competing for the same nutrients but creating a more balanced ecosystem. The knowledge of these complementary crops comes from talking to older Ibus who still remember their grandparents' traditional farming methods.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0347_r

Ibu Kasmini picks seeds from a cotton boll for the next season at a farm in East Java.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0046_r

SukkhaCitta's Ibu Kasmini, an Indonesian farmer who has inherited her farming practices from her grandmother, using a spinning wheel to turn cotton into threads while Ibu Karmini prepares the cotton behind her.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0055_r

SukkhaCitta only uses 100 per cent plant-based, natural dye on their garments. To get the colour blue, *Strobilanthes cusia* leaves are fermented in mountain spring water for 48 hours.

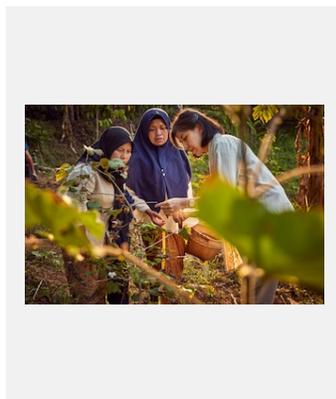
Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0070_r

Rolex Awards for Enterprise Laureate Denica RiadiniFlesch founded SukkhaCitta with just three women. Now, a team of 15 co-ordinators manages over 450 women who have seen an average 60 per cent increase in earnings so far.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0080_r

Denica Riadini-Flesch, founder and CEO of SukkhaCitta, talking with Ibu Tun and Ibu Dair in a cotton field near Central Java, Indonesia. Ibu is a term of respect used for elder craftswomen in Indonesia, and SukkhaCitta offers them the support they need to earn a living wage through their traditional crafts.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0126_r

Rolex Awards for Enterprise Laureate Denica RiadiniFlesch talking to Ibu Linna on a farm in East Java. Through her work with SukkhaCitta, Riadini-Flesch has revived Indonesia's cotton farming industry by offering farmers a fair wage for their produce

Credits: © Rolex/Sébastien Agnetti

Contact sheet

DENICA RIADINI-FLESCH WINS 2023 ROLEX AWARD FOR ENTERPRISE



Ref: rae23_riadini-flesch_23sa_0090_r

SukkhaCitta only uses plant-based, natural dyes, like this blue one, made by fermenting *Strobilanthes cusia* leaves. By using these completely natural dyes, SukkhaCitta has prevented over 3 million litres of toxic chemicals from being dumped into Indonesian rivers since the enterprise was established.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0132_r

Rolex Awards for Enterprise Laureate and founder of SukkhaCitta Denica Riadini-Flesch (right) holding cotton harvested on a farm near Central Java, Indonesia, by Ibu Tun and Ibu Dair, who she is standing with. The cotton will be used to make high-quality, traditionally crafted clothes, making SukkhaCitta a true farm-to-closet company .

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0136_r

Ibu Dair, an elder smallholder farmer, picking cotton in a farm near Central Java, Indonesia. Cotton farming is historically one of Indonesia's biggest industries, but in recent years many farmers have turned to more lucrative crops such as corn. SukkhaCitta encourages them to maintain their traditional cotton-farming practices by offering them a fair wage for their produce.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0210_r

Ibu Sri and Ibu Muntiani prepare a bath for dyeing fabrics in one of SukkhaCitta's craft schools, Rumah SukkhaCitta, East Java. The textiles hanging behind them have been decorated with a floral batik design.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0095_r

Ibu Srikanthi supervises two younger women drawing batik patterns in one of SukkhaCitta's craft schools, Rumah SukkhaCitta, East Java.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0084_r

Batik craftswomen in one of SukkhaCitta's craft schools, Rumah SukkhaCitta. Batik is a skill that has been passed for generations in Indonesia that involves drawing on textiles using dye-resistant wax that then leaves intricate designs behind once the garments are dyed. Thanks to SukkhaCitta's craft schools, indigenous knowledge like this can continue to be passed down.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0149_r

Ibu Srikanthi drawing batik patterns in her home near one of SukkhaCitta's craft schools, Rumah SukkhaCitta, East Java. SukkhaCitta supports artisans who work from home so they can earn a living wage while caring for their families.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0152_r

Batik artisans like Ibu Srikanthi draw intricate patterns on textiles using wax, so that when the clothes are dyed, a stark imprint of the beautiful designs is left on the garment.

Credits: © Rolex/Sébastien Agnetti

Contact sheet

DENICA RIADINI-FLESCH WINS 2023 ROLEX AWARD FOR ENTERPRISE



Ref: rae23_riadini-flesch_23sa_0174_r

Batik is made by drawing patterns on textile in wax, using a spouted tool called a tjanting.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0186_r

A woman embroiders flowers on fabric in one of SukkhaCitta's craft schools, Rumah SukkhaCitta, Central Java. SukkhaCitta sells high-quality, handcrafted clothes and ensures everyone involved receives fair pay, from the farmers who grow the cotton to the seamstresses and batik artisans.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0232_r

A village in Central Java, where farmers grow cotton to be made into the clothes sold by SukkhaCitta.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0234_r

A woman prepares cotton threads for embroidery. By offering a living wage to rural craftswomen, SukkhaCitta has encouraged a younger generation to take up these traditional crafts. The average age of the women has gone from 60 down to 28 years old since Rolex Awards for Enterprise Laureate Denica RiadiniFlesch started the company.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0270_r

Denica Riadini-Flesch with the batik craftswomen at one of SukkhaCitta's craft schools Rumah SukkhaCitta. Women are not only taught traditional crafts in SukkhaCitta schools, but the business skills they need to monetize them.

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0359_r

Ibu Kasmimi using turmeric to prepare cotton seeds in a farm in East Java. By treating the seeds like this before planting, she is able to grow darker, "brown cotton".

Credits: © Rolex/Sébastien Agnetti



Ref: rae23_riadini-flesch_23sa_0049_r

As part of the Perpetual Planet Initiative, Denica Riadini-Flesch plans to scale up SukkhaCitta; one of the world's first regenerative farm-to-closet clothing supply chains. SukkhaCitta (meaning "happiness") is centred on empowering rural artisans in Indonesia, using traditional and sustainable techniques to craft high-end products.

Credits: © Rolex/Sébastien Agnetti