



CV AMAN BEGJA ADINATA

Business Profile 2021.



ABOUT US

ABOUT SHEO HOME LIVING.

Established in Bali in 2017, *Sheo Home Living* has grown to become one of Indonesia's leading brands in Home Decór business. Fully committed in production and fair-trade, the brand was born from the hand of a young architect, Ayu Anandani Pamulia. Under its principal, CV. Aman Begja Adinata, a company she founded and have it registered in her hometown, Yogyakarta, Ayu started her journey in preserving the heritage of Indonesia's cultural arts and crafts, thus marked the birth of Sheo Home Living.

Sheo Home Living's main products include a vast array of home decór products with natural and recycled materials, such as: rattan, recycled wood, natural leaves decór, and many more eco-friendly materials. With a fresh yet timeless approach to design, the ever growing Home Collection balances eclectic elements in unique & beautiful ways. Refined details mix with organic edges, traditional plays against the indigenous & materials, texture & patinas are used in innovative ways to bring about a collection that feels inspired.



MEET THE FOUNDER

Ayu Anandani is the Founder and CEO of *Sheo Home Living*, an architect with unmatched passion for curating, sourcing, and designing sustainable furniture and homewares. Today, she continues to develop the fastest growing online platform in the home and design industry.

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ABOUT US

OUR PHILOSOPHY.



EXPLORING ART

We love playing with texture, pattern, and colour to give some additions at homes.



PRESERVING HERITAGE

We're considering our impact to the environment by using sustainable materials.



EMPOWERING CULTURE

We're happy to work with Indonesian local artisans. All products are handmade with hands or pedal looms, no machine use.

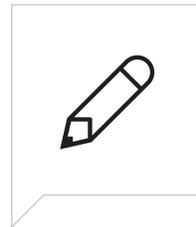


THROUGH START TIMELINE.



> 2017

Started as an architect for one of Bali's recognized architect ateliers, Tomahouse, PT. Aman Bumi



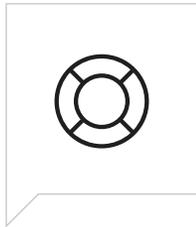
2017

Sourcing agent for small home décor businesses overseas, founded Sheo Home Living



2019

Established online platform for sheohomeliving.com



2020

Founded CV. Aman Begja Adinata
as principal company for *Sheo Home*
Living and *Kulo Home*



2021

Founded *Tropicalley*.
Business expansion for sustainable
and eco-friendly building materials

OUR BRANDS

SHEO HOME LIVING.

A vast array of home décor products with natural and recycled materials, such as: rattan, recycled wood, natural leaves décor, and many more eco-friendly materials.



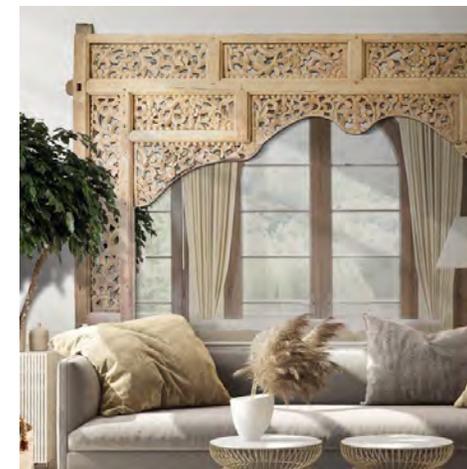
sheo
• HOME LIVING •



OUR BRANDS

KULO HOME.

A vast array of Indonesian vintage finds.



OUR BRANDS

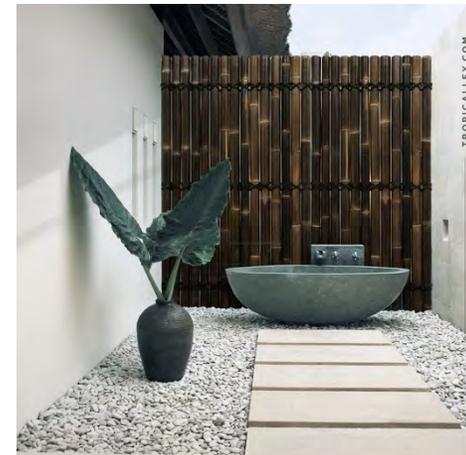
TROPIC ALLEY.

At *Tropicalley*, we offer a full line of innovative eco-friendly building products and materials to homeowners, professionals, and contractors worldwide.

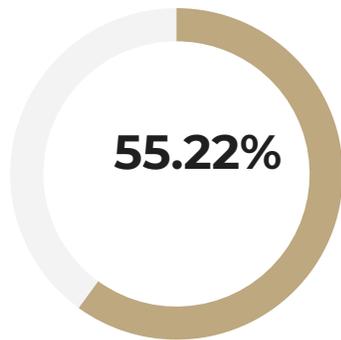
We continuously committed to deliver innovative products from responsibly sourced materials that emphasize sustainability, improved health and wellness, and reduced environmental impact.



TROPICALLEY

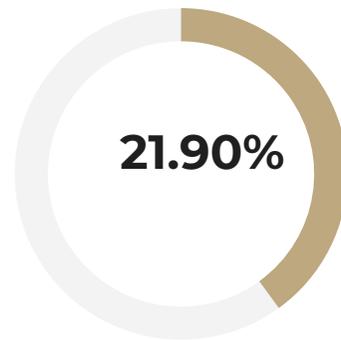


SALES CHART BY REGION



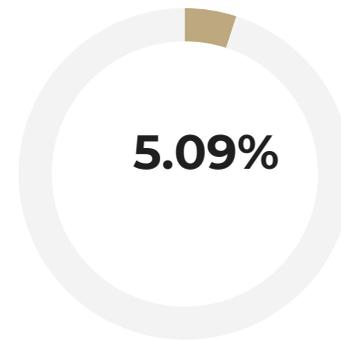
AUSTRALIA

Featuring Western Australia, Sydney, Melbourne, New South Wales, Queensland, South Australia, Darwin, and New Zealand



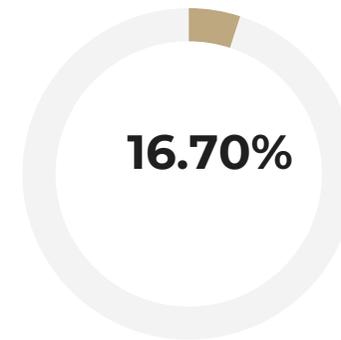
EUROPE

Featuring UK, France, Sweden, Denmark, Spain, Finland, Switzerland, and The Netherlands.



USA

Featuring Canada and USA.



ASIA

Featuring Indonesia, Japan, Israel, Philippines,