PREFINITE
COMMUNICATIONS

THE PREFINITE PAPER

A HOPEFUL YEAR

26
January

2021 is a fresh start for us at Prefinite Communications.

We welcome this new year with renewed spirits and high hopes, as we continue working with confidence. In this edition of The Prefinite Paper, we have curated the trends that we think will be in the spotlight through 2021, we hope you find our selections of dining, beauty, wellness, gadgets, and hospitality to be resourceful. We also present a special segment, Prefinite Destinations, to shine a light on the local destinations that are worth the trip!

We look forward to sharing this year's excitement with you.

Stay healthy and safe,

Viana Dien-Igah

DINING

NO NA MA

at Le Meridien

@nonamarestaurant

NO NA MA Restaurant at Le Meridien Hotel Jakarta offers an exquisite Japanese dining experience. Executive Japanese Chef Tadashi Inose gives diners at NO NA MA the authentic Japanese dining traditions of omakase - individually crafted unique dishes that change daily, based on the seasonal high-quality seafood produce available at the Toyusu market.

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DINING

FURUSATO IZAKAYA

@furusatoizakaya

Furusato Izakaya welcomes serving authentic Japanese food from the heart. Housed in an exquisite traditional Japanese setting at Sudirman Suites Apartment, the izakaya is coveted by Japanese food lovers.

Chef Ryohei Tsuruta impresses as a true washoku chef, creating dishes to match the freshness and the quality of the ingredients he uses. Born in Fukuoka, Chef Ryhei was trained in his hometown perfecting his cooking skills in many izakayas and traditional Japanese restaurants. Trained under a well-known Chef Mr. Meida from Kyoto's Tankuma restaurant, Chef Ryohei hopes to introduce diners to the delectable cuisine from his hometown.

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HOSPITALITY

RAFFLES BALI

@raffles_bali

For well-travelled connoisseurs seeking space, privacy and discovery. **Raffles Bali** is an intimate oasis of emotional wellbeing, inspired by a spirit of generosity that invites you to rediscover yourself and your loved one. Indulge in the 32 most private and generous ocean view villas in Jimbaran. The resort's sprawling private beach and lush garden, away from the bustle of Jimbaran.

The resort's sprawling private beach and lush garden, away from the bustle of Jimbaran Beach gives it the feeling of an oasis, a treasure to be stumbled upon by only the most fortunate and intrepid of travellers.

Cultural discoveries are a particular specialty at Raffles Bali. In addition to admiring the resort's Balinese architecture or sampling authentic cuisine at Rumari Restaurant, we encourage you to explore the island's colourful legends and time-honoured rituals with carefully designed Balinese cultural journeys crafted by Raffles Wellbeing Butlers.

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HOSPITALITY

TUGU HOTELS

@tuguhotels

Tugu Hotels was born out of one man's love and passion for Indonesia's romantic history. The beautiful boutique hotels under the local-owned and operated Tugu Group are designed to tell the world the romantic stories and legends of ancient

kingdoms of Indonesia. All around the archipelago in Bali, Lombok, Jakarta and East Java, their properties stand as ethereal monuments of forgotten art, culture and romance of the thousand-years-old Indonesian heritage.

This fully Indonesian experience is achieved not only through a most unique design amidst majestic landscapes, historic towns and refurbished historic buildings, but also from various cultural experiences that guests can only have in the hotels and restaurants. The design, stunning and dramatic, is blended together with a vast, eclectic collection of antiques from all over Asia, capturing a vibrant spirit and a passion for the art, soul and romance of Indonesia.

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WELLNESS

YOUNG LIVING

@youngliving_indonesia

Essential oils are beneficial for your body, mind, and emotional well-being in many ways, while aromatherapy is the use of aromatic plant extracts to promote health and wellness.

Because aromatherapy works through the skin and with your sense of smell, essential oils are a fantastic complement to this ancient practice.

We recommend diving in and utilizing the benefits of aromatherapy with a soothing bath or a rejuvenating massage!

Here are just a few of the handy ways that essential oils can enhance your life: Peppermint essential oil can create a cooling sensation when applied to fatigued muscles after a workout, Tea Tree essential oil and Lavender essential oil help reduce the appearance of blemishes, while Kunzea essential oil and Citrus Fresh essential oil blend purify the air when diffused.

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WELLNESS

MOOD *Jakarta*

@moodjakarta

Mood - Wellness Studio and Kitchen is a sanctuary for busy Jakartans to wind down and regroup. It is a space that offers wholesome meals and drinks where being healthy is something that should be sustainable. Their food and drinks come from real ingredients, cooked and served without any added preservatives.

At Mood Jakarta, you can partake in their candlelit yoga classes, which is held in a dark candle lit room to encourage students to focus on themselves, rather than being distracted by others in the reflection.

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GADGET

SAMSUNG S21

@samsungindonesia

Samsung introduced **Galaxy S21 and Galaxy S21+**, the latest flagship devices that empower you to express yourself. Made for the way we live now, Galaxy S21 is loaded with state-of-the-art innovations so you can make the most of every moment. The new flagship series debuts a head-turning, iconic design, an epic pro-grade camera for users of any skill level and the most advanced processor ever in a Galaxy device.

The Galaxy S21 series introduces an all-new, iconic Contour Cut Camera housing that seamlessly blends into the device's metal frame for a sleek, yet striking, aesthetic. S21 and S21+ will be available in a range of eye-catching colors, including a new signature color: Phantom Violet. And each device is coated with a luxurious haze finish on the back for a sophisticated look and feel.

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GADGET

OPPO RENO5 5G

@oppoindonesia

OPPO officially launched the OPPO Reno5 5G for the Indonesian market. OPPO Reno5 5G champions their AI Highlight Video feature, a feature that detects light intelligently to merge the two algorithms of Ultra Night Video and LIVE HDR that significantly improves video quality in low-light settings. This feature also enables users to capture, edit, and share professional-quality video quickly. OPPO Reno5 also features the first video beauty feature, Portrait Beautification Video, that detects up to 194 facial points to enhance the beauty captured in the video. With a slim and light design, and two options of chic colours, OPPO Reno5 5G is the perfect device for trendsetters everywhere.

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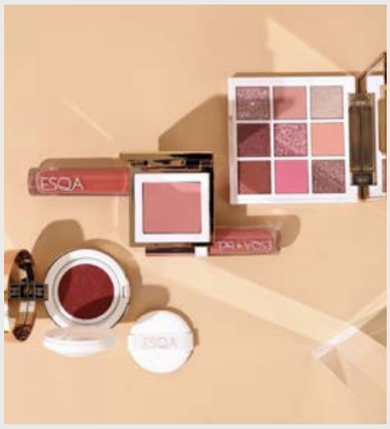
BEAUTY

ESQA *Cosmetics*

@esqacosmetics



Launched in June 2016, **ESQA** remains the first and leading vegan cosmetics brand in Indonesia. Aiming to create products that enhance everyone's pure beauty, ESQA strives to provide beautifully packaged products that are innovative, safe and natural all at once. Their best selling products include their Brow Pomade Pencil, Lip Gloss, The Goddess Cheek Palette, and their gorgeous Blush that won the Sociolla Award back in 2020.

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BEAUTY

BLP *Beauty*

@blpbeauty

Founded by Lizzie Parra in 2016, **BLP Beauty** is an ecosystem where beauty goes beyond products: it is about who the wearer is – and the definition of beauty goes beyond any standards you have been exposed to.

BLP Beauty's products are developed cruelty-free, and made for safe daily use. BLP Beauty's Face Base product offers a wide range of colours suitable for all skin colours, and their Lip Bullet comes in a range of playful and exciting shades!

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PREFINITE DESTINATIONS

Sumba

Sumba has long been seen as a mystical island, undiscovered by many. It's limestone hills, rugged and rolling savannas, and immaculate beaches have remained untouched by the maddening tourist crowd. Located between the islands of Komodo and Sumbawa, Sumba directly faces the Indian Ocean and is known as a surfer's paradise. It's position fronting the Indian Ocean makes it susceptible to wide open ocean swells, waves usually barreling between May and October, making it a dream for the pro surfer.

In Sumba, the wild beaches are pristine and nature has found its original splendor. It's quite normal to see wild horses roaming the islands' savannas and beaches, or adorable piglets running around the rice paddies. The island also has its own distinctive fauna with a mix of both Asian and Australian species. And a bird lover's paradise, Sumba is also famous for its multitude of birds, and is a unique place to observe dozens of endemic species.

Sumba is one of the rare places in the world where the local community has succeeded in tightly preserving its culture and unique animist beliefs. As followers of the unique Marapu religion, natives worship a combination of nature and ancestors, believing in the cooperation between man and nature and in the ancestors' authority over the temporal life of the living human. This devotion makes Sumba one of the last places on earth where megalithic burials, mostly used during the Neolithic and Bronze Ages, are still a living tradition.

Sumba is also home to the annual Pasola festival, a spectacular ceremonial battle between neighboring tribes. Held every year in February and March, this harvest ritual thanks the ancestors for a successful harvest and celebrates the beginning of the new planting season. Originally, the horse mounted fighters were armed with metal-tipped spears aiming to spill blood, but the ritual has changed over time and spears are now blunt. But while the ceremony may be less dangerous, it is no less impressive. Witnessing Pasola is a once in a lifetime experience.

Cap Karoso is a pioneering hotel and villa development in Karoso, Southwest Sumba which is set to open this year. It brings a unique lifestyle vision to a one of a kind location, and is hailed to be a new icon of beachfront hospitality.

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