

STARWOOD FURNITURE INDONESIA - COMPANY PROFILE 2026

THE CRAFT OF PLACE

Furniture and crafted timber environments from Jepara, created for exceptional places.



ORIGIN

Made with Intent

A piece of furniture begins long before the first cut. It begins with the character of a place, the way a guest will use it and the material chosen to carry that experience.

In Jepara, we translate those requirements into furniture and timber environments made with discipline, proportion and respect for the material.

[Explore selected projects](#) →

Starwood at a Glance

PT. Starwood Furniture Indonesia is a made-to-order furniture manufacturer based in Jepara, Central Java. Established in 1995, the company develops indoor furniture, outdoor furniture, bespoke pieces and timber structures for professional project and trade clients.

Work is coordinated from approved requirements through production, finishing, quality review and export preparation.

FURNITURE MANUFACTURING EXPERIENCE Since 1995	CENTRAL JAVA, INDONESIA Jepara
PRODUCTION MODEL Made to order	CONNECTED BUSINESS DIVISIONS Four





Material selection in Jepara - editorial visualization



ORIGIN

Born in Jepara

Starwood is based in Jepara, a Central Java town closely associated with furniture making and woodwork. From this location, the company develops furniture and timber solutions for projects in Indonesia and international destinations.

The value of place is practical: experienced makers, direct communication between design and production, and a working culture shaped around timber. Each commission begins with the client brief, references and performance requirements, then moves through a coordinated local manufacturing process.

[Visit our company story](#) →



Collaborative development - editorial visualization

PEOPLE

Built by People

A project moves through many hands and several kinds of judgement. Design and production teams interpret the brief; craftspeople resolve material and construction; finishing and quality teams review the approved details; logistics prepares the order for its destination.

No single stage works in isolation. Clear information between those stages helps the finished work remain connected to the original requirement.



PARTNERSHIP

Designed Around Your Brief

We work from the requirements that shape a project: use, scale, environment, material, finish, quantity, destination and delivery. The result may be one bespoke piece, a coordinated furniture family or a broader timber package.

HOSPITALITY

DESIGN STUDIOS

DEVELOPERS

INTERNATIONAL TRADE

START A PROJECT ENQUIRY →

OUR BUSINESS

Four Ways We Build



01

Indoor furniture

Teak and mahogany furniture for interior settings

02

Outdoor furniture

Plantation teak furniture treated for exterior use

03

Custom and bespoke

Furniture developed from approved project requirements

04

Timber structures

Bangkirai structures coordinated to architectural drawings



Material, Understood

Starwood works with Indonesian plantation teak wood for indoor and outdoor furniture, with outdoor teak treated for exterior use. Mahogany is available for suitable indoor furniture, doors and windows. Bangkirai, also

known as Yellow Balau, is used for principal timber structures made to approved architectural drawings.

Upholstery, finishes and hardware are selected against the requirements of each approved brief.



Indonesian plantation teak



Project-selected finish

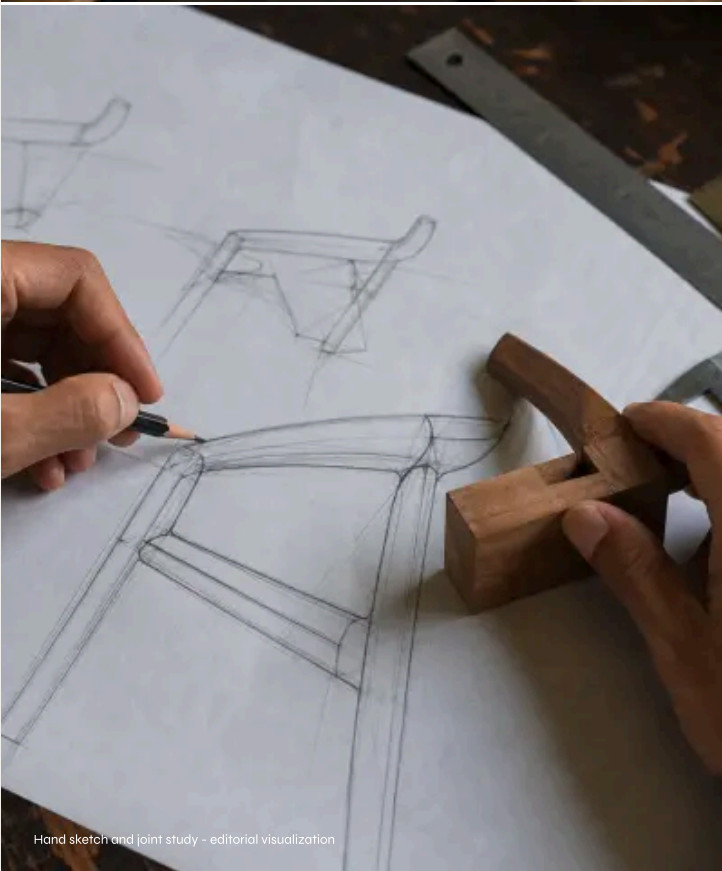
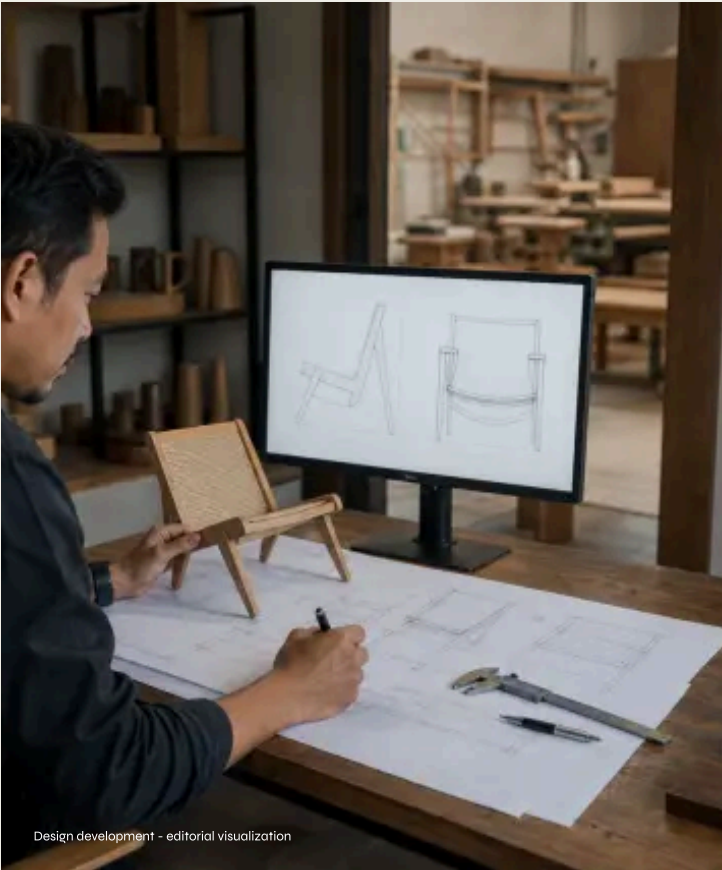


Bangkirai / Yellow Balau



Project-specified upholstery and detail

From Idea to Line



A successful product resolves appearance, use, proportion, material and production in the same decision. Drawings and samples allow those decisions to be tested before production begins.

The editorial process visualizations and current finished product shown here illustrate separate working stages; they are not presented as one matching product record.

PROPORTION MATERIAL DEFINITION PRODUCTION DETAIL

From Line to Prototype

Before repetition comes resolution. Development allows proportion, comfort, structure, finish and manufacturability to be reviewed as one object.

The editorial process visualizations and completed piece shown here are separate examples of development stages, not one continuous product record.



Component development - editorial visualization



Prototype fit review - editorial visualization



Completed product example

01

02

03

MANUFACTURING

Making at Scale

In Jepara, drawings, samples and approved specifications move through a coordinated production workflow. Teams review each stage in relation to the intended furniture, finish and project requirements before the order is prepared for delivery.

Manufacturing capability →

EDITORIAL PROCESS DIAGRAM - STAGES VARY BY PROJECT

APPROVED INFORMATION

MATERIAL PREPARATION

COORDINATED PRODUCTION

ASSEMBLY AND DETAIL

FINISH AND QUALITY REVIEW

PACKING FOR THE CONFIRMED ROUTE

MANUFACTURING

Detail at Hand

Production is managed as a connected sequence rather than a collection of isolated tasks. Review points keep materials, dimensions, construction and finish aligned with the approved project information.

EDITORIAL PROCESS DIAGRAM - STAGES VARY BY PROJECT

04

05

06



Upholstery detail - editorial visualization



Current product detail



Finish and quality review - editorial visualization

FINISH AND QUALITY

Finish Is a Discipline

Sanding, finishing, upholstery and final checks are coordinated against the approved sample and project specification. Surface preparation is reviewed before finish application; upholstery details follow the selected materials and construction; completed pieces are checked against the agreed requirements before the order moves forward.

The aim is consistency across the order without disguising the natural character of timber.

Ready for the Journey

Before dispatch, completed furniture is reviewed against the approved order and prepared for the route ahead. Protection and packing are selected for the product, quantity, handling requirements and destination.

Order information and export preparation are coordinated with the buyer and logistics process. Final packing and documentation are agreed for the confirmed shipment.



PREPARE AND PROTECT



PACK FOR DISPATCH

PLACE

FURNITURE COMES ALIVE IN PLACE

Made to support the atmosphere, movement and purpose of the space around it.





FURNITURE IN PLACE

Indoor Guest Spaces

Furniture for guestrooms, restaurants, lounges and private villas, developed around the project language rather than imposed upon it.



FURNITURE IN PLACE

Outdoor Guest Spaces

Outdoor pieces must balance comfort, drainage, structure, maintenance and exposure while remaining visually connected to the architecture.

One Brief. One Original.

Dimensions, materials, finishes, upholstery, construction and packaging can be developed around the approved project brief. The principal console and related storage form shown here are current made-to-order products, presented as published examples rather than an invented project story.

PRODUCT	Project approved
MATERIAL	Project approved
FINISH	Project approved
DIMENSIONS	Project approved
APPROVED DETAIL	Project approved

[View the product](#) →

DISCUSS A BESPOKE BRIEF →



Cane Drawer Teak Console Desk

Related current console form



Bangkirai structure - editorial visualization



Timber interior - editorial visualization

TIMBER ARCHITECTURE

Architecture in Timber

[Wooden houses and timber structures](#) →

Starwood develops wooden houses and timber structures from approved architectural drawings and project requirements. Principal structures are manufactured in Bangkirai wood, also known as Yellow Balau.

The scope can include timber components for private residence and resort projects, with dimensions and details coordinated against the approved design. Furniture, doors and windows may be developed separately where they form part of the wider brief.

Projects Across Places

A selected visual index of completed work. Every entry is supported by a current project record and published project imagery.

Jepara

Selected published projects



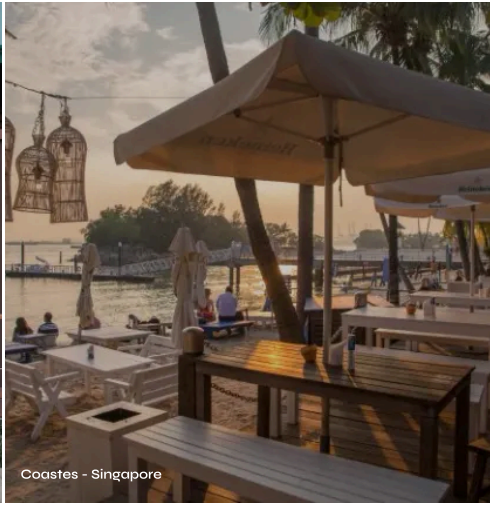
Aarah Resort - Maldives



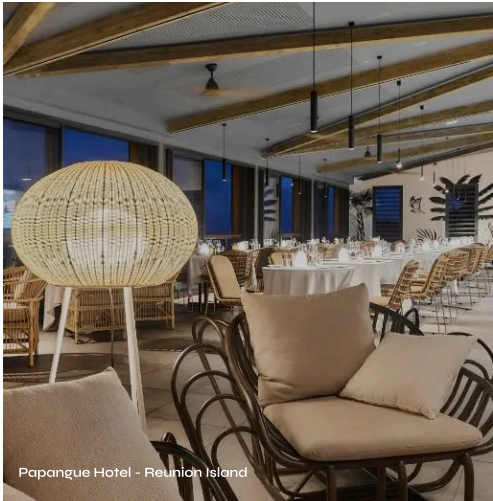
ITC Ratnadipa - Sri Lanka



Cardamom Club - India



Coastes - Singapore



Papangue Hotel - Reunion Island



Villa Imperiale - Morocco



PROJECT FOCUS

ITC Ratnadipa, Colombo

ITC Ratnadipa is a 2024 hotel project in Colombo, Sri Lanka. Starwood's recorded scope covers furniture for restaurants, bars and lobbies, bringing several public hospitality settings into one coordinated package.

The approved photography shows lounge seating, dining arrangements and supporting pieces across spaces with different atmospheres and patterns of use. This case study remains within the scope documented by Starwood's current project record.

Colombo Sri Lanka

2024 Project record year

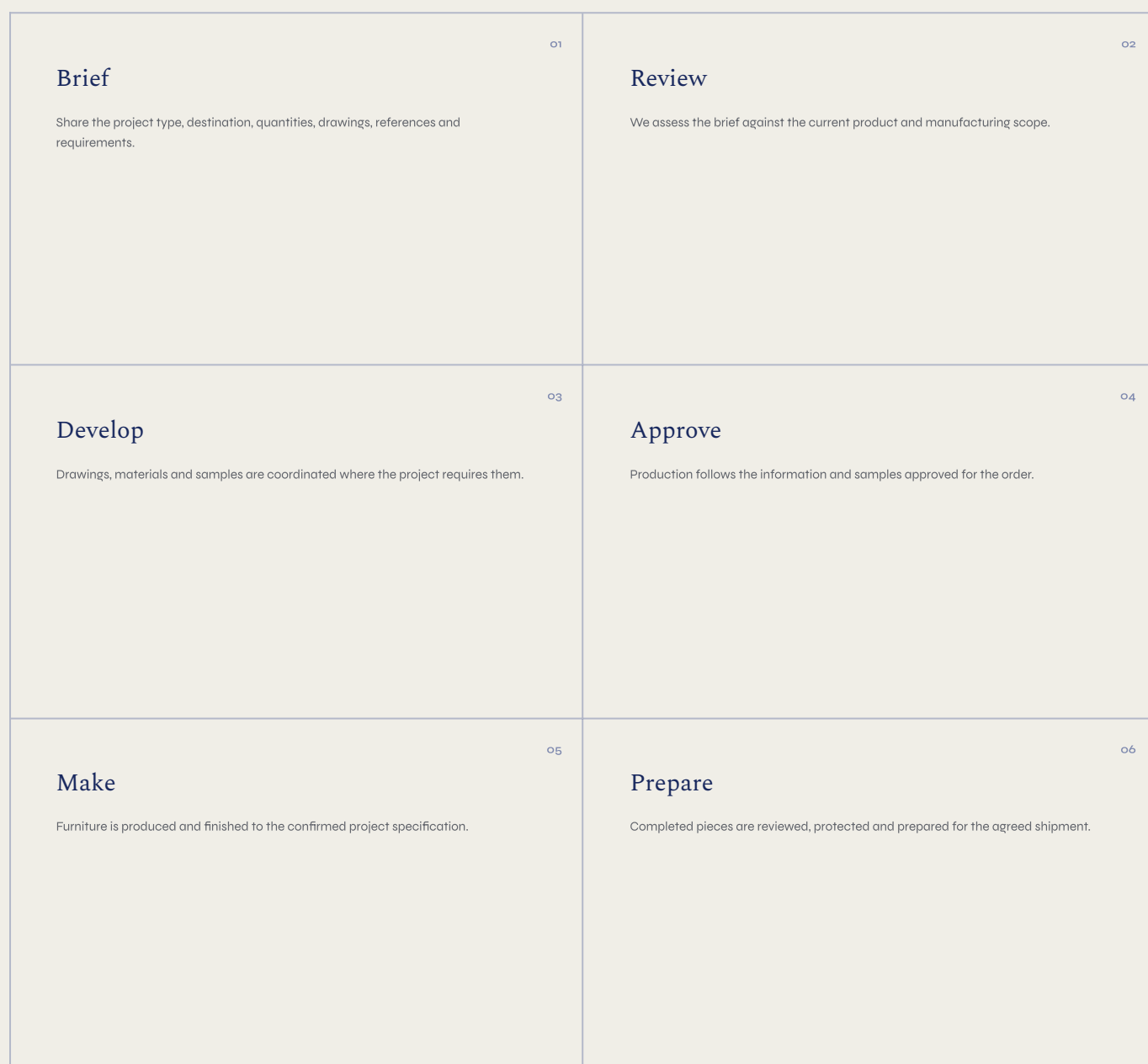
Hotel Project type

Public areas Restaurants, bars and lobbies

[View the ITC Ratnadipa project](#) →

A Better Way to Work Together

A clear project begins with the right information and stays clear through review, approval, production, inspection and delivery preparation.



SHARE YOUR BRIEF →

Start with a Brief

Share the project type, destination, required products, estimated quantities, drawings or references, preferred materials, target timing and applicable standards. Starwood can then review the request against its current capability.

01

Project type and location

02

Required products and estimated quantities

03

Drawings, schedules or visual references

04

Preferred materials, finishes and upholstery

05

Intended use and performance requirements

06

Target programme and destination

07

Applicable standards, packing or delivery requirements

START A PROJECT ENQUIRY →

[Contact Starwood](#) →



Scan to open the project enquiry page, or use the live button on this page.

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STARWOOD FURNITURE INDONESIA

Made in Jepara. Built for Place.

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