Nata Oka
lost in paradise
‘BALI’
It begins from a Balinese girl who felt lost in herself, she started to ask what life is all about and finally she decided to travel to find herself. On her way she falls in love with gypsy life style… this is where NataOka come into her mind.

Concept about Lost in paradise is for explore the world, there will be lost in somewhere in Every collection. “sometimes there is a feeling of being lost in this life. And some people decided to travel to find themselves. Live the life and go everywhere as a gypsy. In every new place they find different things about culture, language, nature, people, everything. And realised that what they try to find is happiness. May the feeling of lost is still be there, but they are not afraid. Because they are lost in paradise.

To this feeling, Nataoka will always be lost somewhere in the world and explore the culture, life, nature into the inspiration for the women’s clothes. And sharing the happiness.
Bali is part of Indonesia.
A small island with Tropical weather.

This is our first collection, we are based here.
Everytime we come back,
there is always the feeling of being Home... peaceful.
A small island with full of positive energy.

It’s miracle!
our feet are moving, following rhythm of the waves.
our hand floating, following direction of the wind.
And our eyes are closed.
our soul to be one with the nature.
There are an unique culture that still stay strong.

The Balinese believe
“Tri Hita Karana”
a traditional philosophy
for life on the island of Bali.
The literal translation is roughly the
"three causes of well-being"
or
"three reasons for prosperity".
Harmony among people,
Harmony with nature or environment,
Harmony with God.
The philosophy are the same with our heart and soul.
And its become an inspiration for our collection.
Harmony Among Human Beings,

as an individual,
we will not be able to live a real life without others
we are all one
Harmony With Nature
we are a part of mother nature
we live on this planet, that we breath