reveal the meanings of batik in Batik Fractal’s Summer Spring catalogue and how batik is represented in this catalogue. This analysis uses qualitative method supported by Roland Barthes’ semiotics and Stuart Hall’s representation as part of Circuit of Culture theory to reveal the meanings and the representation of batik in the catalogue. The writer finds that batik is indeed the reflection and trace of history in Indonesia passing through an evolution from the phase of traditional, modern, until the current contemporary batik represented by Batik Fractal. Recently, with the innovation of Batik Fractal, batik has become more International than just strictly Indonesian. In the case of Batik Fractal, batik is no longer combined with designs from all part of Javanese regions but it is also mixed with western fashion sense and style.

**Keywords:** batik; catalogue; fashion; fractal; representation