

PROFILES FROM CENTRAL ASIA

A TRADE PROMOTION PROJECT IN KYRGYZSTAN AND TAJIKISTAN

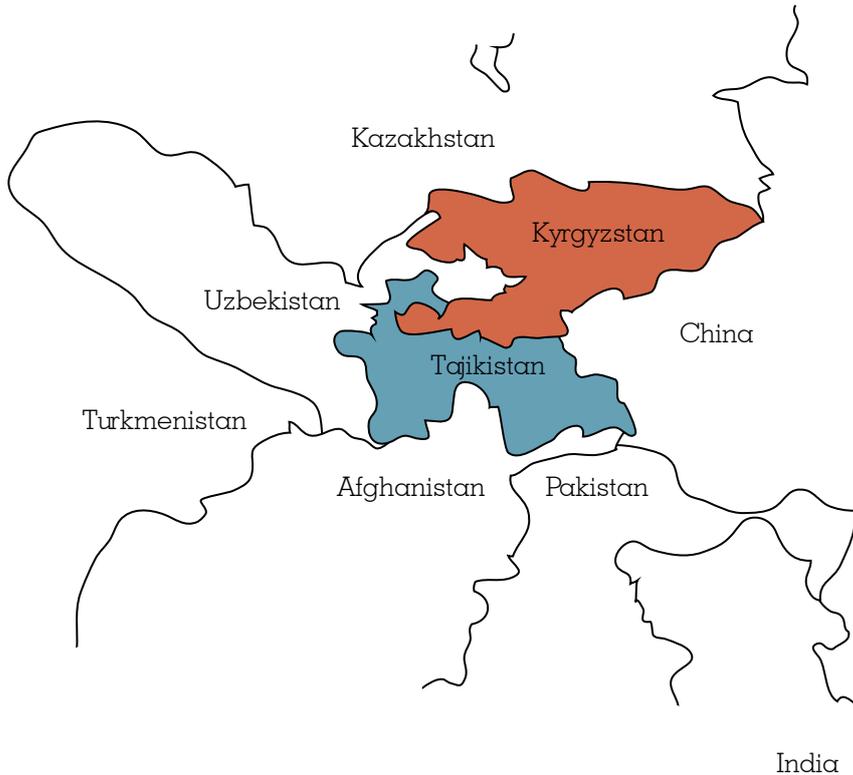




As part of the trade promotion project aimed at increasing the competitiveness and sustainable exports of textiles and clothing from Kyrgyzstan and Tajikistan, 6 designers and artisanal entrepreneurs from Kyrgyzstan and Tajikistan tell their stories and showcase their products at the **Ethical Fashion Show in Paris from 1 – 4 September 2011.**

Kyrgyzstan and Tajikistan

A land of breathtaking mountains, deep-rooted traditions and handcrafted textiles



The Pamir and grand Tian Shan mountain ranges, the picturesque Fergana, Kofarnihon and Vaksh valleys, the Amu Darya and Panj rivers and the second largest mountain lake in the world, lake Issyk-Kul are just some of the characteristics of Kyrgyzstan and Tajikistan. These two neighbouring landlocked countries in Central Asia form the region that is bordered in the south by Afghanistan, the east by The People's Republic of China, on the west by Uzbekistan and in the north by Kazakhstan. This region is home to approximately 13 million people with Russian as a prominent common language.

Rich in cotton and in textile techniques, this region offers a range of exotic embroidery skills such as guldozi and zardozi, and traditional fabrics made from cotton, silk, felt and wool.



DILBAR

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PRODUCTION CAPACITY:	150 units per month
LEAD TIME - SAMPLING:	15-30 days, subject to order
LEAD TIME - PRODUCTION:	based on order type and scale
CUSTOMIZATION:	yes
KEY PRODUCT OFFERED:	women's wear, accessories
FIBRES USED:	silk, wool, cotton, velvet
TYPES OF MACHINES:	straight stitch, overlock, buttonhole, hemming machines
MINIMUMS:	50 units
POINTS OF SALE:	Bishkek (Kyrgyzstan), Almaty (Kazakhstan), Washington (USA)
PAYMENT TERMS:	50% advance and 50% on order completion



Dilbar Fashion House presents luxury fashion collections in limited quantities each season inspired by the traditions, culture and identity of the Silk Road. Each Dilbar garment is made and assembled by one tailor, from start to finish. Hand-woven Indian saris, Margilan silk, hand embroidery, and intricate construction give to even the simplest of things, a uniqueness and warmth that only comes from a product cared for and created by hand.



HAFT PAIKAR

The Central Asia regional association
for artisanal products

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PRODUCTION CAPACITY:	100 units per month
LEAD TIME - SAMPLING:	10 - 15 days based on handwork
LEAD TIME - PRODUCTION:	2 months
CUSTOMIZATION:	yes
KEY PRODUCT OFFERED:	luxury embroidered garments & textiles, gift articles, home furnishings, accessories
FIBRES USED:	cotton, silk, wool, leather
TYPES OF MACHINES:	mainly handwork
MINIMUMS:	10 units per style
POINTS OF SALE:	Bishkek (Kyrgyzstan), Geneva (Switzerland)
PAYMENT TERMS:	50% advance, 50% on delivery



Haft Paikar has been in business for 20 years. This association represents 5000 handicraftsmen and women (including 422 working internationally). The association focuses on the development of handicrafts from the region, by offering training and education and fair participation. In addition to textile products, the association also promotes national ornaments made from techniques such as Shahname, zardozi, guldoozi, biads, and kurak (Tajik national). Haft Paikar aims to design and develop their products without chemical content and actively practice dyeing techniques by using organic and ecologically pure materials.

The company has received recognition and a certificate from UNESCO.



MAGIC FELT

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PRODUCTION CAPACITY:	500 units per month
LEAD TIME - SAMPLING:	2 days for 1 sample
LEAD TIME - PRODUCTION:	30 - 45 days for 500 pieces
CUSTOMIZATION:	yes
KEY PRODUCT OFFERED:	accessories, women's and men's clothes, interior, hats, scarf, blankets
FIBRES USED:	cotton, linen, silk, felt, wool
TYPES OF MACHINES:	handmade
MINIMUMS:	1 unit
POINTS OF SALE:	England, France, Germany, Russia, Kazakhstan, Central Asia, fairs
PAYMENT TERMS:	FOB



Using an ancient felting technique called “Ala Kiyiz”, Magic Felt crafts each product by hand using natural wool fibres and hand-dyed silk. Many traditional Kyrgyz patterns reflect a connection to the animal and natural world and each have their own meaning and story. Magic Felt incorporates these traditions and stories into modern silhouettes.

The company has received recognition and a certificate from UNESCO.



SUMAN

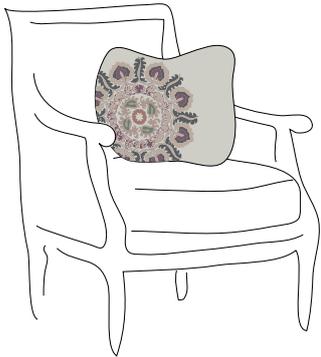
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PRODUCTION CAPACITY:	100 units per month
LEAD TIME - SAMPLING:	10 days
LEAD TIME - PRODUCTION:	1 month depending on order size and type
CUSTOMIZATION:	yes
KEY PRODUCT OFFERED:	embroidered textiles
FIBRES USED:	silk, felt, cotton, velvet
TYPES OF MACHINES:	handmade embroidery / embroidery machines
MINIMUMS:	10 units per style
POINTS OF SALE:	Bishkek (Kyrgyzstan), Geneva (Switzerland)
PAYMENT TERMS:	advance payment 50 - 70% depending on type of work required



“Suman” has been in business for 13 years and employs 62 craftsmen and women. Suman specializes in the embroidery techniques of zardoozi and gulduzzi and offers specialized customised embroidery services. They also create clothing and home furnishings (carpets, rugs, tapestry, blankets) that are sold locally in independent boutiques. They pride themselves on their strength of experience, professionalism, the quality of their hand embroidery, and their knowledge of the local market.

The company has received recognition and a certificate from UNESCO.



VOROTNIKOVA

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PRODUCTION CAPACITY:	100 kg wool per month / 500 units per month
LEAD TIME - SAMPLING:	5-7 days
LEAD TIME - PRODUCTION:	14 days for up to 3000 USD
CUSTOMIZATION:	yes
KEY PRODUCT OFFERED:	garments, accessories, footwear
FIBRES USED:	natural
TYPES OF MACHINES:	brushing set
MINIMUMS:	3000 USD per order
POINTS OF SALE:	international fairs, galleries
PAYMENT TERMS:	70-100% advance payment

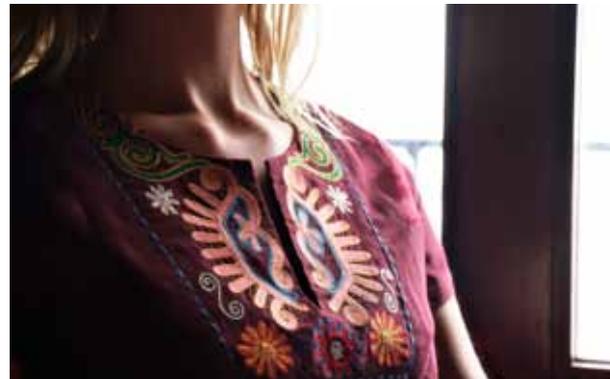


“Studio Tatiana Vorotnikova” specializes in handmade products that highlight the unique Kyrgyz felting process. In addition to the felting process, several pieces are prepared by re-using old traditional textile pieces from across the region of Central Asia and Russia. Tatiana Vorotnikova, an artist and designer, is inspired by the techniques and traditions of Central Asia. She creates garments and accessories that convey a unique expression of the traditions of the region. A skirt made with a vintage embroidered waistband from Turkmenistan, silk Ikat fabric from Uzbekistan in an updated version of a traditional Tajik style: this is Tatiana's take on multicultural fashion. The company has received recognition and a certificate from UNESCO.



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PRODUCTION CAPACITY:	500 units per month
LEAD TIME - SAMPLING:	1 week
LEAD TIME - PRODUCTION:	2 months
CUSTOMIZATION:	yes
KEY PRODUCT OFFERED:	dresses, skirts, coats
FIBRES USED:	cotton, linen, wool, silk and velvet
TYPES OF MACHINES:	straight stitch machine, overlock, but tonhole, hemming machines
MINIMUMS:	10 units
POINTS OF SALE:	Bishkek-Kyrgyzstan
PAYMENT TERMS:	50% advance and 50% on order completion

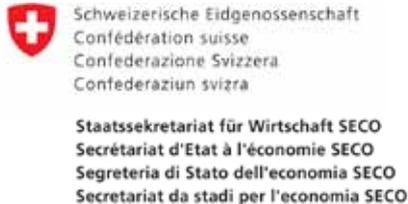


Z&Z focuses on the using traditional Kyrgyz embroidery designs in the creation of modern womenswear clothing. Z&Z uses inspiration to create patterns from old museum exhibits in Central Asia. Each style and pattern relates back to a story. Z&Z also sells traditional jewelry. The company is focused on bringing traditional skills into the modern contemporary fashion world. All garments and products are prepared from natural fibres.



Acknowledgements

Participation in this trade fair by Kyrgyz and Tajik textile and clothing companies has been organized through the Trade Promotion Projects (KYR/61/123 & TAJ/61/124), implemented in Kyrgyzstan and Tajikistan by the International Trade Centre (ITC) and financed by the Swiss State Secretariat for Economic Affairs (SECO).



The overall objective of the projects is to contribute to the sustainable expansion and diversification of SMEs' exports in Kyrgyzstan and Tajikistan, by increasing the competitiveness of the textile and clothing industry and improving the quality management infrastructure of the countries. The projects are planned for 3½ years and started operations in September 2009.

