



THE BRAND

Guri I Zi is an ethical brand of high-end handmade table and home textiles. Since 2012 it is possible to admire and buy our collections in the Guri I Zi flagship store in the heart of Milan, in Via San Nicolao 10.

The **Guri I Zi** artisan products combine a "Made in Italy" design, essential and elegant, with precious workmanship entirely made with wooden looms. Our artifacts come to life in the textile laboratory in the village of Guri I Zi, set in the Albanian mountains, where the tradition of weaving on the loom has been handed down from mother to daughter for over a century.

What makes our products so unique is the **Guri I Zi Social Project**, launched in 2006 by Idee Migranti Onlus to guarantee work and income for vulnerable women in the area, through the creation of a textile laboratory in the village. Today, there are 53 women who, by weaving the canvases, have built a better future for themselves and their families.

ITALIAN DESIGN

High quality and sophisticated designs characterize the **Guri I Zi** products, made of natural yarns such as linen and cotton carefully selected to guarantee brilliance, resistance and great chromatic vivacity to tablecloths, fabrics and household linen.

A result achieved thanks to the constant search for quality and elegance covered by the creative director Alessandra Dentice di Frasso, professor at the Academy of Fashion and Design in Florence, who exclusively takes care of the design of the **Guri I Zi** collections.

CRAFTSMANSHIP

The loom is the great protagonist of Guri I Zi's rural houses. The play of the handwoven weave and warp, which can be seen in the Guri I Zi fabrics, give our products an unique brilliance and resistance, unavailable in an industrial process.

In 2009 the Guri I Zi Social Project gave birth to a weaving workshop, equipped with 16 wooden looms, reconstructed according to the traditional model of the villages of northern Albania.

The most experienced women take care of all the technical aspects of the production and continually improve the work of the younger apprentices, thus ensuring the highest accuracy and precision in manufacturing and finishing.



SOCIAL PROJECT

The **Guri I Zi Social Project** was born from a volunteering experience by Elena Galateri di Genola (President of Idee Migranti Onlus since 2006) in northern Albania to support mental patients and children, during which she came into contact with the families of the community and noted that the conditions of women were one of the most problematic aspects of the local society. Back in Italy Elena, together with a group of friends, decided to found Idee Migranti Onlus in 2006 and, thanks to the precious mediation of two Italian missionary priests, she started the **Guri I Zi** textile micro-enterprise project, with the aim to offer a job and income to vulnerable women in the area, through the enhancement of local textile craftsmanship. A textile production laboratory then started in the Guri I Zi village in Albania (2009) and a sales point in Italy (2012), which operates according to the principles of fair trade.

In November 2012, Idee Migranti Onlus gave life to a sustainable social enterprise to promote change in the community and stimulate the initiative and individual abilities of Albanian women. All revenues are reinvested in the project, and the profits, deriving from the growth of the activity, will be used to finance new solidarity initiatives in the territory.

The sales of textile products guarantee full sustainability and progressive expansion of the project, which over the years has achieved an important result: it started with 4 women, today the textile and tailoring laboratory of Guri I Zi offers work and income to 53 Albanian women, which can improve the living conditions of their families.

Vera, Vida, Sofia, Nora are some of the names of the weavers of the laboratory. Every time you dress your home with our products, try to think about them and how your purchase has improved the future of many women.



ENTREPRENEURS OF THE PROJECT

Elena Galateri di Genola

Born in Turin in 1980, she graduated in Law in 2004 at the University of Milan, she practiced law at LCA Law Firm. She was an expert on the subject of international law at the University of Milan from 2005 to 2010, the year in which she received her PhD in Law at the University of Bergamo. In 2006 she founded Idee Migranti Onlus, of which she holds the position of President, and since 2012 she is the Director of **Social Project Guri I Zi s.r.l.** She lives in Milan with her husband and their four children.

Nicoletta Rossi di Montelera

Born in Turin in 1976, she graduated in Foreign Languages and Literatures at the University of Turin in 2002. After several experiences in the voluntary sector, she began collaborating with Idee Migranti Onlus as a fundraiser in 2008 and subsequently, as product manager for Social Project Guri I Zi s.r.l. of which she has been a Director since 2017. She lives in Milan with her husband and their four children.

SUPPORTERS



STORES & POINTS OF SALE

Guri I Zi Flagship store, Via San Nicolao, 10 Milan

La Rinascente, Milan

Cargo High Tech, Milan

Magamaison, Cortina d'Ampezzo (BL)

Lane Crawford, Luxury Department Store in China and Hong Kong