

Mifuko Press release Maison&Objet spring 2020

MIFUKO INTRODUCING NEW COLLECTION AT MAISON&OBJET SPRING 2020



Since 2009 Mifuko has combined beautiful Nordic design with quality Kenyan craftsmanship. Our baskets and bags make elegant fashion accessories and handy storage pieces. Mifuko collaborates with local women's empowerment groups in rural Kenya providing the women flexible and safe work with regular income. We are certified member of the World Fair Trade Organization. Each basket is signed by the artisan who has made it. By purchasing a Kiondo basket you become an essential part of this story.

Mifuko's KIONDO basket is a good example of Finnish design and Kenyan craftsmanship. KIONDOs (that is how Mifuko's baskets are called) solve the problem of storage of various objects and also the problem of disposable plastic shopping bags. Baskets are used for storage, grocery shopping or plant sitting. The colors of the products vary – from colorful to nature infused ones.

Mifuko supports circular economy, sustainability and women's empowerment. That is why Mifuko picks materials taking recycling and upcycling into consideration. The philosophy of Mifuko is to produce esthetical sustainable products and to empower women in the rural villages of Kenya by providing them with necessary skills and a job.

In 2020 Mifuko is launching a range of new products:

1. Pride edition with rainbow colors.
2. Paper lamp shades
3. Garden hat made out of paper.

In 2020 Mifuko will be representing at the Maison&Objet: HOME ACCESSORIES sector, hall 4, stand Q9. Welcome to visit us.

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Photos by request from info@mifuko.fi