



An ecological trend



At a time when consumption is becoming more and more rational, the **NILE®** range offers us the possibility of becoming an original "consum'actor", of festive and infinitely reusable packaging.



How NILE® was born

The idea of a different and virtuous packaging was born in the mind of its creator following the repeated observations of waste generated by the consumption of traditional gift wrap, which reaches peaks, especially at the end of each year.

What if gift wrap itself became a reusable present?

Designer by Training, Michelle Robert has therefore imagined a **reusable fabric gift package**, almost infinitely reusable, **easy to use**, and adapted to the size of most traditional gifts.

Tacking advantage of the first lockdown, she turned her home into a workshop and made the first prototypes with old fabrics and the family sewing machine.

The first tests carried out in her surroundings demonstrate the natural appeal of the concept, confirming that **everyone can manage to use this new packaging** !

Finally, following a family reflexion, we got a name for the product: **NILE®** which is an anagram of "**LIEN**" (LINK in French)... that the company wants **durable**!

NILE® is much more than a gift package. **NILE®** makes it possible to create the LINK, by transmitting it like a passing baton !



Manufacturing the product

The origin of the products used is essential for Michelle Robert, so she takes care to select her fabrics in the region from **quality manufacturers**. In her workshop, she takes care of the assembly of the prototypes as well as the manufacturing of **the custom-made pieces**.

For the production of the majority of the products, the company collaborates with a manufacturer - approved « France Terre Textile » <http://www.franceterretextile.fr/> - advocating **humanism, equity and solidarity**.

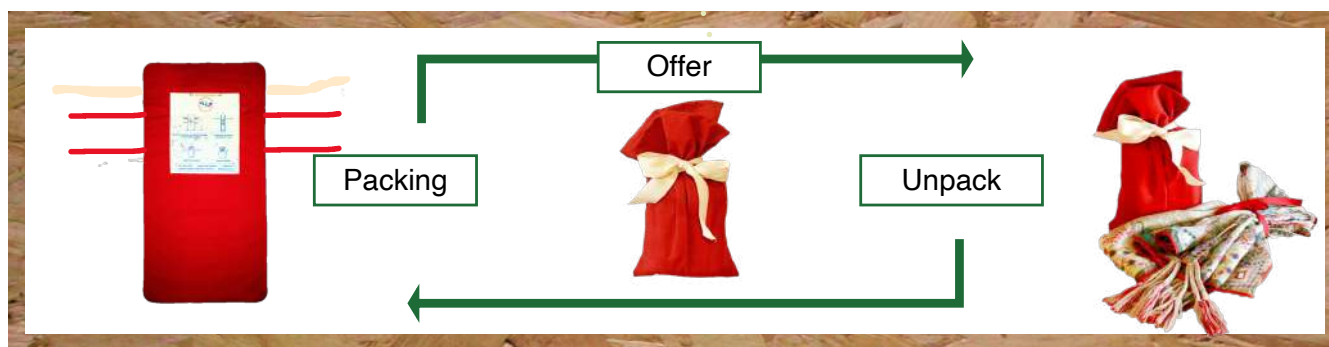
The **NILE®** are **100% French and 100% cotton** labeled Oeko Tex.



NILE® products

Thanks to their design, the **NILE®** - respecting the strong marker of the ribbon to be simply tied - look like real gifts. No matter what shape you want to wrap, you'll always get an **elegant end result**. From XS to L, from perfume to tablets, from shoes to travel bags, all your gifts will find a home.

NILE® is available in several **machine-washable fabrics**, so it can be reused as the occasion demands. No more throwing away packaging after the first use. Sustainable **NILE®** takes **care of the environment**.



Contact us



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Discover more on our website : <https://nile-tissu.fr>

