



COLLECTION  
SS 2024

Mifuko







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# MIFUKO COLLECTION

## Kiondo Collection

Our classic Kiondo Collection is a fusion of Nordic design and traditional Kenyan handicraft. It offers a wide range of baskets in terms of colour, style and materials ranging in sizes from XS to XXL. They are made from various materials: all sisal with leather handles, a specially developed paper collection with leather or paper handles, and a highly durable and versatile combination of sisal and plastic. These baskets come with short or long handles, or without handles.

## Iringa Baskets

Our Iringa collection combines Finnish design elements with the traditional basket weaving technique from the village of Iringa, Tanzania. Made from natural milulu grass by talented weavers, these baskets are both aesthetically pleasing and functional.

## Mkeka Baskets

Our unique, hand-woven Mkeka baskets are made by artisans in the tree-covered hills of southern Kenya. The artisans gather the fallen palm leaves from Mkeka, a type of palm tree native to Kenya, and craft them into beautiful, sophisticated baskets. The tight weave makes the baskets strong and durable, yet soft and pliable. We have added vegetable-tanned leather straps to the traditionally designed baskets to make them easy to carry.

## Bolga Baskets

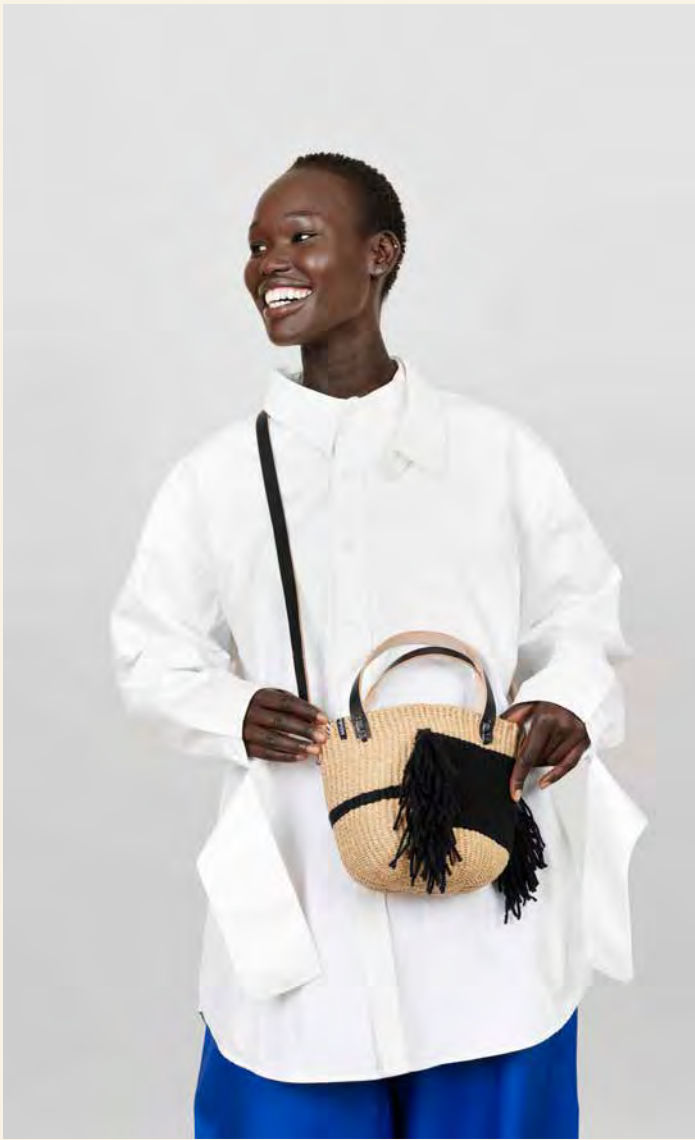
Artisans in Ghana weave beautiful baskets from elephant grass, a natural fiber found in the region. Designed with a Nordic twist, these durable baskets are produced by talented weavers and are both aesthetically pleasing and functional. These baskets can be rinsed clean with cool water and reshaped as needed.

## Pamba Baskets

Our new Pamba collection combines two natural materials, wool yarn and paper twine. Thanks to this unique material combination, the baskets are soft and flexible. As the weaving style is very flexible, we are very excited about introducing new wool colours and patterns each season, with short or long handles, or without.

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The wholesale prices shown in the price list are exclusive of any taxes, duties, charges or fees. Recommended retail price (RRP) is shown next to the wholesale price.



**Novelties for SS24 collection** were inspired by surplus wool, a new sustainable material available in many colours. When the colours are combined with paper the result is a truly stunning collection. Treat yourself with delicious shoppers or spice up your home with our lovely storage baskets. We are also proud to introduce you to our collaboration with talented designer Ervin Latimer, who was inspired by our materials, our approach to Fair trade and our sustainability and the result is an experimental and fresh pair of shoulder bags with wool fringe. At Mifuko, we strive to be responsible in our material choices and love the challenges that these ecological recycled materials bring to our design work.

### **Pamba shopper basket M**

**H28 x D30 cm**

Paper & wool

Leather handles L70 cm

Price 72 € (180 € RRP)

Limited  
edition

NEW



Ervin Latimer design black  
SKU 254171L

### **Pamba shopper basket XS**

**H15 x D16 cm**

Paper & wool

Long and short leather handle

L118 cm and L33 cm

Price 49 € (120 € RRP)



Ervin Latimer design black  
SKU 252171LS





### **Pamba shopper basket M**

**H28 x D30 cm**

Paper & wool

Leather handles L70 cm

Closing system leather

Price 50 € (125 € RRP)

Limited  
edition

**NEW**



Lilac two stripes  
SKU 2541622LC



Turquoise two stripes  
SKU 2541623LC

### **Pamba shopper basket XS**

**H15 x D16 cm**

Paper & wool

Leather handle L115

Closing system leather

Price 36 € (89 € RRP)



Lilac two stripes  
SKU 2521622LC



Turquoise two stripes  
SKU 2521623LC

### **Mkeka shopper basket S**

**H21 x D24 cm**

Palm leaves & wool

Leather handles L60 cm

Closing system leather

Price 36 € (89 € RRP)



Natural  
SKU PP9310LC







### **Pamba basket S**

**H21 x D24 cm**

Paper & wool

Leather handle L40 cm

Price 28 € (69€ RRP)

Limited  
edition

**NEW**



Light green pattern  
SKU 2531311S



Green pattern  
SKU 253137S

### **Pamba shopper basket XS**

**H15 x D16 cm**

Paper & wool

Leather handle L115

Closing system leather

Price 36 € (89 € RRP)



Light green pattern  
SKU 2521311LC



Green pattern  
SKU 252137LC







### **Pamba shopper basket M**

**H28 x D30 cm**

Paper & wool

Leather handles L70 cm

Closing system leather

Price 50 € (125 € RRP)

**NEW**



Brown twill  
SKU 254110LC



Light grey twill  
SKU 254114LC

### **Pamba market basket M**

**H28 x D30 cm**

Paper & wool

Leather handles L33 cm

Price 37 € (93 € RRP)



Brown twill  
SKU 254110S



Light grey twill  
SKU 254114S









## Pamba shopper basket M

H28 x D30 cm

Paper & wool

Leather handles L70 cm

Closing system leather

Price 50 € (125 € RRP)

Limited  
edition

NEW



Light blue twill  
SKU 254119LC



Ochre twill  
SKU 2541120LC



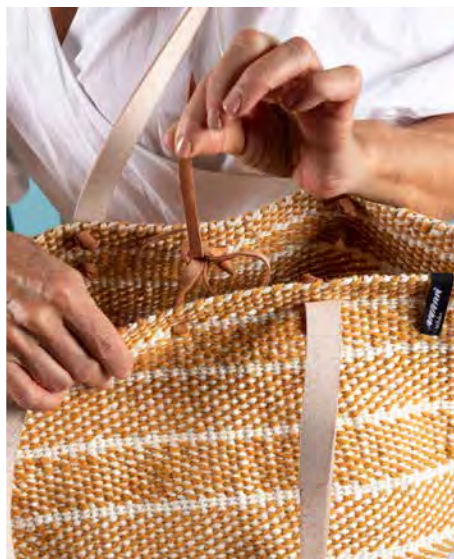
Terracotta twill  
SKU 2541121LC



Dark red twill  
SKU 254119LC



Dark brown twill  
SKU 254113LC







**Pamba market basket M****H28 x D30 cm**

Paper &amp; wool

Leather handles L33 cm

Price 37 € (93 € RRP)

Black rib weave  
SKU 254141S**Pamba market basket L****H40 x D35 cm**

Paper &amp; wool

Leather handles L33 cm

Price 52,50 € (132 € RRP)

Black rib weave  
SKU 255141S**Pamba floor basket XXL****H30 x D50 cm**

Paper &amp; wool

Leather handles L40 cm

Price 65 € (163 € RRP)

Black rib weave  
SKU 257141S**Pamba market basket L****H40 x D35 cm**

Paper &amp; wool

Leather handles L33 cm

Price 52,50 € (132 € RRP)

White rib weave  
SKU 255148S**Pamba shopper basket M****H28 x D30 cm**

Paper &amp; wool

Leather handles L70 cm

Price 45,50 € (114 € RRP)

White rib weave  
SKU 254148LBlack rib weave  
SKU 254141L**Pamba shopper basket M****H28 x D30 cm**

Paper &amp; wool

Leather handles L70 cm

Closing system leather

Price 50 € (125 € RRP)

Black thin stripes  
SKU 25431LC





**Pamba market basket M****H28 x D30 cm**

Sisal &amp; wool

Leather handles L33 cm

Price 37 € (93 € RRP)



Grey sisal  
SKU 27414S

**Pamba market basket L****H40 x D35 cm**

Sisal &amp; wool

Leather handles L33 cm

Price 52,50 € (132 € RRP)



Grey sisal  
SKU 27514S

**Pamba floor basket XL****H30 x D50 cm**

Sisal &amp; wool

Leather handles L40 cm

Price 65 € (163 € RRP)



Grey sisal  
SKU 27614S

**Kiondo basket with lid M****H32 x D34 cm**

Paper

Price 45 € (112 € RRP)



Brown  
3410T

**Kiondo basket with lid L****H42 x D40 cm**

Paper

Price 58 € (142 € RRP)



Brown  
3510T

**Kiondo basket with lid XL****H55 x D42 cm**

Paper

Price 72 € (179 € RRP)



Brown  
3610T



**Extra small baskets** are ideal for keeping herbs or storing small items like kitchen utensils, fruits, snacks as well as keeping things tidy on your desk. They add a gentle touch on tables, counters and shelves.

### Kiondo basket XS

H16 x D15 cm

Partly recycled plastic & sisal

Price 14 € (35 € RRP)



White  
SKU 1218



Black  
SKU 1211



5 black stripes  
SKU 1251



5 white stripes  
SKU 1298



Light green  
SKU 12111



Thin light green stripes  
SKU 12311



Warm grey  
SKU 12112



Thick grey stripes  
SKU 1224

### Kiondo basket XS

H16 x D15 cm

Paper

Price 14 € (35 € RRP)



Brown  
SKU 3210



Thin brown stripes  
SKU 3230



Duo brown  
SKU 3240

### Pamba basket XS

H16 x D15 cm

Paper & wool

Price 14 € (35 € RRP)



White rib weave  
SKU 252148

### Kiondo basket XS

H16 x D15 cm

Sisal

Price 14 € (35 € RRP)



Natural  
SKU 2210



Duo light grey  
SKU 2244





**Small baskets** are good for controlling the clutter. Perfect for toys, cosmetics, recyclables...you name it. You can also create a fresh look for your plants by slipping the pots inside the baskets.

### Kiondo basket S

H21 x D24 cm

Partly recycled plastic & sisal

Price 17,50 € (43 € RRP)



Black  
SKU 1311



White  
SKU 1318



5 black stripes  
SKU 1351



5 white stripes  
SKU 1398



Duo black  
SKU 1341



Duo warm grey  
SKU 13412



Duo light green  
SKU 13411



Thin light blue stripes  
SKU 1339

### Kiondo basket S

H21 x D24 cm

Paper

Price 17,50 € (43 € RRP)



Duo brown  
SKU 3340



Brown  
SKU 3310



Thin brown stripes  
SKU 3330

### Pamba basket S

H21 x D24 cm

Paper & wool

Price 17,50 € (43 € RRP)



White rib weave  
SKU 253148





**Baskets with a loop or short single handle** are great to hang your herbs on a hook to decorate your kitchen.

**Kiondo basket XS**

**H16 x D15 cm**

Paper

Leather loop L21 cm

Price 15 € (37,50 € RRP)

**Kiondo basket S**

**H21 x D24 cm**

Paper

Leather handle L40 cm

Price 20 € (50 € RRP)

**Kiondo basket XS**

**H16 x D15 cm**

Partly recycled plastic & sisal

Leather loop L21 cm

Price 15 € (37,50 € RRP)



Brown  
SKU 3210H



Brown  
SKU 3310S



White  
SKU 1218H



Black  
SKU 1211H

**Kiondo basket S**

**H21 x D24 cm**

Partly recycled plastic & sisal

Leather handle L40 cm

Price 20 € (50 € RRP)

**Bolga basket XS**

**H16 x D15 cm**

Elephant grass

Price 19 € (42 € RRP)

**Bolga basket Set of 2**

**H19 x D14 cm and**

**H25x D18 cm**

Elephant grass

Price 26 € (59 € RRP)



White  
SKU 1318S



Black  
SKU 1311S



Natural  
SKU 122100H



Natural  
SKU 121100S2





Display your flowers in a handmade **hanging basket** on your balcony, porch or terrace - or also use them as a shoulder or cross body bag!

### Kiondo hanging basket S

**H21 x D24 cm**

Partly recycled plastic & sisal,  
paper

Leather handle L115 cm

Price 24 € (60 € RRP)



White  
SKU 1318L



Brown  
SKU 3310L

### Kiondo hanging basket XS

**H16 x D15 cm**

Partly recycled plastic & sisal, paper

Leather handle L115

Price 21 € (52,50 € RRP)



Black  
SKU 1211L



White  
SKU 1218L



Brown  
SKU 3210L

### Kiondo basket with lid XS

**H18 x D15 cm**

Paper

Price 17 € (42,50 € RRP)



Brown  
SKU 3210T

### Kiondo basket with lid S

**H23 x D24 cm**

Paper

Price 20 € (50 € RRP)



Brown  
SKU 3310T

### Kiondo bowl XS

**H5 x D18**

Paper

Price 8,50 € (21 € RRP)



Brown  
SKU B3210

### Kiondo bowl S

**H6 x D24 cm**

Paper

Price 11,50 € (28 € RRP)



Brown  
SKU B3310







**Bolga bowl S**  
**H7 x D33**  
 Elephant grass  
 Price 25 € (53 € RRP)

**Bolga laundry basket XXL**  
**H25 x L60 x D40 cm**  
 Elephant grass  
 Price 54,50 € (137 € RRP)



Natural  
 SKU B123120



Natural  
 SKU LB127120



**Bolga hat**  
**H14 x D40, brim 10 cm**  
 Elephant grass  
 Price 28 € (79 € RRP)



Natural  
 SKU H12110

**Kisumu floor basket**  
**H19 x D52 cm**  
 Papyrus  
 Price 24 € (59 € RRP)



Natural  
 SKU237100



**Medium baskets** add style to your storage. Keep knitting projects together, store scarfs and gloves, pet supplies and more. Or use the baskets as planters to create a new look for your house plants.

**Kiondo basket M**

**H28 x D30 cm**

Partly recycled plastic & sisal

Price 25,50 € (64 € RRP)



Black  
SKU 1411



White  
SKU 1418



5 black stripes  
SKU 1451



Warm grey  
SKU 14112

**Kiondo basket M**

**H28 x D30 cm**

Paper

Price 25,50 € (64 € RRP)



Brown  
SKU 3410



Duo brown  
SKU 3440



Natural open weave  
TB71100

**Iringa trash Bin**

**H29 x D27,5 cm**

Milulu grass

Price 25,50 € (64 € RRP)



**Handwoven market baskets** are both fashionable and practical: use as a tote, shopping bag or as a storage basket.

**Kiondo market basket M**

**H28 x D30 cm**

Partly recycled plastic & sisal

Leather handles L33 cm

Price 31,50 € (79 € RRP)



Black  
SKU 1411S



White  
SKU 1418S



5 black stripes  
SKU 1451S



Duo black  
SKU 1441S



Thick light blue stripes  
SKU 1429S

**Pamba market basket M**

**H28 x D30 cm**

Paper & wool

Leather handles L33 cm

Price 37 € (93 € RRP)



White rib weave  
SKU 254148S







**Kiondo market basket M**

**H28 x D30 cm**

Paper

Leather handles L33 cm

Price 31,50 € (79 € RRP)



Brown  
SKU 3410S



Duo brown  
SKU 3440S



Thin brown stripes  
SKU 3430S

**Kiondo market basket M**

**H28 x D30 cm**

Sisal

Leather handles L33 cm

Price 37 € (93 € RRP)



Duo light grey  
SKU 2444S



Light grey  
SKU 2414S



Natural  
SKU 2410S



Dark brown  
SKU 24113S

**Kiondo market basket M**

**H28 x D30 cm**

Sisal & paper

Sisal handles L33 cm

Price 37 € (93 € RRP)



Brown twill  
SKU 34110SS



Light grey twill  
SKU 34114SS







**Iringa market basket M**

**H30 x D30 cm**

Milulu grass

Leather handles L33 cm

Price 30,50 € (76 € RRP)



Natural  
SKU 74100S

**Mkeka market basket M**

**H28 x D30 cm**

Palm leave

Leather handles L40 cm

Price 27,50 € (69 € RRP)



Natural  
SKU 9410S

**Bolga market basket M**

**H28 x W51 x D25 cm**

Elephant grass

Handles L40 cm

Price 39 € (99 € RRP)



Natural  
SKU 124120NS



Natural open weave  
SKU 124100NS





**Our shopper baskets** are ideal shoulder bags: with the long handles you can carry all your favorite things with you. Take it with you when you go shopping, to the market or to the beach.

**Kiondo shopper basket M**

**H28 x D30 cm**

Sisal

Leather handles L70 cm

Price 45,50 € (114 € RRP)



Natural  
SKU 2410L



Natural open weave  
SKU 24100L



Dark brown  
SKU 24113L



Dark brown thick stripes  
SKU 24213L



Light grey thick stripes  
SKU 2424L



Light grey  
SKU 2414L



Light grey open weave  
SKU 24104L



Duo light grey  
SKU 2444L







### **Kiondo shopper basket M**

**H28 x D30 cm**

Partly recycled plastic & sisal

Leather handles L70 cm

Price 40 € (99 € RRP)



White  
SKU 1418L



Black  
SKU 1411L



5 black stripes  
SKU 1451L



Black duo  
SKU 1441L



Light green thick stripes  
SKU 14211L

### **Kiondo shopper basket M**

**H28 x D30 cm**

Sisal & paper

Leather handles L70 cm

Price 45,50 € (114 € RRP)



Light grey twill  
SKU 34114L







### **Kiondo shopper basket M**

**H28 x D30 cm**

Paper

Leather handles L70 cm

Price 40 € (99 € RRP)

### **Mkeka shopper basket M**

**H28 x D30 cm**

Palm leaves

Leather handles L90 cm

Price 30,50 € (76 € RRP)



Brown  
SKU 3410L



Brown thin stripes  
SKU 3430L



Brown open weave  
SKU 34100L



Natural  
SKU 9410L



**Iringa shopper basket M****H28 x D30 cm**

Milulu grass

Leather handles L70 cm

Price 39 € (99 € RRP)



Brown  
SKU 74113L

**Iringa shopper basket XS****H22 x W17 x D8 cm**

Milulu grass

Leather handles L140 cm

Price 26 € (63 € RRP)



Natural  
SKU 72120L

**Iringa shopper basket S****S H34 x W18 x D9 cm**

Milulu grass

Leather handles L140 cm

Price 29 € (70 € RRP)



Natural  
SKU 73120L

**Kiondo shopper basket L****H40 x D35 cm**

Paper

Leather handles L70 cm

Price 50,50 € (127 € RRP)



Brown  
SKU 3510L



Brown open weave  
SKU 35100L

**Kiondo shopper basket L****H40 x D35 cm**

Partly recycled plastic &amp; sisal

Leather handles L70 cm

Price 50,50 € (127 € RRP)



White  
SKU 1518L



Black  
SKU 1511L

### **Kiondo shopper basket L**

**H40 x D35 cm**

Sisal

Leather handles L70 cm

Price 58,50 € (147 € RRP)



Natural  
SKU 2510L



Light grey open weave  
SKU 25104L



### **Mkeka shopper basket L**

**H40 x D35 cm**

Palm leaves

Leather handles L60 cm

Price 35 € (88 € RRP)



Natural  
SKU 9510L



**Large baskets** are just the right size for storing newspapers and magazines, exercise equipment, stuffed animals and other large toys.

**Kiondo basket L**

**H40 x D35 cm**

Partly recycled plastic & sisal

Price 36 € (89 € RRP)



White  
SKU 1518



Black  
SKU 1511



5 black stripes  
SKU 1551



Thick stripes light blue  
SKU 1529

**Kiondo basket L**

**H40 x D35 cm**

Paper

Price 36 € (89 € RRP)



Brown  
SKU 3510

**Kiondo market basket L**

**H40 x D35 cm**

Partly recycled plastic & sisal

Leather handles L33 cm

Price 44 € (110 € RRP)



White  
SKU 1518S



Black  
SKU 1511S



5 black stripes  
SKU 1551S



Warm grey  
SKU 15112S



Duo grey  
SKU 1544S







### Kiondo market basket L

H40 x D35 cm

Paper

Leather handles L33 cm

Price 44 € (110 € RRP)



Brown  
SKU 3510S



Duo brown  
SKU 3540S

### Kiondo market basket L

H40 x D35 cm

Sisal

Leather handles L33 cm

Price 52,50 € (132 € RRP)



Light grey duo  
SKU 2544S



Light grey  
SKU 2514S



Natural  
SKU 2510S







**XL floor baskets** with short handles make excellent laundry baskets. Attractive and easy to move around, you can use them for storing firewood, large toys or as a picnic basket.

**XXL floor baskets** with handles are wide and low, good for carrying large items or quickly collecting essentials for a weekend trip.

**Kiondo floor basket XL**

**H53 x D40 cm**

Partly recycled plastic & sisal

Leather handles L40 cm

Price 65 € (163 € RRP)



White  
SKU 1618S



Black  
SKU 1611S



Brown  
SKU 3610S

**Kiondo floor basket XL**

**H53 x D40 cm**

Partly recycled plastic & sisal

Price 58 € (145 € RRP)



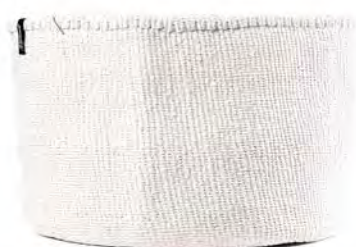
White  
SKU 1618

**Kiondo floor basket XXL**

**H30 x D50 cm**

Partly recycled plastic & sisal

Price 58 € (145 € RRP)



White  
SKU 1718

**Kiondo floor basket XXL**

**H30 x D50 cm**

Partly recycled plastic & sisal

Leather handles L40 cm

Price 65 € (163 € RRP)



White  
SKU 1718S

**Kiondo floor basket XXL**

**H30 x D50 cm**

Paper

Leather handles L40 cm

Price 65 € (163 € RRP)



Brown  
SKU 3710S

**Iringa floor basket XXL**

**H30 x D50 cm**

Milulu grass

Leather handles L40 cm

Price 54,50 € (137 € RRP)



Natural  
SKU 77100S

**Pamba floor basket XXL**

**H30 x D50 cm**

Paper & wool

Leather handles L40 cm

Price 65 € (163 € RRP)



White rib weave  
SKU 257148S

**Turkana baskets** are woven near Lake Turkana from palm leaves, they are beautiful and durable storage baskets that can be conveniently moved with small handles and closed with a lid. Traditional handicrafts are a strong part of the region's culture, also providing important additional income in the very dry region of Turkana.

**Turkana basket with a lid**

**H35 x D35 (bottom) & D30 (top) cm**

Palm leaves

Price 40 € (99 € RRP)



Natural  
SKU 4410T







## Lamp shades



### **Diani lamp shade S**

SKU L26310  
Palm and metal  
H25 x D32 cm

Price 38 € (95 € RRP)



### **Diani lamp shade M**

SKU L26410  
Palm and metal  
H34 x W41 cm

Price 48 € (120 € RRP)





**Lamp shade ring is included with each lamp shade**

Brass  
W22 cm



**Kiondo lamp shade M**

SKU L3410  
Paper  
H36 x D38 cm  
ø 4.5 cm upper hole for wire

Price 45 € (113 € RRP)



**Kiondo lamp shade L**

SKU L3510  
Paper  
H46 x D48 cm  
ø 4.5 cm upper hole for wire

Price 57 € (143 € RRP)





**Lamp shade ring is included with each lamp shade**

Brass

W22 cm



**Kiondo lamp shade  
open weave M**

SKU L34100

Paper

H36 x D38 cm

ø 4.5 cm upper hole for wire

Price 48 € (120 € RRP)



**Kiondo lamp shade  
open weave L**

SKU L35100

Paper

H46 x D48 cm

ø 4.5 cm upper hole for wire

Price 60 € (152 € RRP)



**Iringa lamp shade M**

SKU L74100

Milulu grass

H46 x D48 cm

ø 4.5 cm upper hole for wire

Price 48 € (120 € RRP)












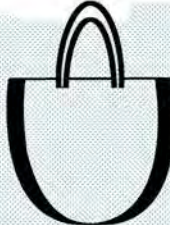
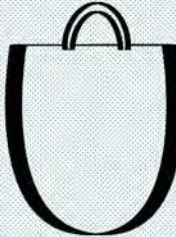









Meet one of our wonderful artisans, Mary Syombua. She is one of the grocery women in Kalawani market. She sells mostly vegetables like kale, spinach and cabbage.

Mary had been selling baskets for ten years before she decided to join one of the women's groups that weaves baskets for Mifuko. She is planning to enlarge her shop and make it the biggest in her village.

"Family is the most important thing in my life.", she says.



SIZE CHART

| XS  | S   | M   | L   | XL  | XXL  |
|---|---|---|---|---|--|
|    |    |    |    |   |   |
| 16 cm<br>15 cm  | 22 cm<br>23 cm  | 28 cm<br>30 cm  | 40 cm<br>35 cm  | 53 cm<br>40 cm  | 30 cm<br>50 cm   |
| Height<br>Diameter  |   |   |   |   |  |
|    |    |    |    |  |  |
|  |  |  |  |   |  |
| 1 x 115 cm<br>1 x 21 cm   | 1 x 115 cm<br>1 x 40 cm   | 2 x 70 cm<br>2 x 33 cm  | 2 x 70 cm<br>2 x 33 cm  | 2 x 40 cm   | 2 x 40 cm  |
| Leather<br>handle<br>lengths  |   |   |   |   |  |
|  |  |   |   |   |  |
| 18 cm<br>15 cm  | 21 cm<br>24 cm  | Height<br>Diameter  |   |   |  |
|  |  |   |   |   |  |
| 5 cm<br>15 cm<br>18 cm  | 6 cm<br>21 cm<br>21 cm  | Height<br>Bottom diameter<br>Top diameter   |   |   |  |

As our baskets are handmade, the sizes may vary by:

- 1 cm for XS
- 2 cm for S and M
- 3 cm for L
- 4 cm for XL and XXL



# MATERIALS

## Paper

Paper is a beautiful eco-friendly material as it can be fully recycled at the end of its lifecycle. The material is light and durable – the special technique was developed with a factory in Kenya, resulting in a fully sustainable and highly durable product.

## Wool

Wool is the newest sustainable material in our collection. Wool is known as an insulating, durable and easy to care for natural material. The wool we use is surplus wool from the Danish carpet industry, originally from New Zealand, so each season we will offer new colours and styles. Interested in a truly unique collection for your business? Please don't hesitate to ask about the design options and available colours.

## Sisal

Sisal plants grow in the dry soil of Kenya where no chemical fertilizers are used. It is durable, anti-static and takes dying better than other natural materials so it can be used to create different colours of baskets and bags. Sisal is a soft and flexible material allowing them to be formed into the shape you like.

## Palm leaves

The artisans gather the fallen palm leaves from the native Kenyan Mkeka palm trees and craft them into beautifully sophisticated baskets. The tight weave makes the baskets strong and durable, yet soft and pliable, making this natural material ideal for weaving larger baskets.

## Milulu grass

Grown along riverbanks in Tanzania, milulu grass is dried and naturally dyed before being woven into beautiful, highly durable baskets.

## Elephant Grass

Elephant grass, found in the north of Ghana, is both durable and flexible. The baskets can be easily reshaped by moistening them with water.

## Recycled and upcycled plastic

We continuously work towards more sustainable material choices and use recycled plastic whenever possible. Plastic is used due to its durability and predictable quality. These baskets are easy to clean and can take water, making them versatile and very suitable for use outdoors. Additionally, the plastic meets food grade standards, so the products are safe to use when in contact with food.

## Leather

We use locally sourced leather for the handles on our bags and baskets. The hides are vegetable-tanned, using organic material and natural tannins derived from bark, leaves and branches of trees and plants. The leather is cut and fastened to the baskets using traditional techniques. A variation in colour is natural as it depends on where and how the cow has been bred.

## WORK OF HANDS AND HEARTS

**What WE DO:** We offer design with a purpose. Mifuko baskets, bags and home décor products are made by more than 1300 women artisans in rural Kenya, Tanzania and Ghana, and sold in over 30 countries. Each Mifuko product is a unique, handmade masterpiece that weaves together classic Nordic design, traditional African handicraft, and the story of a strong, independent woman. Her name is written on the tag, symbolising her individual journey.

**How WE DO IT:** We strive to create a platform that celebrates the skills and heritage of talented African artisans. Mifuko is a certified member of the World Fair Trade Organization (WFTO): fair wages and continuous orders provide security for the future and support the well-being of the whole community. By increasing sales and orders we can provide more work for artisans and help preserve local handicraft traditions.

To further support our social mission, we started a non-profit organisation Mifuko Trust in 2012. Mifuko Trust improves the quality of life of communities in rural Kenya through donations and projects related to sanitation and climate change mitigation.

**Why WE DO IT:** Our mission is to improve the well-being of women and their communities in rural Africa by providing flexible work and fair wages. We bring joy to our customers around the world through high-quality products handmade by our skilled artisans. We are pioneers of sustainable business, striving for sustainability in everything we do. We are determined to be a part of building a better, sustainable future.



## OUR SUSTAINABILITY PRINCIPLES

### Social impact

**Handmade** All our products are made by hand and carefully designed. We promote the appreciation of traditional craftsmanship and its transmission to future generations.

**Self-help groups** The heart of what we do is with the self-help groups. The artisans in these groups are the most important part of our story. We support and develop the groups' activities together with the group leaders, the chairladies. The chairladies founded the Mifuko women development CBO, which acts as an umbrella for all 40 self-help groups with whom we collaborate.

**Secure work** We make it as easy as possible for artisans to collaborate with us. Artisans belong to self-help groups, which provides an economic and social safety net for the members. We deliver the necessary materials and tools to the groups, and baskets can be woven at home. Basket orders are ongoing, allowing for future planning.

**Fair price** As a WFTO member, Mifuko provides a verifiable fair trade income for artisans. The social, economic and environmental needs of the artisans are factored into our business model. We determine the living wage by using the Living Wage Ladder tool provided by WFTO. In practice, payments for Mifuko orders are agreed upon together with the local community.

**Training** We have developed a three-step training programme for self-help groups to develop economic and social group activities. When a self-help group works well, it empowers all its members.

**Inclusive business model** We provide livelihood opportunities for disadvantaged women living in remote rural areas that are hard to reach, where there are few other sources of income. We work directly with the women's groups, supporting them to become key actors in their communities.

**Supply chain** We work directly with the small-scale suppliers and customers. It's important to us that the supply chain is transparent. We are in touch with each link of the chain, from the maker to the buyer, and communicate stories across the links.

**Long term** We maintain long-term partnerships and we meet all partners regularly. We have been working with the same partners since the beginning and bring new partners on board through training.

### Environmental impact

**Environmentally responsible** We ensure that our suppliers follow environmental best practices. Waste from basketry is very low and we make sure that no litter is left in nature. Most members of self-help groups are also small-scale farmers. Their traditional farming methods protect the local ecosystem. The income generated from cultivation and harvesting remains in the local economy, which benefits the wider community.

**Contribute to climate action** We are committed to actively fighting climate change. We achieve this through two strategies: strengthening people's resilience to climate change and limiting our own environmental impact. Mifuko offsets carbon emissions from the shipping between Kenya and Finland.

### Our products

**Permanent collections** We maintain a permanent collection to ensure that artisans always work with designs and materials they are familiar with.

**Longevity** Our products are designed to last. They are carefully crafted and produced with great attention to quality. Each product is unique and the baskets are also versatile in the way they can be used. The same basket can be used for storage, as a market or shopping bag.

**Quality control** Good product quality is important to us. We work together with the artisans, provide training and meet them regularly to ensure the quality of our products. We are also committed to continuous improvement of our quality processes.

**Local partners** We can only succeed by working in partnership with our local partners. We are continuously training our local partners on process knowhow, enabling us to increase production and improve product quality.

## **EMPOWERING WOMEN IN RURAL AFRICA SINCE 2009**

**Mifuko enables women to support each other and learn new skills from basket weaving to entrepreneurship, thus enabling economic independence.**

**The women live with their families in small villages in rural areas, seeing each other regularly at self help community meetings to maintain and pass down traditional artisan skills.**

**The self help groups are socially important but also important as a financial resource by lending money to members in need.**





**HANDMADE PRODUCTS  
THAT EACH CARRY THE  
STORY OF ITS MAKER.**



**Work of hands and hearts**



Mifuko webshop [shop.mifuko.com](https://shop.mifuko.com)  
Customer service [shop@mifuko.fi](mailto:shop@mifuko.fi)