

Mifuko

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MIFUKO X ERVIN LATIMER AVAILABLE SPRING 2024



In the villages of Makueni and Machakos, about an hour's drive from Nairobi, Kenya, 1,300 women artisans make Mifuko baskets, bags and home décor products. Mifuko is a Finnish design company that brings work to remote areas in Kenya, Ghana and Tanzania where there are few other sources of livelihood. The products in Mifuko's collection are the result of a unique collaboration between African artisans and Finnish designers. Mifuko is a pioneer in the Fair Trade business and has been working with women artisans since 2009.

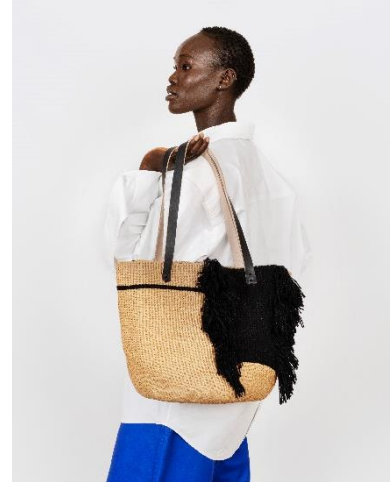
Many of the women who work for Mifuko in Kenya have moved back to the villages from the slums of Nairobi after getting weaving work. The artisans weave baskets in their homes alongside their household and farming work, but at least once a week they meet to weave together at the home of their group's chairperson. Each year, more than 40.000 baskets are sent to over 30 countries. In addition to its own collections, Mifuko supplies baskets for brand partners, such as the luxury brand Chloé.

As a member of the World Fair Trade Organization, Mifuko uses the Living Wage Ladder tool to determine fees, but ultimately the fee is agreed with the self-help groups. "We follow an inclusive

business model that enables positive change in low-income communities. The starting point is to establish a fair payment in return for the products we receive from the artisans, but it is also important to commit to working with these villages and regions on a larger scale. In 2012, we founded the Mifuko Trust, which ensures access to water and sanitation for villages, for example," say Mifuko founders **Minna Impiö** and **Mari Martikainen**.

New collaboration gives a voice to black and brown designers

Mifuko has created partnerships with well-known fashion brands that share Mifuko's values of sustainable fashion and empowering women's communities. Our latest collaboration is with Finnish-American Ervin Latimer. Latimer is the founder of Latimmier, a fashion brand that works with the boundaries of masculinity. Latimer's story is rooted in the queer legacy of ballroom culture, and in the dissection of historically masculine silhouettes and materials with a contemporary approach. "For a fashion designer, Mifuko's business model and amazing skills of the artisans gives an opportunity to explore slower handcraft techniques," says Ervin Latimer. "There is a little magic in every handmade object."



This collection is the first step in Mifuko's collaboration with young POC designers from around the world. The bags are certified Fair Trade and are handmade by artisans in Kenya from FSC-certified paper, recycled surplus wool and vegetable-tanned leather. The collection will be available on mifuko.com online and at retailers from early 2024.

Mifuko is a proud member of the World Fair Trade Organization (WFTO). We are committed to putting people and the planet first, adhering to WFTO Fair Trade Principles in everything we do.



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