

Mifuko

Mifuko Launches Inspiring Autumn/Winter 2025 Collection: A Celebration of Sustainability and Craftsmanship



A Collection with a Story

Mifuko, the Finnish design brand renowned for merging modern Nordic aesthetics with traditional African craftsmanship, proudly unveils its Autumn/Winter 2025 collection. This season celebrates sustainability, innovative design, and the remarkable skills of our artisan communities in Africa. Since its founding in 2009, Mifuko has been dedicated to creating beautiful, meaningful products that resonate globally, now available in over 30 countries.

The AW25 collection features an exquisite range of handcrafted baskets, bags, and home décor items, each made by over 1,300 skilled artisans from rural Kenya, Tanzania, and Ghana. These pieces not only reflect the unique heritage and artistry of their makers but also carry their names, forging a personal connection between the artisans and customers.





Collection Highlights

Mifuko's AW25 collection is a celebration of tradition and innovation, where cherished classics meet fresh, inspiring designs. This season, we bring you a vibrant blend of textures, patterns, and colors drawn from the beauty of nature. Exciting developments this season include an increased use of our exclusively developed ecological banana fiber, adding a unique touch to our stunning new products. Additionally, we are thrilled to introduce the much-anticipated black color to our range of paper products. Here's what makes Mifuko's collection truly unique:

Sustainability at Heart: Every piece is crafted using eco-friendly materials like sisal, paper twine, banana fiber, and upcycled plastic. Locally sourced and thoughtfully chosen, these materials not only honor their origins but also help us tread lightly on the planet.

Crafted with Purpose: The collection reimagines traditional techniques with a modern twist. Each design is made to be both timeless and versatile – perfect for brightening your home or elevating your everyday style.

Empowering Through Design: Behind every basket, bag, and product is the story of a skilled artisan. By choosing Mifuko, you're directly supporting women in rural Kenya, Tanzania, and Ghana, helping them build sustainable livelihoods and stronger communities.



AW2025 Catalogue

Join Us at Maison&Objet

Mifuko's AW25 collection will be showcased at Maison&Objet in Paris this January 2025. We invite you to visit us at **Hall 4 - F16** to experience the beauty of our collection and learn more about our story.



B Corp Certified: A Commitment to Excellence

Mifuko is proud to be a Certified B Corporation and a member of the World Fair Trade Organization. This recognition underscores the brand's dedication to prioritizing people and the planet in every decision, ensuring transparency, fairness, and sustainability.

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