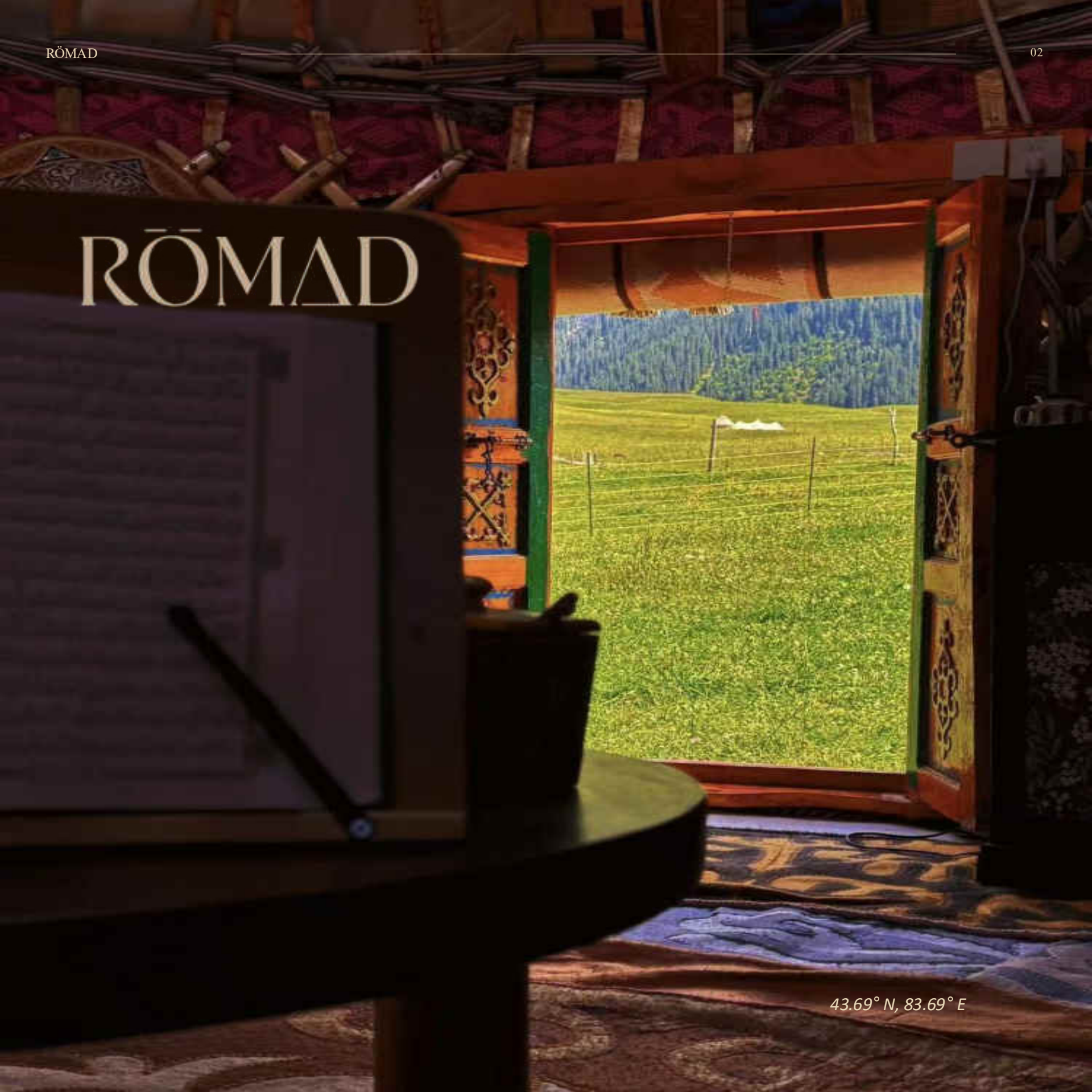

RŌMAD
From Ili to Paris



43.69° N, 83.69° E



From Ili to Paris,

The birth of RÖMAD proceeds from a pure vision:

"To weave a contemporary bridge, inscribing the memory of Asia’s last nomads into the cartography of world civilizations."

Within the universe of RÖMAD, the term "Raw" (the original) by no means denotes crudeness, but rather an absolute reverence for organic vitality. "Refined," on the other hand, embodies an aesthetic translation across continents, allowing the warmth of the handmade gesture to harmoniously align with the elegance of contemporary living.

Inspired by "Raw Nomad," our name transcends the object itself: it strives to transpose the vital texture of steppe nomadism into a timeless narrative.

At RÖMAD every creation is an exercise in "emotional durability." Through the choice of natural materials and the preservation of ancestral savoir-faire, we reject the obsolescence of fast fashion. In the passage of daily life, these pieces grow nobler, developing a unique amber patina over time. Far more than mere objects, they form a spiritual armor forged by time, connecting the free soul of the nomads to the horizons of modern civilization.

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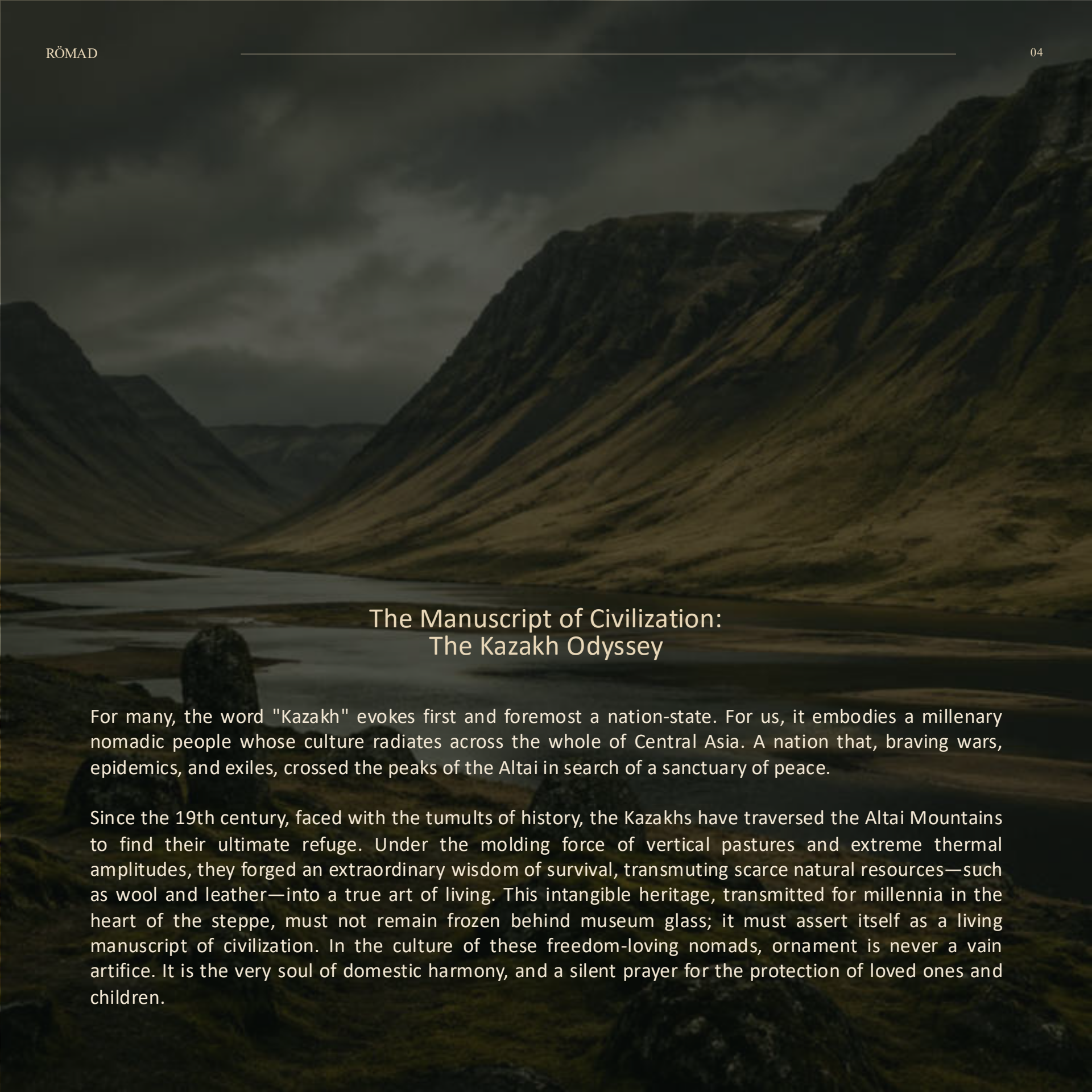


The Manuscript of Civilization: The Kazakh Odyssey

For many, the word "Kazakh" evokes first and foremost a nation-state. For us, it embodies a millenary nomadic people whose culture radiates across the whole of Central Asia. A nation that, braving wars, epidemics, and exiles, crossed the peaks of the Altai in search of a sanctuary of peace.

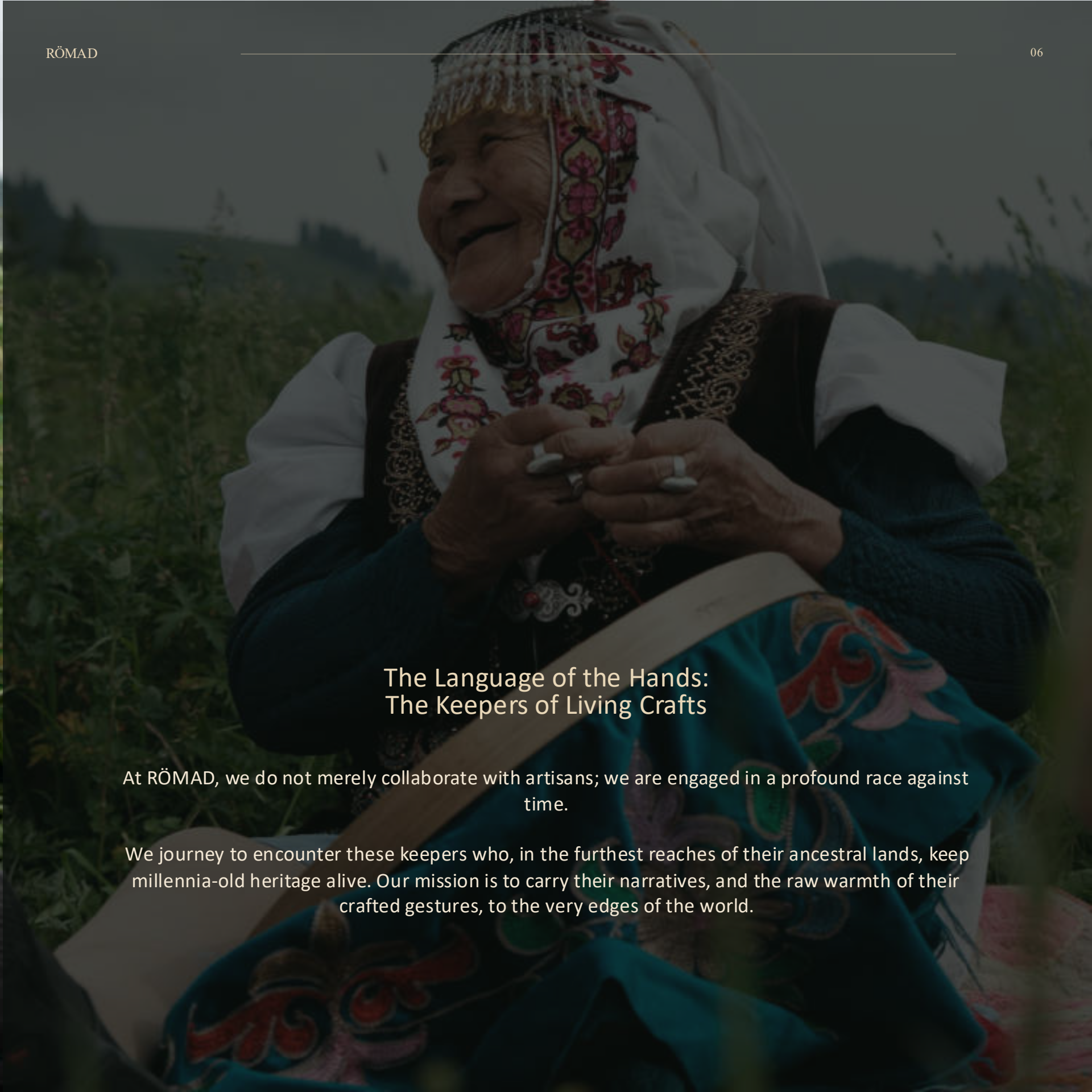
Since the 19th century, faced with the tumults of history, the Kazakhs have traversed the Altai Mountains to find their ultimate refuge. Under the molding force of vertical pastures and extreme thermal amplitudes, they forged an extraordinary wisdom of survival, transmuting scarce natural resources—such as wool and leather—into a true art of living. This intangible heritage, transmitted for millennia in the heart of the steppe, must not remain frozen behind museum glass; it must assert itself as a living manuscript of civilization. In the culture of these freedom-loving nomads, ornament is never a vain artifice. It is the very soul of domestic harmony, and a silent prayer for the protection of loved ones and children.



The Essence of RÖMAD : The Philosophy of the Letter "Ö"

At the very heart of RÖMAD's visual and spiritual universe, the letter "Ö" serves as the vessel for the collective memory of the nomads:

- The Breath of Life (Ömir): In the Kazakh tongue, this singular letter forms the primal root of "Life" and "Existence" themselves.
- The Voice of the Steppe: This character encapsulates the deep, telluric resonance of Khoomei (throat singing)—a throat-singing lineage born within the ancient folds of the Altai Mountains.



The Language of the Hands: The Keepers of Living Crafts

At RÖMAD, we do not merely collaborate with artisans; we are engaged in a profound race against time.

We journey to encounter these keepers who, in the furthest reaches of their ancestral lands, keep millennia-old heritage alive. Our mission is to carry their narratives, and the raw warmth of their crafted gestures, to the very edges of the world.



The Cosey Embroidery:
A 16th-Century Epic Entwined in Thread

Bakhshagul Khuan perpetuates the virtuosic lineage of Kosey Ana, a legendary 16th-century Kazakh general and master embroiderer.

As a designated custodian of this intangible cultural heritage, Bakhshagul commands the intricate art of traditional tambour crochet. With a fluid, seasoned mastery, she distills the organic essence and raw emotion of the steppes into abstract, tactile masterpieces. Her private archive of rare, century-old antique embroideries remains the primal fountain of inspiration for the contemporary creations of RÖMAD.



An Heirloom Equestrian Silversmith:
The Sovereign Mastery of the Hand

Wutai Biegetuersun stands as one of the most exemplary master artisans of traditional handcrafted equestrian gear working today. To secure one of his bespoke, collectible creations, elite riders and connoisseurs willingly accept a waitlist of four to six months.

A virtuoso capable of seamlessly orchestrating the intricate interlocking of wood, iron, leather, and gemstones, he devotes his artistry to marrying century-old antique silver with contemporary materials—birthing singular objects imbued with an "ancient soul."



The Trousseau of a Lifetime:
Seven Decennies of Devotion and Thread

Now in their seventies, **Uradax Tursun and Bahat Orazibek** stand as living custodians of traditional Kazakh embroidery.
Decades ago, long before the emergence of a structured craft market, they shaped their daily world through the slow, meditative rhythm of the needle. From ceremonial bedding to table linens, from clothes to footwear, and from the intricate panels of the yurt to equestrian saddles—every single stitch sealed a moment shared with their mothers. These techniques did not merely decorate; they inhabited the entire narrative of their lives, mirroring their journey from young brides to the matriarchs of new homes.



Saving a Vanishing Tradition:
The Legacy of the Ancient Kazakh Black Soap

The art of making ancient Kazakh black soap is on the brink of extinction.

In Nilka County, an elder named **Nurbubu Jumashe** has revived this millenary recipe, utilizing a base of mutton tallow and ash-weed infused with wild local botanicals like lavender. Reflecting with deep emotion, Nurbubu shares that although her children and grandchildren all grew up bathed in the soothing lather of her soaps, none of the younger generation wish to learn this demanding craft today. "If you hadn't found me," she confides, "I might never have remade this black soap again."



The Xibe Art of Millennial Migration:
A Centuries-Old Epic of Resilience and Thread

Descending from a lineage of warriors in North Asia, the Xibe people were historically decreed during the Qing Dynasty to undertake a grueling, thousands-of-miles migration to the furthest borders to cultivate the frontier and defend the territories.

As a custodian of traditional Xibe embroidery, **Bu Yunxiu** has found her calling within a silent, serene world of needlework. Despite her hearing impairment, she has elevated her craft to the absolute peak of excellence, winning the gold medal at the 10th International Abilympics in Metz, France. In the slow, meditative rhythm of her stitching, she quietly embraces the joy of her art, ensuring that every singular masterpiece carries the deep cultural identity and pure devotion of the Xibe people.



Collection Overview:
Reenchanting the Home Through Savoir-Faire

We deconstruct and reinvent ancestral savoir-faire to conceive an ecosystem of objects that inhabit every dimension of your daily life.

01 Totems in Motion
02 Pulsations of the Home
03 Gardians of the Future



01 | TOTEMS IN MOTION

his collection brings together accessories, canvas totes, wool-felt vests, and indoor slippers, each meticulously crafted around the ancestral traditions of silversmithing and the art of felt.

Like totems worn close to the skin, these pieces serve as a silent declaration within the urban landscape—a striking balance between an independent spirit and cultural sophistication.



The Jewelry & Pendent Collection

[Savoir-Faire: Entirely handcrafted by artisans]
[Materials: Silver/ Stainless steel/ Wool]



Collection of Bracelets

[Craftsmanship: Entirely handmade]
[Materials: Cotton / Stainless steel]]





"Kunlun" wool felt scarf

[Craftsmanship: Nuno felting]
[Materials: Wool and silk]
[Size: One size]

[An artistic ascetism between silk and wool: through the Nuno technique, the majesty of Kunlun is transmuted, under the warmth of the gesture, into a timeless fresco, both original and refined.]





"Tianshan" wool felt scarf

[Craftsmanship: Nuno felting]
[Materials: Wool and silk]
[Size: One size]

[A sensory wandering between silk and wool: through the Nuno technique, the vibrations of the mountains and the reflections of the Tianshan rivers are transformed into an ethereal poem, a work both original and refined to be worn at the curve of the neck.]



Collection of Embroidered Bags

[Craftsmanship: Entirely handmade]
[Materials: Cotton, calfskin, etc.]
[Specifications: Different models and colors]



Ostrich Leather Clutch

[Craftsmanship: Entirely handmade]
[Material: Ostrich leather]
[Color: Yellow]





Reversible Adras Tote Bag

[Craftsmanship: Handmade]
[Material: 100% Cotton]
[Colors: Grey, deep blue, purple, green, etc.]

[A visual revelation along the weft: through the millenary technique of Adras, the natural blur born from the shifting of fibers becomes a moving totem, a work both original and refined at the heart of the city.]



Wool felt jacket

[Craftsmanship: Nuno felting] [Materials: Wool and silk]
[Sizes: S/M/L]



Wool felt gilet

[Craftsmanship: Nuno felting] [Materials: Wool and silk]
[Size: One size]



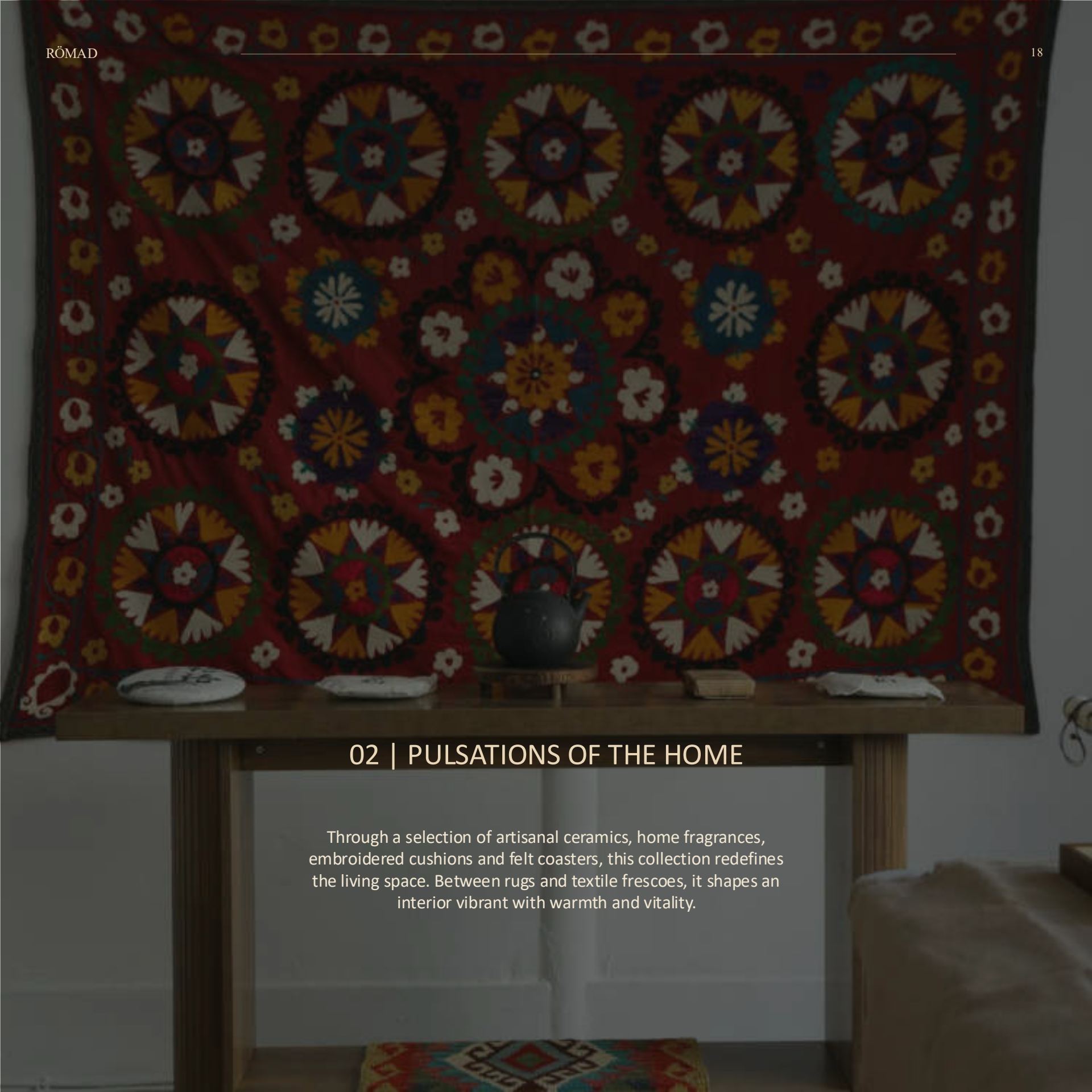
Embroidered Slippers

[[Craftsmanship: Kazakh Embroidery]
[Material: Wool]
[Sizes: 36/38/40/42/44]



"Xibe" Embroidered Slippers

[Craftsmanship: Xibe Embroidery]
[Material: Cotton]
[Sizes: 36/38/40/42/44]



02 | PULSATIONS OF THE HOME

Through a selection of artisanal ceramics, home fragrances, embroidered cushions and felt coasters, this collection redefines the living space. Between rugs and textile frescoes, it shapes an interior vibrant with warmth and vitality.



Scented Candles and Ceramics

[Craftsmanship: Entirely handmade]
[Materials: Ceramic, soy wax]
[Specifications: Various sizes and colors]



Felt Coasters

[Craftsmanship: Needle felting] [Material: Wool]
[Specifications: Various sizes and colors]



Artisanal Ceramic Cups

[Craftsmanship: Entirely handmade]
[Material: Ceramic]
[Specifications: Various sizes and colors]



Hand-Embroidered Coasters

[Craftsmanship: Hand embroidery] [Material: 100% Cotton]
[Colorways: Various shades / Multi-toned]





Hand-Embroidered Cushion Collection

[Craftsmanship: Hand embroidery]
[Materials: 100% Cotton / Antique fabrics]
[Specifications: Various sizes and colors]

[An intimate encounter between time and totems: upon patiently collected antique fabrics, traditional Kazakh symbols of life are embroidered by hand. This narrative of a civilization, simultaneously raw and refined, becomes a living resonance at the heart of the modern home.]





Handwoven Tapestry and Rug Collection

[Craftsmanship: Handmade]
[Materials: Cotton / Linen / Antique fabrics]
[Specifications: Various sizes and colors]

[A narrative of fibers and migrations: here, the echo of half a century of history intertwines with the raw texture of antique fabrics. The steppe totems, simultaneously raw and refined, establish themselves as a vital and eternal imprint for the contemporary space.]





Handcrafted Felt Cat Cave

[Craftsmanship: Handmade]
[Material: Wool felt]
[Specifications: Various sizes and colors]

[A nomadic narrative on the scale of a miniature architecture: the millennial structure of the Kazakh yurt (Kiyiz üy) is here deconstructed to become a sanctuary of wool. This haven, simultaneously raw and refined, offers urban companions a timeless oasis of peace at the heart of a totemic space.]





Embroidered Table Runner

[Craftsmanship: Embroidery]
[Material: 100% Cotton]
[Specifications: Various sizes and colors]

[A sensitive reinvention between weft and rituals: we reinterpret the classic totems of the steppe to make them blossom into embroideries on a cotton canvas. These ancestral blessings of prosperity here become an aesthetic bridge, connecting civilizations and emotions around the contemporary table.]





Felt Textile Art Collection

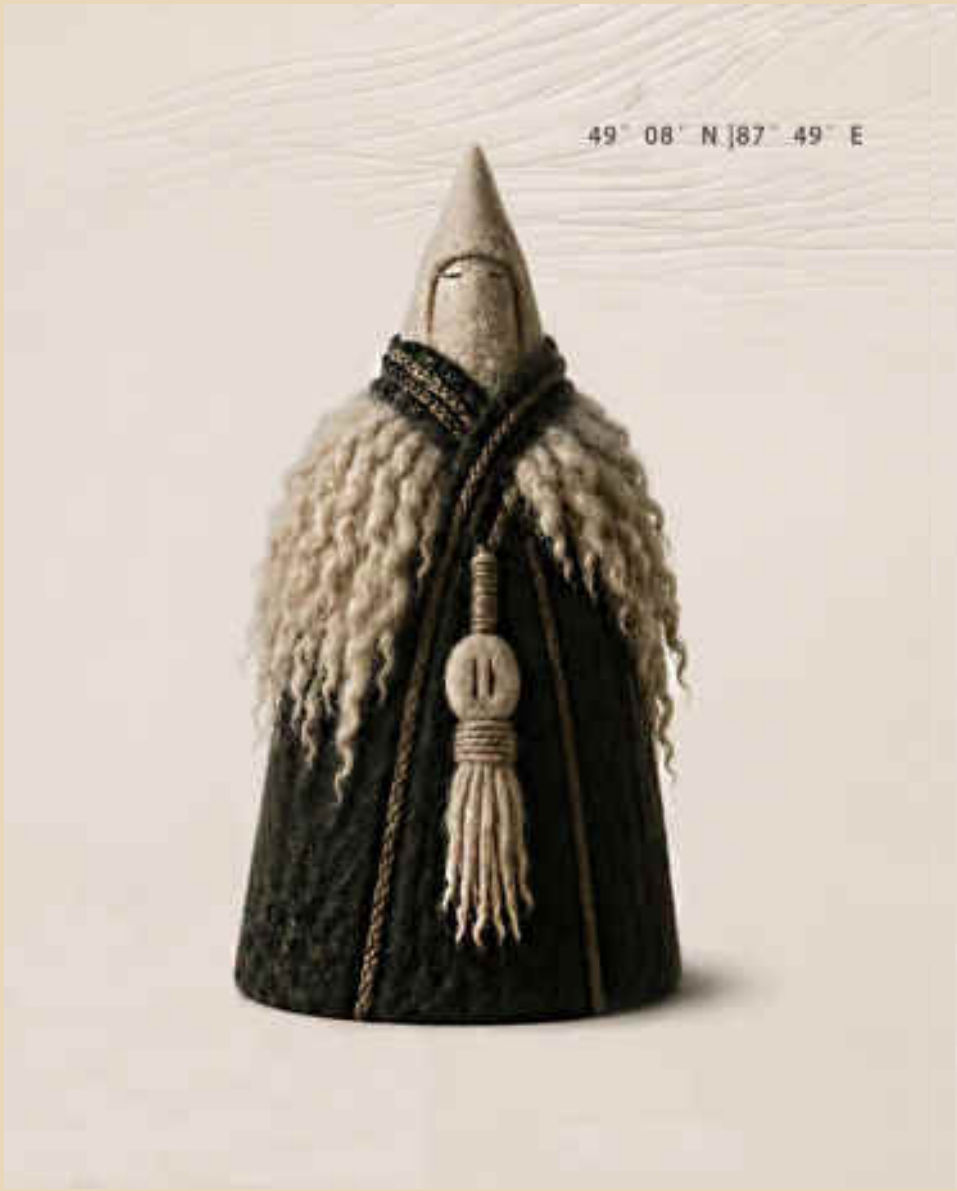
[Craftsmanship: Felting]
[Material: Wool]

[A footprint of the steppes in an intimate format: we reinterpret classic nomadic motifs on a wool medium. Through the labor of felting and manual assembly, this aesthetic—simultaneously raw and refined—becomes a tactile work that brings the warmth of fiber to the walls of the home.]



03 | GARDIANS OF THE FUTURE

A collection of wool felt soft toys, small bags, and indoor slippers, designed exclusively for children. In the digital age, these objects offer an essential "tactile education": the first "totem" that accompanies a child's growth and becomes a vessel for future memories.





"Soul of the Steppe" Felt Soft Toy Collection

[Craftsmanship: Needle felting]
[Material: Wool]
[Specifications: Various sizes and colors]

[A protective presence throughout childhood: through the delicacy of needle felting, natural wool becomes a companion on the journey. These forest spirits, symbols of courage and wisdom, serve as a child's first tactile "totem," preserving their instinct for exploration in the digital age.]





Small Felt House

[Craftsmanship: Needle felting]
[Material: Wool]
[Colors: Red, Purple]

[A textile creation born from the warmth of a gesture: through the technique of needle felting, wool becomes a woodland dwelling in vibrant hues. This small nomadic space, both original and refined, invites children to explore their own imagination through the richness of touch.]



Felt Wind Chime Collection

[Craftsmanship: Needle felting]
[Material: Wool]
[Specifications: Various sizes and colors]



Felt Small Bag Collection

[Craftsmanship: Needle felting]
[Material: Wool]
[Specifications: Various sizes and colors]



Felt Slipper Collection

[Craftsmanship: Needle felting]
[Material: Wool]
[Specifications: Different sizes and colors]



Xibe Embroidered Slipper Collection

[Craftsmanship: Traditional Xibe Embroidery]
[Material: 100% Cotton]
[Specifications: Various sizes and colors]



ARCHIVES NOMADES

A selection of exceptional pieces, witnesses to half a century of history.

















Zero Waste

Original & Unique

Biodegradable

Embracing the Lingering Warmth of a Civilization

To choose RÖMAD is to welcome into your interior the enduring echo of a nomadic culture in transition. Scorning the mediocrity of industrial uniformity, we persist in the absolute reverence for natural materiality and the vital warmth of the human hand, ensuring that every singular creation stands as a piece of irreplaceable cultural equity.



Social media



Instagram:
romad_paris



Xiaohongshu:
Young_Fun_Damn



Raw yet Refined

Emotional Durability