

BOTSWANA
HANDICRAFT TREND BOOK

The Job Creation and Investment Climate programme is funded by the European Union and implemented by the Ministry of Trade and Industry

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FOREWORD



DR SID BOUBEKEUR
(JCIC Project Team Leader)

Under the EU Programme Job Creation and Investment Climate (JCIC) in Botswana, coordinated by the Ministry of Trade and Industry, the "Handicraft Innovation and Design project" focuses on traditional handicrafts made from natural materials, blending tradition with innovation. The project aimed to boost the handicraft supply chain by implementing strategies to enhance the quality and diversification of handicraft products for better access to the national, regional and international tourism markets. This project, implemented in collaboration with the Community-Based Natural Resources Management Unit, focused on creating unique handicraft designs combined with capacity-building actions for women artisans from Gumare and D'Kar (Botswana). The present Trend Book, developed under this project, aims to disseminate innovative craft product models by providing practical technical advice to Botswana artisans, thereby contributing to sustaining their activities.



BOTSHABELO OTHUSITSE
(CBNRM Coordinator)

By placing local communities at the centre of natural resource management, CBNRM ensures that conservation efforts are both people-centric and nature-friendly. It is the case for handicraft made in Botswana. While traditional craftsmanship holds immense cultural and historical value, the infusion of different techniques can significantly enhance its sustainability and marketability. Innovation in handicrafts not only revitalises ancient art forms but also addresses contemporary challenges such as environmental sustainability and economic viability. By embracing new materials, tools and methodologies, artisans can expand the creative horizons of their craft, ensuring that these cherished skills are preserved and appreciated by future generations. This Trend Book, made in collaboration with the JCIC programme, will greatly support artisans with product development ideas to broaden their product range with new, innovative ideas to meet market demand while also generating income to support their households.

All the products showcased in this Trend Book are based on Botswana's cultural and artistic heritage, slightly modified to suit modern design, enhancing functionality and global attractiveness of the items crafted in these communities.

A heartfelt appreciation goes to all the artisans from Gumare and D'Kar who contributed their expertise and skills to this project.

GINGER SOFRECO

Impact fund

THE TEAM OF EXPERTS



NORBERT TREHOUX
JCIC Project Coordinator

Norbert Trehoux is the coordinator of the Ecotourism Value Chain Development component of the JCIC Project in Botswana. With over 30 years' experience in tourism and handicraft development, which 20 spent as a consultant for international agencies, national and regional governments, international NGOs, international operators and local communities in Europe, in Africa, in Asia and in Latin America. He has been providing technical assistance to the tourism sector with a specialisation in ecotourism and community- based activities development.



JANE TAYLOR
Founder of Collaborative Craft Projects

Specialising in bespoke basketry and unique natural flooring solutions, Jane Taylor works in tandem with Zimbabwe's top designers to help realise their vision, and create exceptional lifestyle products. Jane has more than two decades of product design and production experience, and a strong passion for authentic interior design. Her natural aesthetic has allowed her to create Collaborative Crafts Project's signature collections as well as work on many regional installations in the hospitality sector. Collaborative Craft Projects offers both product development and training programs for implementation in communities.



EMMANUELLE SAVIGNAT
Designer specialised in trend analysis, craftsmanship, interior design and recycling

For 30 years, Emmanuelle Savignat has been creating collections for the international market & hospitality space and in collaboration with Indian manufacturers in the home and accessories sector. Passionate about sharing knowledge and experience, she has been undertaking regular missions in Tunisia to promote craftsmanship, creating collections, supporting designers and conducting workshops with artisans and students. She is currently working on projects related to craftsmanship and recycling, which she considers the future of design.



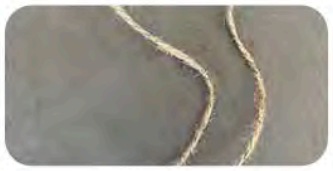
GOSAITSE LEKOKO
Crafthood and Economic Empowerment Officer with Impact Fund

Gosaitse is a skilled administrative officer with 11 years of experience in business management and accounting and has a strong ability to engage vendors and buyers ensuring needs are met on both sides. Her work aims to address seasonal income challenges in female-headed households by integrating them into the business value chain. She helps artisans with quality control, pricing and product development whilst supporting small businesses to secure markets locally and internationally.



- **PRODUCTS:** Christmas decorations and /or tags.
- **CONCEPT:** Holidays and celebrations.
- **SIZE:** 7 cm x 6 cm.
- **COMPONENTS:** Ostrich shell beads, jute string, wooden carvedand burnt seed bead (locally sourced),recycled copper, silver thread (if available, can substitute bushman twine).







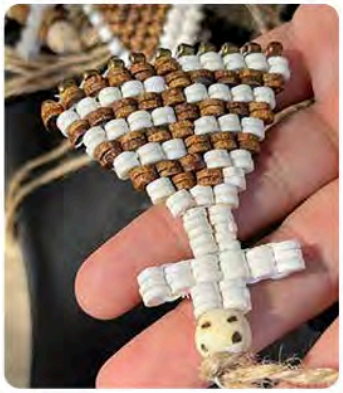






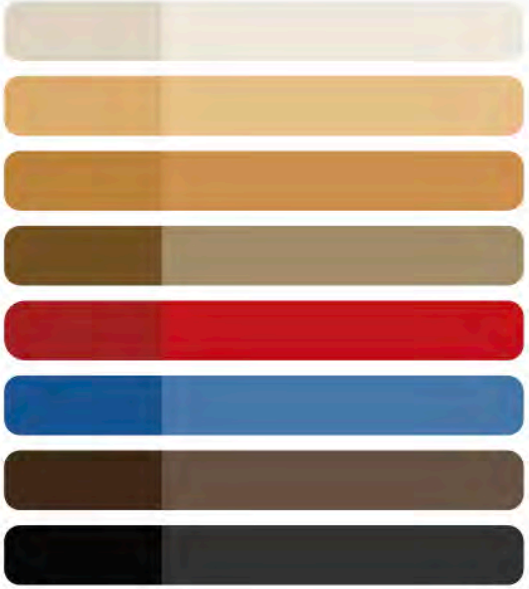






HOLIDAYS DECORATION





- **PRODUCTS:** Stars and discs.
- **CONCEPT:** Stars and discs including foil, and salvaged shweshwe for christmas decorations.
- **SIZE:** Small: size 9 cm and 12 cm
  Large: 15 cm discs 5,6 and 7cm
- **COMPONENTS:** Salvaged snack packets reversed for silver foil, mokola in different colours, shweshwe fabric offcuts.









MOODBOARD





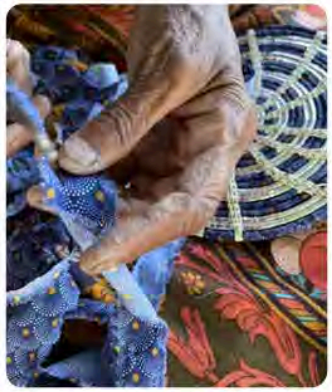














INTO THE WILD EARRINGS

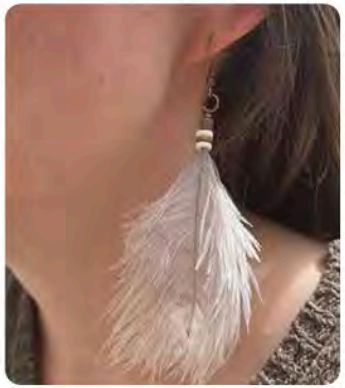


- **PRODUCTS:** Earrings
- **CONCEPT:** Trendy earrings for safari guests and stylish travellers.
- **SIZE:** 12 cm droppers, assorted styles and lengths.
- **COMPONENTS:** Ostrich feathers, guinea fowl feathers, turkey feathers, ostrich shell beads, imported finding and hooks, metallic thread, copper tubing beads and wire.






MOODBOARD

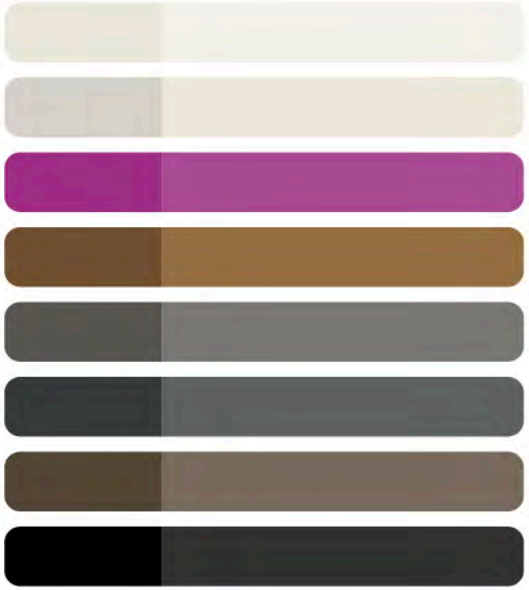




INTO THE WILD LIFESTYLE

MOODBOARD





- **PRODUCTS:** Feather key fobs, pendants, accessories.
- **CONCEPT:** Wild and flamboyant accessories.
- **SIZE:** 14cm to 16cm length x 3cm wide.
- **COMPONENTS:** Feathers, leather, ostrich egg shell beads, metallic thread, key ring or fob, recycled copper beads.

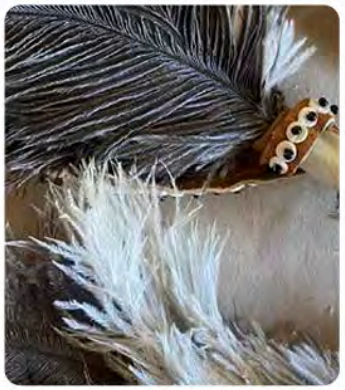


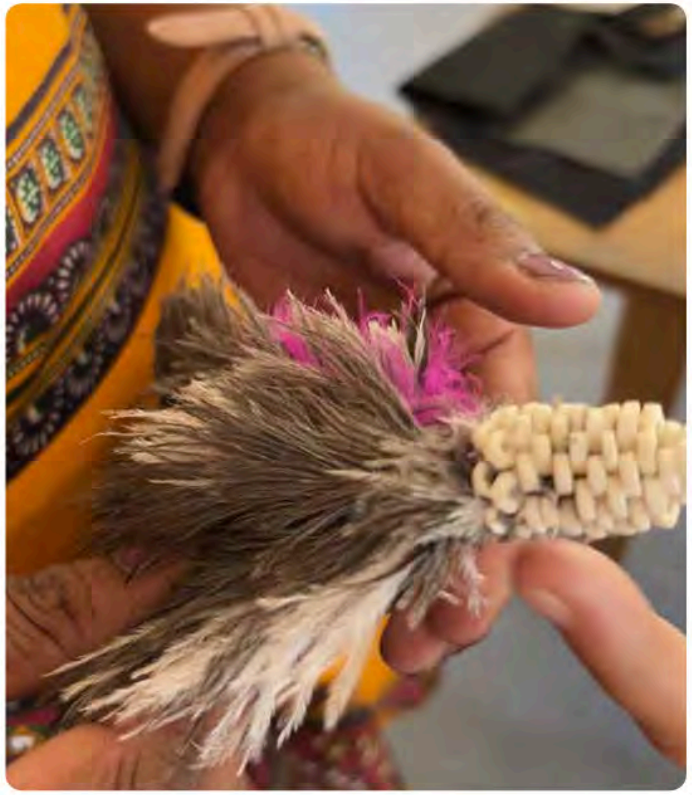




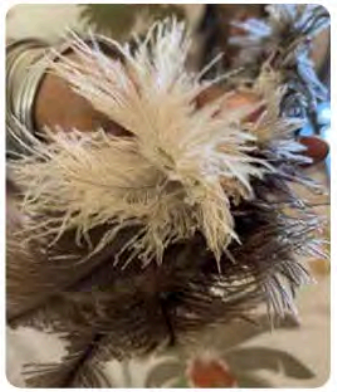














KALAHARI NARO JEWELS



- **PRODUCTS:** Necklaces, earrings, bracelets and pendants.
- **CONCEPT:** Luxury accessories and jewellery for the discerning tourist and conscious consumer visiting Botswana on safari. Inspired by the San of the Kalahari.
- **SIZE:** Assorted sizes and lengths.
- **COMPONENTS:** Ostrich shell beads, jump rings and hooks, imported findings.







MOODBOARD

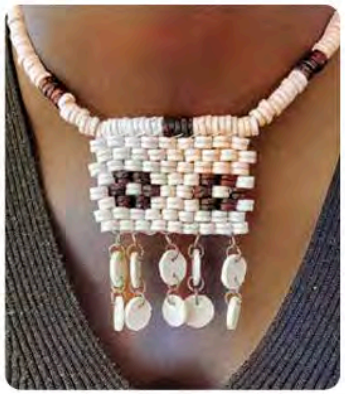






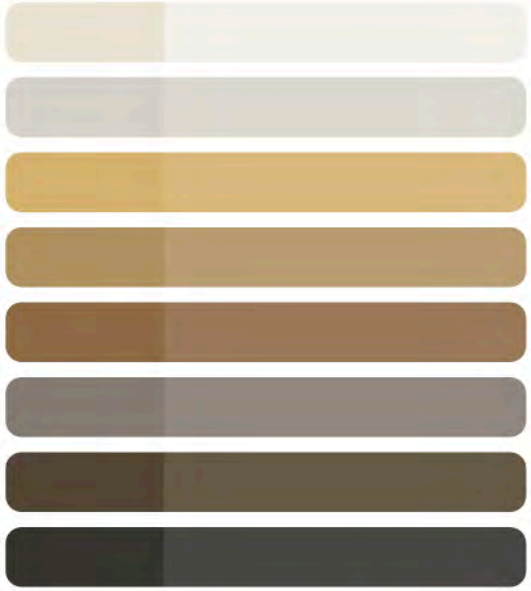






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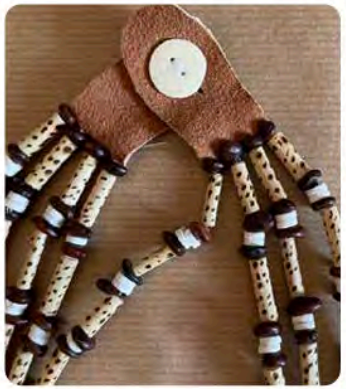




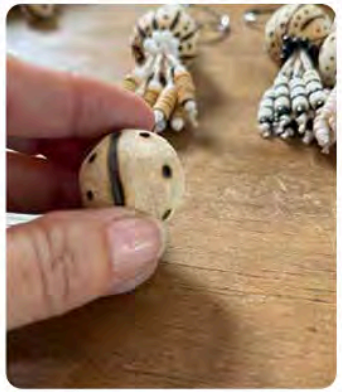


MOODBOARD













KALAHARI NARO NECKLACE





- **PRODUCTS:** Pendants and swinging necklaces.
- **CONCEPT:** Naro inspired torems and shapes for unique statement jewellery pieces. one of a kind.
- **SIZE:** End pieces 8cm x 4cm.
  Long pendant over 150cm length.
  Feather tassel ends 10-15cm.
- **COMPONENTS:** Ostrich egg shell beads, recycled copper beads.







MOODBOARD













KALAHARI NARO POUCHES





- **PRODUCTS:** Travel pouches and safari accessory.
- **CONCEPT:** Authentic kalahari designs and heritage shapes, embroidered and embellished with ostrich eggshell beading onto pouches - earth tones.
- **SIZE:** 13 x 15cm, 15 x 20cm, 20 x 24cm.
- **COMPONENTS:** Ostrich eggshell bead, cotton drill, zips, embroidery thread , key tassel detail.

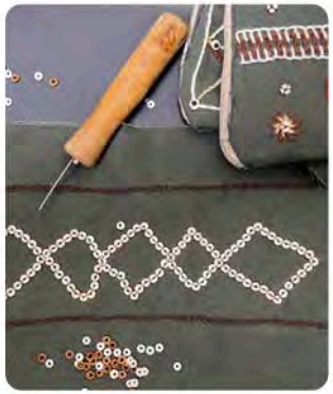






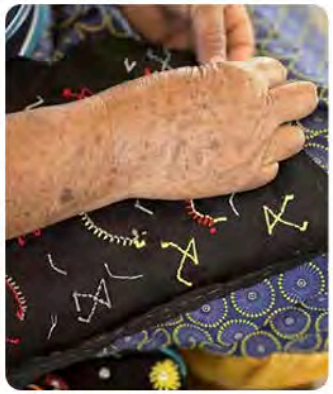


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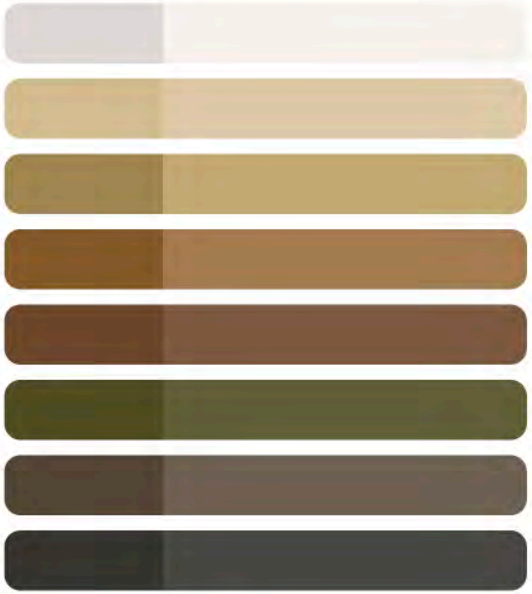






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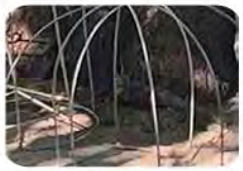


- **PRODUCTS:** Napkin rings, food covers, fly covers.
- **CONCEPT:** Safari style and Table Top.
- **SIZE:** Set of 4 rings 4cm diameter. (Assorted net cover - 50cm x 100 cm, 50 x 75cm, 75 x 75cm.) (Dome food covers - 60cm x 50cm, 45cm x 45cm, 40cm x 40cm.)
- **COMPONENTS:** Ostrich shell beads, goat leather and suede, vegan leather, mosquito netting, beads, thread and fishing line, bias binding.



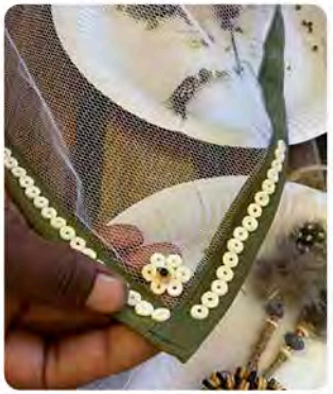


















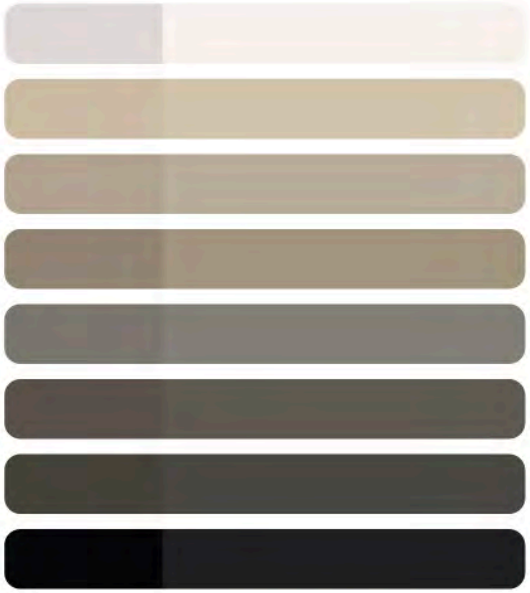






SAFARI JEWELS





- **PRODUCTS:** Necklaces, bracelets and costume jewels.
- **CONCEPT:** Pearls of the Kalahari.
- **SIZE:** Short, medium and long pendant style, bracelets.
- **COMPONENTS:** Ostrich shell beads, glass beads, fishing line, imported elastic, recycled copper beads.









MOODBOARD





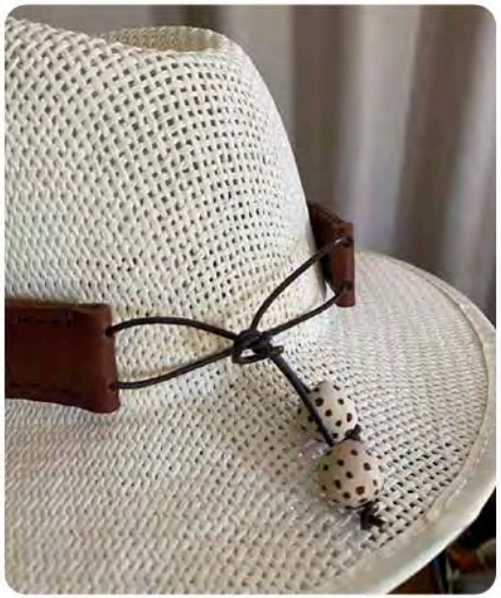


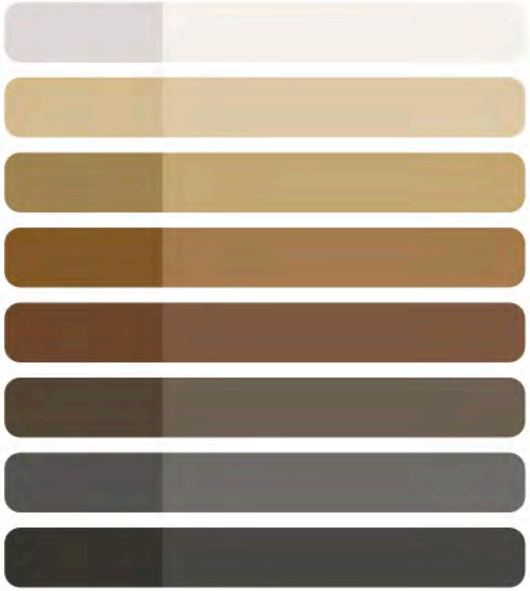






SAFARI HAT BANDS





- **PRODUCTS:** Hat bands.
- **CONCEPT:** Fashionable accessory for the safari guests and visitors.
- **SIZE:** 2,5 cm wide x 50x70 cm, length - adjustable.
- **COMPONENTS:** Ostrich shell beads, leather, wax cord, mokola clay bead, feathers, recycled copper beads.





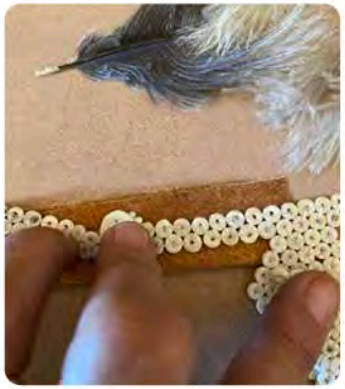




MOODBOARD













SAFARI HAT BANDS





- **PRODUCTS:** Hat bands for safari guests and travellers.
- **CONCEPT:** These hat bands are developed to appeal to the global traveller for added fashionable style whilst on safari.A combination of mokola palm plaited in two tone colours, and leather casing to create an adjustable strap with a decorative toggle bead end and knot.
- **COMPONENTS:** Leather, mokola, waxed cord, clay beads.



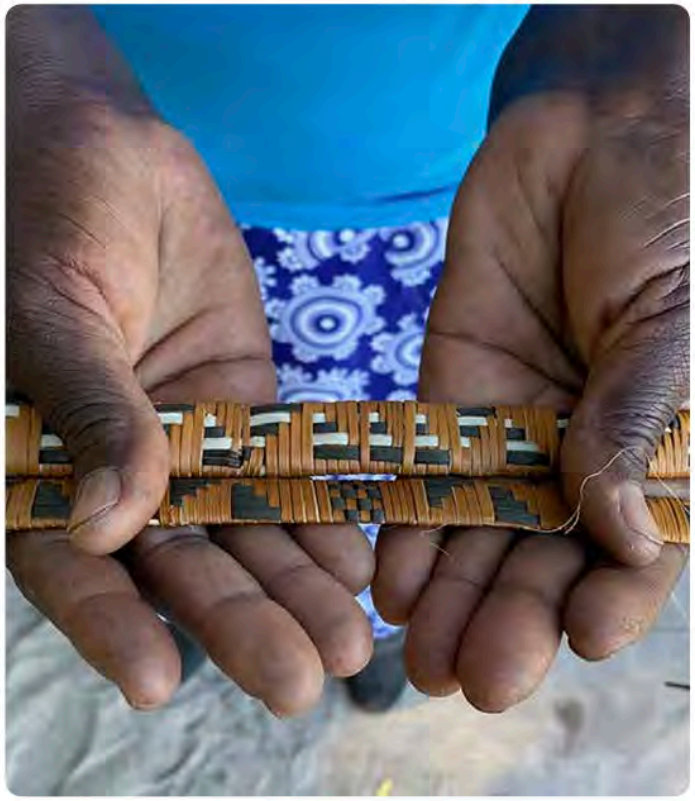




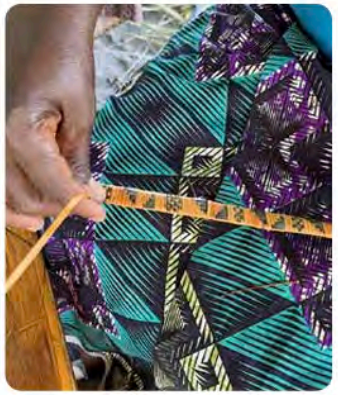
MOODBOARD













SAFARI KEY FOBS



- **PRODUCTS:** Key fobs designed as gifts and accessories for avid travellers and to add distictive style to hand bags.
- **CONCEPT:** A handwoven disc with a unique botswana design, combined with locally-sourced vegan leather tassels and high-quality nickle findings.
- **SIZE:** 14cm to 16 cm length.
- **COMPONENTS:** Leather, mokola, nickle key fobs, glass beads, shweshwe fabric.






MOODBOARD








SAFARI LIGHTING



- **PRODUCTS:** Natural woven lighting made with palm fibres and basketry.
- **CONCEPT:** Simple and trendy lighting for the interior market.
- **SIZE:** Small to large, hole 1 cm added, needs electrical components added.
- **COMPONENTS:** Mokola, palm fronds, organic dye with earth tones.

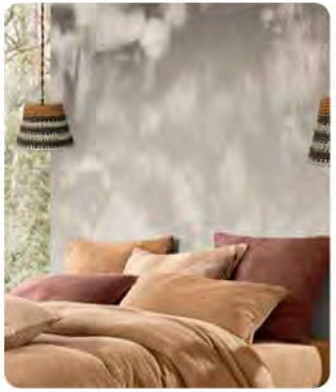





MOODBOARD








SAFARI NAPKIN RINGS



- **PRODUCTS:** Napkin rings and serviette holders.
- **CONCEPT:** 100% Hospitality for local and export market for chic safari settings and tabletop accessories.
- **SIZE:** 4cm diameter.
- **COMPONENTS:** Mokala, reeds, palm frond, fabric offcuts.







MOODBOARD

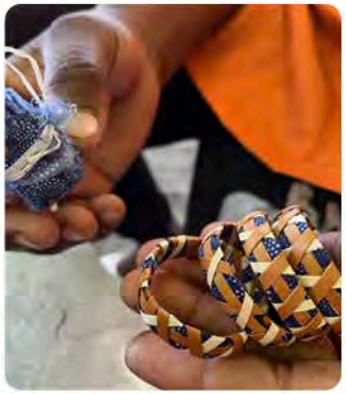












SAFARI WOVEN WORKS





- **PRODUCTS:** Mirrors, trays, snack holders, bread baskets, amenities holders, toiletry trays.
- **CONCEPT:** Functional storage with woven palm using unique to Botswana designs and patterns. Embellished with leather trim and handles.
- **SIZE:** 30 cm upwards. mirror- see catalogue for dimensions.
- **COMPONENTS:** Mokala palm, leather- cow hide, mirror glass.







MOODBOARD



















SEED & SHELL BRACELET

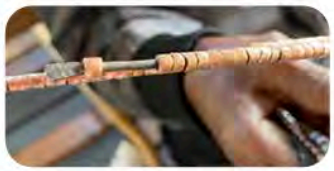




- **PRODUCTS:** Bracelet.
- **CONCEPT:** A simple knotted unisex fashion accessory made using elastic thread, ostrich egg shell beads and seeds.
- **SIZE:** Approximately 18 cm.
- **COMPONENTS:** Strong elastic thread or fishing line, ostrich egg beads, recycled copper beads and leather.







MOODBOARD







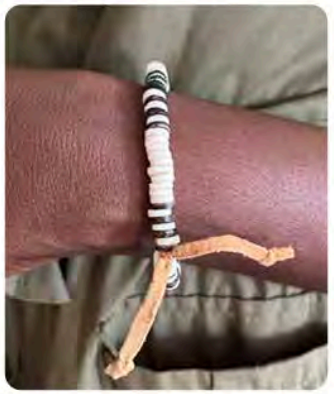














SEED & SHELL GLASSES CHAIN





- **PRODUCTS:** Glasses chain.
- **CONCEPT:** Fashionable accessory for the safari guests and visitors.
- **SIZE:** Approximately 67cm.
- **COMPONENTS:** Ostrich egg shell beads, strong thread, imported end findings, wooden beads, beads made with seeds.









MOODBOARD

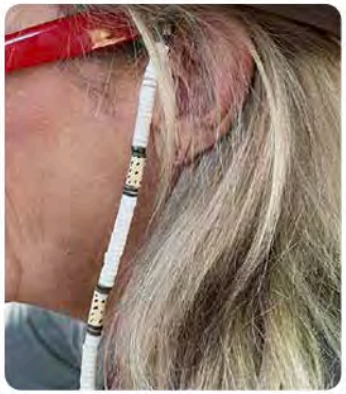














SEED & SHELL JEWELS



- **PRODUCTS:** Collars and cuffs, matching sets, single strand pendants.
- **CONCEPT:** Range of jewellery all made from local components.
- **SIZE:** Multiple strand heavy collars, and fine single strand pieces.
- **COMPONENTS:** Seed pods, ostrich egg shell, seed husks, berry pips, fruit pods.






MOODBOARD








SEED & SHELL M.I.C.E

MOODBOARD





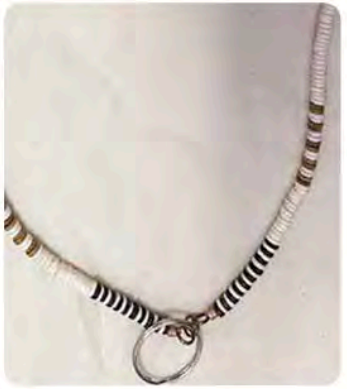
- **PRODUCTS:** Lanyards, spectacle holders.
- **CONCEPT:** Unique to Botswana accessories, corporate gifts and safari purchases, celebrating local beadwork.
- **SIZE:** 50 - 65 cm length.
- **COMPONENTS:** Ostrich shells beads, seed pods, imported nickel lanyard holder or key fobs.





















DELTA LIFESTYLE





- **PRODUCTS:** Key fobs, glasses chain, coasters, placemats.
- **CONCEPT:** Lifestyle products for the conscious consumer - everyday accessories and gifting.
- **SIZE:** Refer to catalogue.
- **COMPONENTS:** Mokala palm, feathers, fabric offcuts, seed pods, twine.





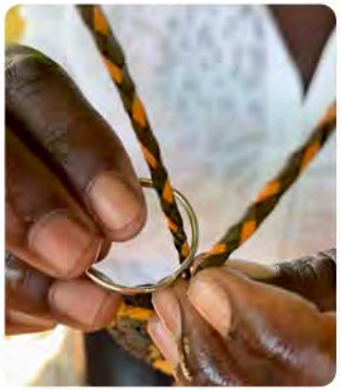




MOODBOARD













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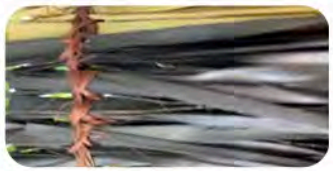




- **PRODUCTS:** Pendant lighting.
- **CONCEPT:** Inspired by the swaying papyrus grasses found in the Okavango Delta.
- **SIZE:** 35cm diameter x 65cm height.
  26cm diameter x 40cm height.
- **COMPONENTS:** Metal frame, mokola in dofferent colours, sisal string.













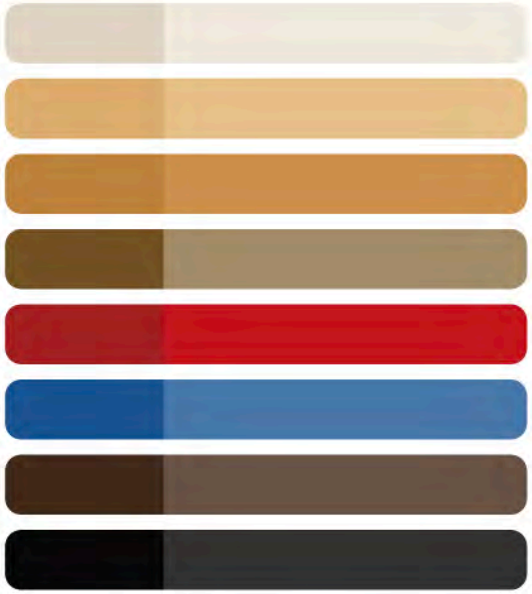






HIPPY CHIC JEWELS





- **PRODUCTS:** Bangles and earrings.
- **CONCEPT:** A combination of fabric salvage and mokola palm bring together a unique and fresh take on the botswanan bangle, new dimensions added a modern twist.
- **SIZE:** Bangles 5cm wide, earrings 3cm,4cm disc and 2cm for tiny one.
- **COMPONENTS:** Salvaged shweshwe fabric, sacks, wrappers, and seed beads. imported brass findings and jump rings.

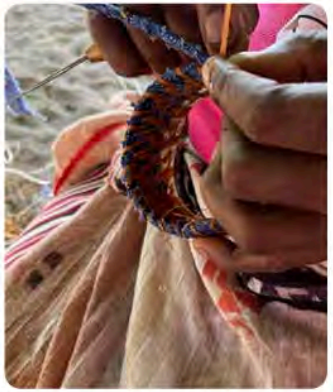


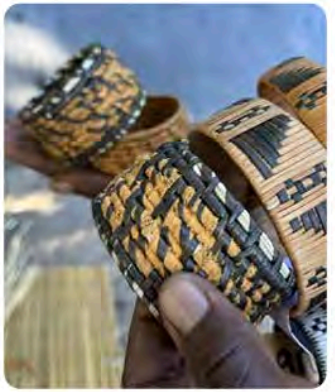


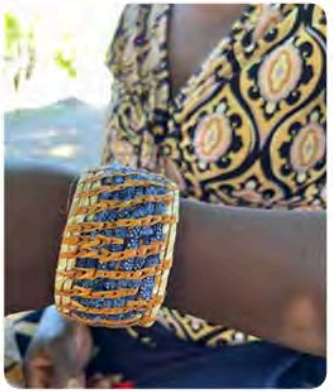




MOODBOARD

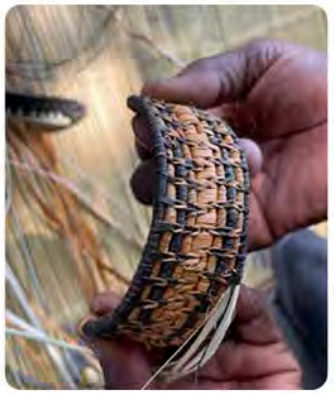




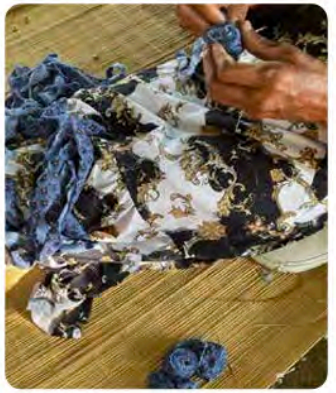


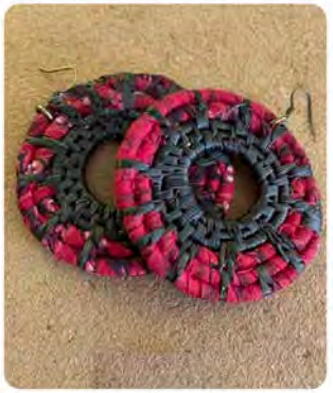












HIPPY CHIC LIFESTYLE



- **PRODUCTS:** Earrings and simple disc style key fob.
- **CONCEPT:** Designed to appeal to the young «hip» traveller, celebrating the local culture. Recycled elements and beads bring a touch of luxury to these inexpensive fashion pieces.
- **SIZE:** 1,5 diameter to 6cm diameter.
- **COMPONENTS:** Salvaged plastic bags, sacks, wrappers, and seed beads. imported brass findings and jump rings.

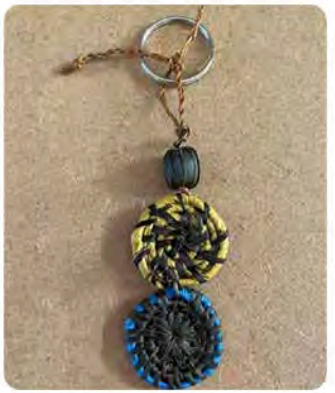




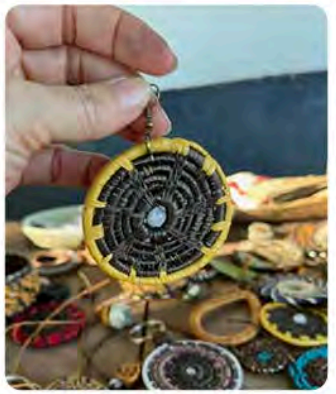

MOODBOARD





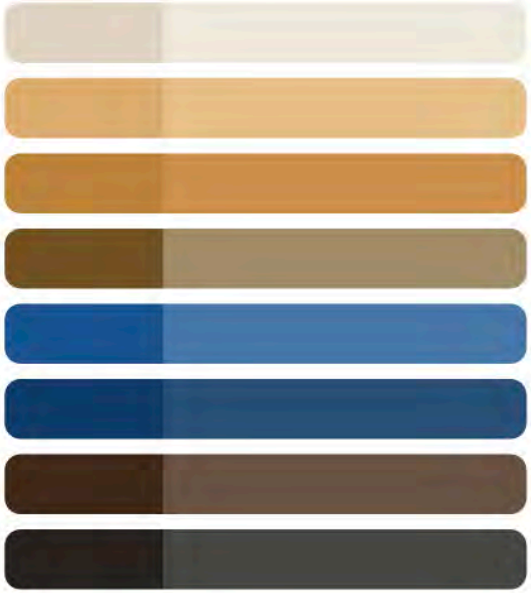






HIPPY CHIC MAGNETS

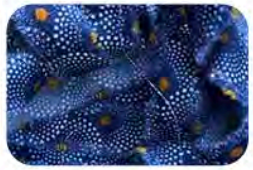




- **PRODUCTS:** Fridge magnets.
- **CONCEPT:** Sustainably made magnets with salvaged materials for the home and gifting.
- **SIZE:** 3,4cm and 5cm
- **COMPONENTS:** Magnets, mokola plam, shweshwe fabric offcuts, plastic waste.









MOODBOARD



















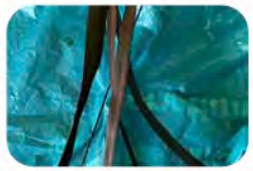


HIPPY CHIC NECKLACES



- **PRODUCTS:** Trendy necklaces and pendants with beads, tassels and discs.
- **CONCEPT:** Affordable costume jewellery for accessoring aimed at the safari guest and traveller.
- **SIZE:** 40, 50, 60 cm.
- **COMPONENTS:** Mokola palm, baby teeth seeds beads, seed pods, plastic waste, plastic inner beads, glass beads,wax cord.






MOODBOARD









NOTES

START THE YEAR AFRESH

2025

JANUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

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MARCH

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30	31					

APRIL

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JUNE

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JULY

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AUGUST

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31						

SEPTEMBER

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OCTOBER

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NOVEMBER

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30						

DECEMBER

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28	29	30	31			



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