

# viethnic

Handmade in Vietnam



*Handmade by ethnic artisans*



## WE ARE VIETHNIC

Viethnic is a portmanteau of “Vietnam” and “Ethnic” (artisans), and our mission is to bring the deep-rooted, distinctive and beautiful Vietnamese culture to the world.

Founder Hamy created Viethnic with a passion and commitment to preserve Vietnam’s identity. She was raised in the mountainous province of Hoa Binh, which allowed her to understand the plentiful traditions that the ethnic minorities in Northwestern Vietnam have to offer. Hamy and her team hope to encourage the younger generations in these villages pursue careers in traditional craft by raising awareness that it is a sustainable livelihood. Since the majority of the craftwork is done by women, she and her team want to help them improve their skills with the ultimate goal being to help them improve their lives and self-worth without having to be separated from their families.

Beyond the goal to help people, Viethnic is committed to minimizing negative environmental impacts during production and distribution processes. All products are made using natural resources and plant-base dyed fabrics with zero-chemical treatment. Viethnic also aims to lessen the consumption of disposable plastics by using paper and fabric materials.

### OUR TEAM

Viethnic has 3 craft houses located in Hoa Binh Province, North of Vietnam, where the artisans gather together for work. They are all minority women living very close-by. Viethnic provides a stable job for them so that they don’t have to move out of their hometown to look for jobs. All products are handmade here from scratch and then finished before being delivered to our warehouse in Hanoi and ready for distribution.





## VIETHNIC HANDMADE TECHNIQUES - USE OF NATURAL RESOURCES

### Hmong Batik Art

Batik is a traditional Hmong handmade art technique that is used on most of our fabrics: Hmong artists use hot wax and a special “metal pen” together with their skillful hands to create different pattern designs. Batik technique is widely used on hemp and other organic fabric; since it requires absolute no chemical treatments, the whole process is encouraged for future production. Not to mention the traditional value it can preserve for the Hmong, when it comes to uniqueness of the art, batik technique allows unlimited creativity.

### Natural Hemp Production

Weaving hemp fabric is a labour-intensive process. The harvest occurs annually between April and October. Once the plants have been cut, the stems are laid along the ground for several weeks so the fibres are exposed. These must then be hand-wound to create a continuous yarn for weaving. The yarn is washed in ash and boiling water, which acts as a natural bleaching-agent, then crushed by foot-mill to produce a shiny and smooth finish. The complete textile is then woven manually on a wooden and bamboo loom. The end result is a highly durable, hypo-allergenic material has been produced without chemical treatment often required by other materials.

### Botanical Dye

Purchasing botanical dye products supports the practices of responsible sourcing and production.

### Classic Indigo Dye

Today, nearly all indigo-dyed fabrics are produced synthetically. Nevertheless, Hmong people in Northern Vietnam still produce the pigment organically from locally grown indigo plants. The process of dyeing takes many steps, from preparing the plants until they become a mixture to be used on the fabrics.

Depending on how dark the artisan wants the materials to be, repeated dyeing and drying may be required. Indigo-dyed technique makes fabrics more unique with different shades of blue.

### Natural plant dye

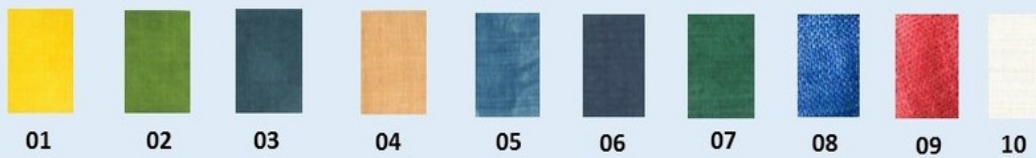
Apart from the signature indigo dyeing technique, we also apply botanical dyeing technique to other plants to create a variety of colors that adds a vibrant look to our textile products. Each color pigment is adjusted to achieve perfect shades and permanent color.

## TABLEWARE

## PLACEMATS - PM01



Color Code (CL):












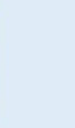


TABLEWARE

COASTERS - CT01



Color Code (CL)

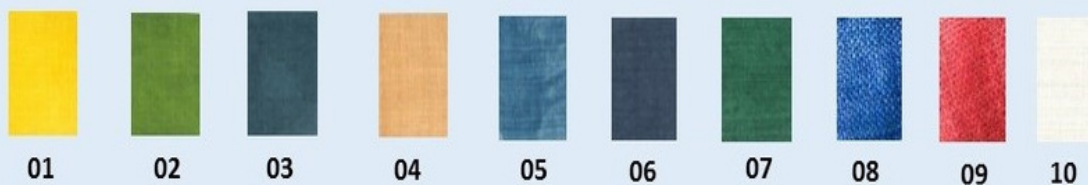
									
01	02	03	04	05	06	07	08	09	10

## TABLEWARE

## COASTERS - CT02



### Color Code (CL)





## TABLEWARE



## TABLE RUNNER - TBR01



## BEDDING

## PILLOW CASES



HP01ST01



HP01ST05



HP01ST08



## BEDDING



LP01ST01

## PILLOW CASES



LP01ST02



CV01ST01



CV01ST02



## ACCESSORIES

## PHONE/ GLASSES CASES



PH01



PH02



PH03



## ACCESSORIES



## EARPHONE HOLDERS



EP01

EP02



## ACCESSORIES



KF01

## KEY FOBS



KF02

## ACCESSORIES



## BOOKMARKS - BMK







### Color Code (CL)



01



02



03



04



05



06



07



08



09



10



## ACCESSORIES

## PASSPORT COVERS



PP01CL01



PP01CL02



PP03



## ACCESSORIES



## PURSES - PR01



## ACCESSORIES



## LONG PURSES - PR02



### Color Code (CL)



01



02



03



04



05



06



07



08



09



10



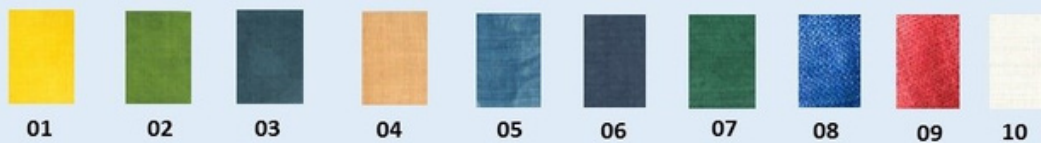
## ACCESSORIES



## CARD PURSES - PR03



Color Code (CL)



## ACCESSORIES

## SLEEPING MASKS - SM





ACCESSORIES

CROSSBODY BAGS - CRB



Color Code (CL)

01	02	03	04	05	06	07	08	09	10















## ACCESSORIES

## CLUTCH - CL









## ACCESSORIES



**BP01**



**BP02**



**BP03**



**MP**



## ACCESSORIES



**TB01**

## TOTE BAGS



**TB02**



**TB03**



**TB04**



## ACCESSORIES

## ORIGAMI BAGS



OB01



OB02



OB03



## ACCESSORIES

## KENDO JACKET



KJ01



KJ02



KJ03



KJ04



## ACCESSORIES

## KENDO JACKET - KJP





## ACCESSORIES



**BH01ST01**

## BOTTLE HOLDERS



**BH02ST01**



**BH01ST02**



**BH02ST02**

Color Code (CL):



01



02



03



04



05



06



07



08



09









10





Color Code (CL)

									
01	02	03	04	05	06	07	08	09	10



## DECORATIONS



TPT01

## TAPESTRIES



TPT02



## DECORATIONS



## TREE SKIRT - NOTR



## DECORATIONS



NOST01

## CHRISTMAS STOCKING



NOST02







## DECORATIONS



## CHRISTMAS TREE





## PRODUCT LINES

Viethnic textile products are mainly hand-sewn, which require the meticulousness from highly skilled artisans. Our product lines cover from Home and Living categories, such as Bedding /Tableware items, to Accessories such as fabric phone cases, notebooks, bags, purses. These simple yet subtle products are perfect for both decoration and organization. Due to the handcrafted process, all products might be slightly different, making each item a unique piece of art.

\* ORGANIC & NATURALLY SOURCED: Made of organic hemp, cotton that are handwoven by ethnic people from the North of Vietnam, encouraging sustainable consumption.

\* SIGNATURE TRIBAL CULTURAL ART: Products are decorated by ethnic people with many years of experiences, giving the products a veritable traditional vintage look.

\* VARIETY IN PRODUCT DESIGN: We always work on new product designs, making sure they are innovative while keeping their original values.

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*At Viethnic, we believe everything deserves a second chance. Since ethnic people have been investing their time and effort into their own traditional costumes, everything is made delicately by hands and usually lasts for many years. We carefully chose the finest fabric and pattern, and breathed new life into those old pieces of fabrics. Each costume can only be used to make a very limited number of products, some are one-of-a-kind.*



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