



**"Eco-Chic: Sustainable Leather
Accessories for the Modern Conscious
Consumer"**
**Real Leather Stay Different
2024**

The Natural Fashion of Omo Valley in Ethiopia

Design Story

- The **Omo Valley** in Ethiopia is home to several indigenous tribes, each with its own distinct cultural practices and traditional attire.
- The natural fashion of the **Omo Valley** is characterized use natural materials such as plants, animal skins, and minerals to create their clothing, accessories, and body decorations.



Design Story

- This traditional fashion is not only a form of self-expression but also a reflection of their cultural heritage and connection to the natural environment.
- These materials are often used to create intricate body decorations, headdresses, and clothing that reflect the tribe's identity, social status, and connection to nature.

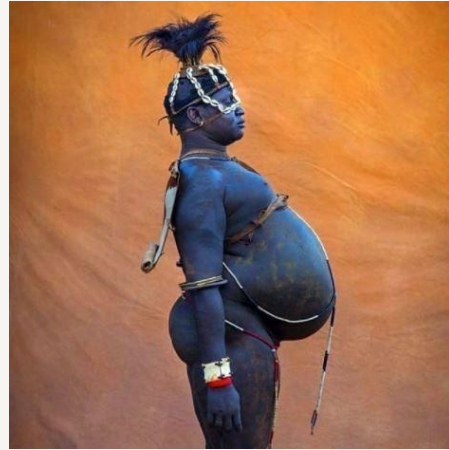


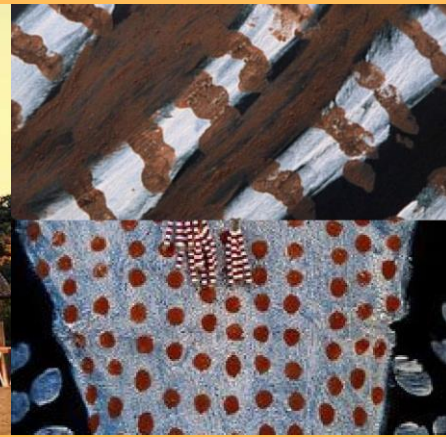
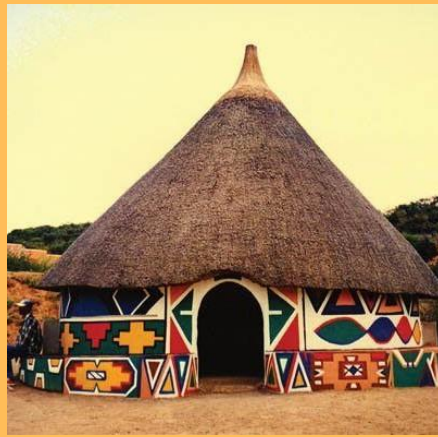
Design Story

- The fashion in the **Omo Valley** is not just about aesthetics; it also holds cultural significance.
- Body painting, scarification, and the use of accessories like beads and shells are common practices that convey messages about the wearer's age, marital status, and role within the community.
- The vibrant and diverse fashion of the **Omo Valley** is a testament to the creativity and resourcefulness of its people, as well as their deep-rooted traditions and respect for the natural world.



*The natural fashion
of Omo valley*

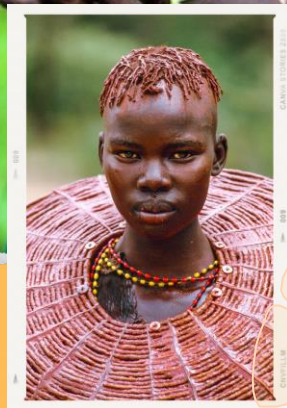
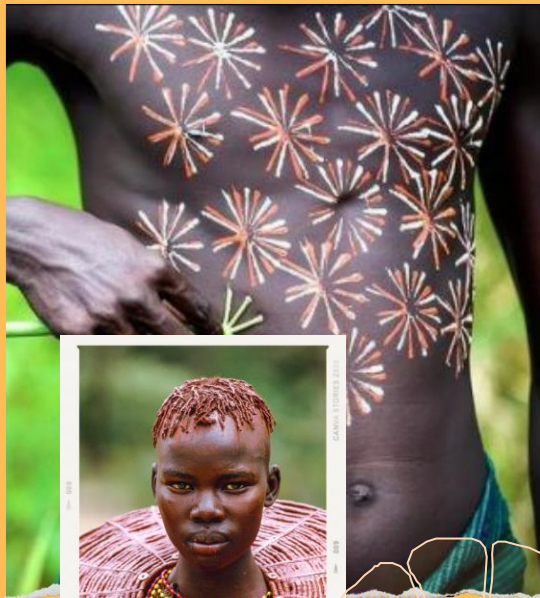




“Back to the origin”



Body paint and texture





Elegance at its finest



New spaces

- *Elegance*
- *Authenticity*
- *Lascivious*
- *Natural*
- *Intact beauty*
- *Hidden culture*

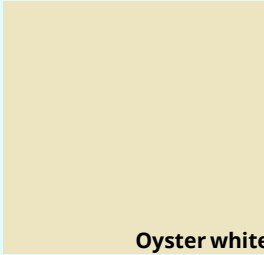




Chocolate brown



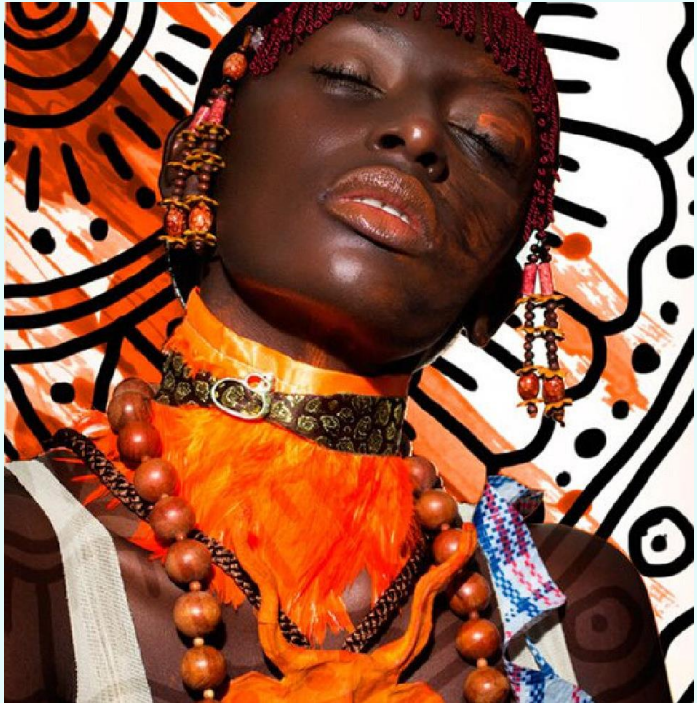
Muted peach



Oyster white



Morris room gray



DREAM AFRICAN

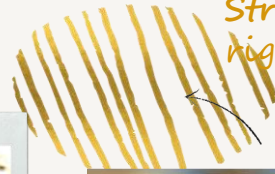
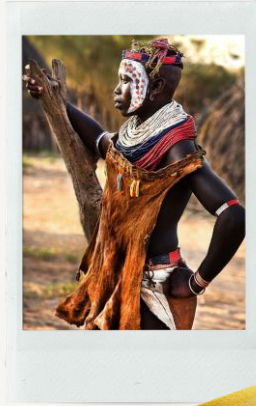
colour of the earth

Beads to
adorn the
look

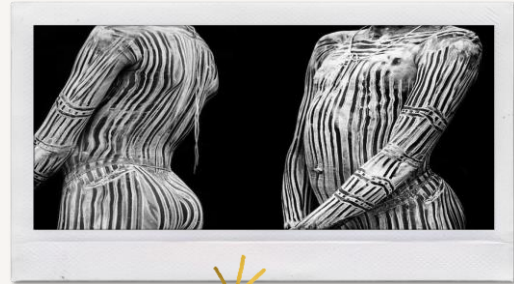


The Shuka
"African blanket"

Traditional tanned leather



Straw that create
rigid yet elegant look



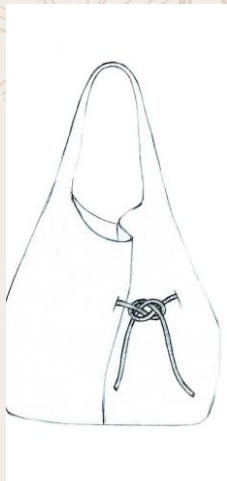
Body painting
ideas to create
texture and
pattern

**Transform the Real Life Style Into Modern
Product**

UNIQUE VINTAGE



FEMININE
CHIC
CLASSIC

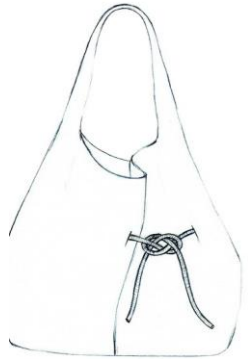
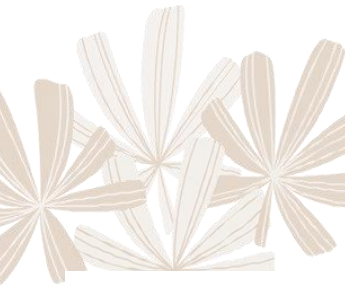


SOFT
SLOUCH
SIMPLE

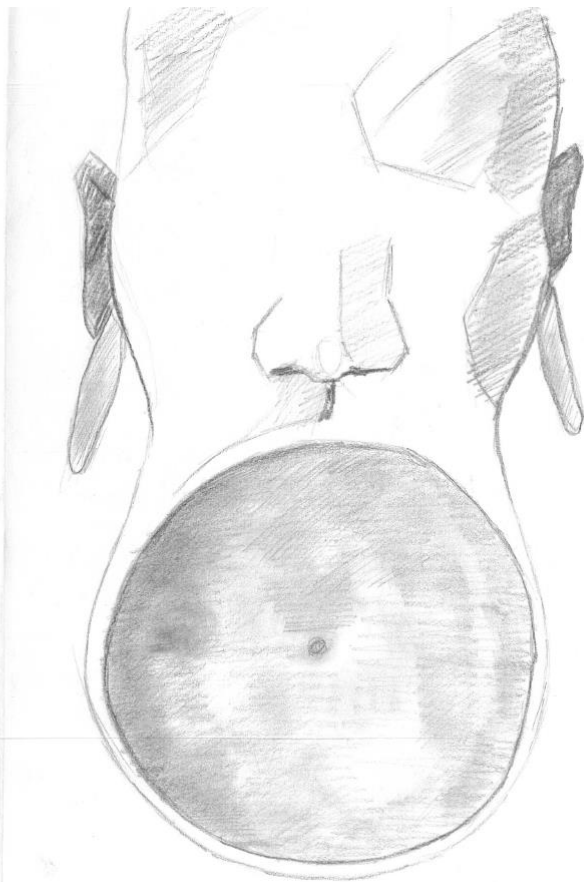
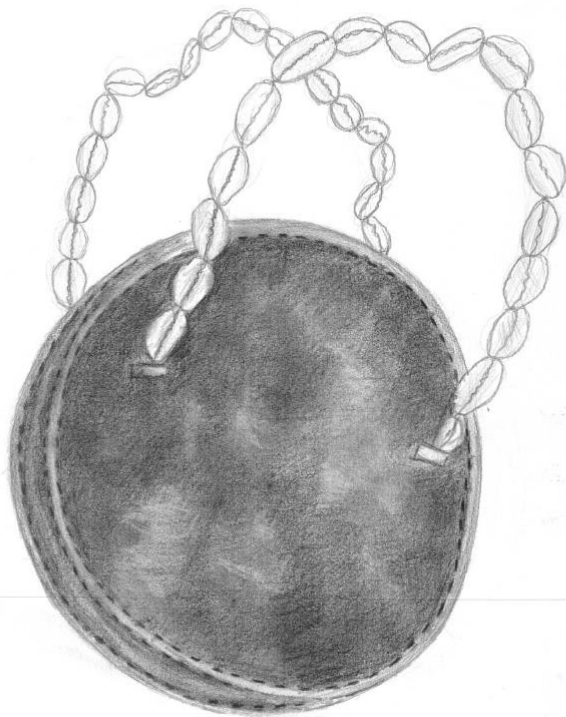


FUN
BOHEMIAN
CASUAL STILL MODERN

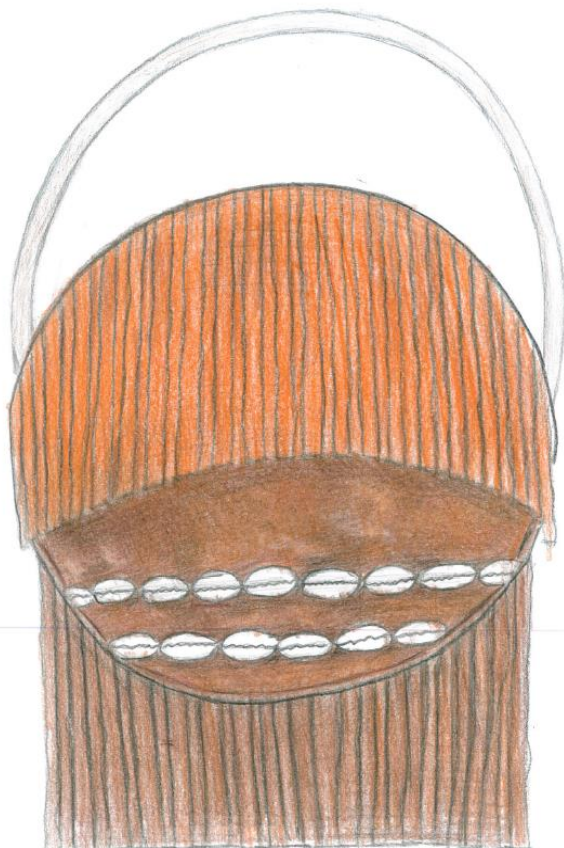
UNIQUE VINTAGE



Design One Initial Sketch



Design Two Initial Sketch



Design Three Initial Sketch

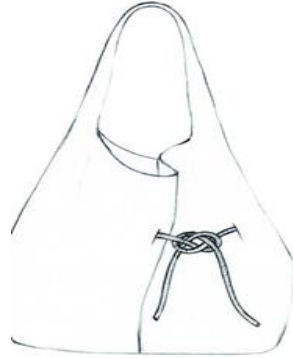


Design Four Initial Sketch

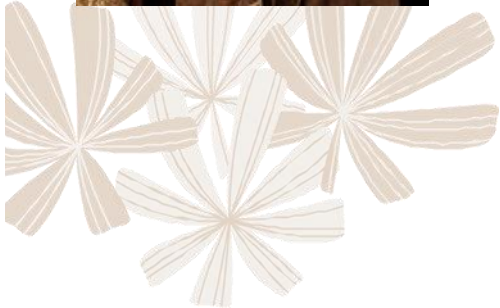




Design One



S O F T
S L O U C H
S I M P L E



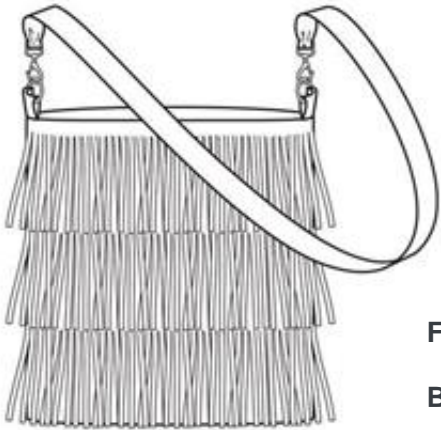
Design Two



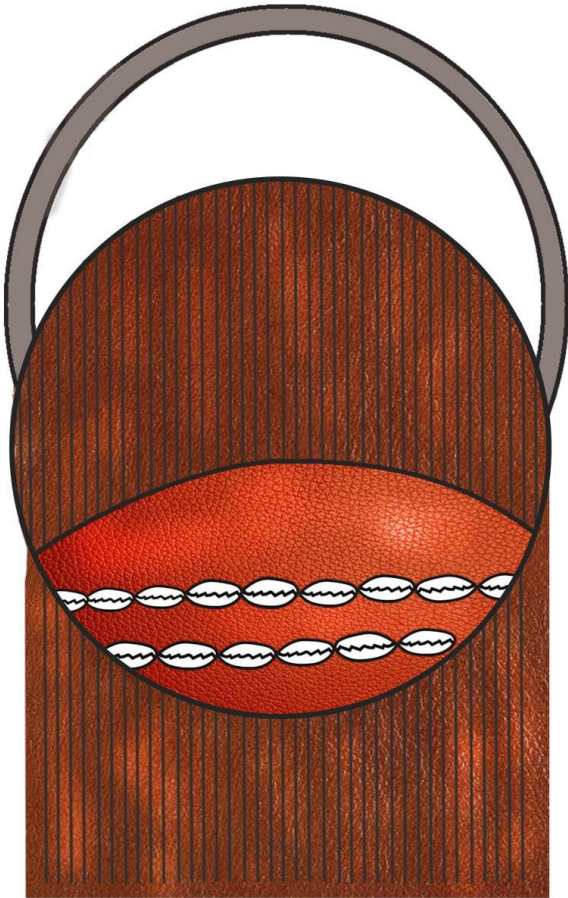
FEMININE
CHIC
CLASSIC



Design Three



F U N
B O H E M I A N
C A S U A L S T I L L M O D E R N



Design Four



F U N
B O H E M I A N
C A S U A L S T I L L M O D E R N



Bright Future for Africa

Biniyam Solomon

Leather Product Designer and Researcher