

LEATHER BAG

APRIL 2025

MOODBOARD

Leather Bag

TO ELEVATE LEATHER CRAFTSMANSHIP INTO AN ART FORM, WHERE EVERY BAG IS A CANVAS THAT REFLECTS THE RICH NARRATIVES
AND SKILLED HANDS BEHIND IT

NEDF DESIGNS

MOODBOARD AND SKETCH

welcome to **NEDF DESIGNS**

At NEDF DESIGN, we transform imagination into tangible masterpiece—one stitch at a time. We believe a bag is more than an accessory; it's a narrative, a reflection of heritage, craftsmanship, and artistry.

Each collection is a story waiting to be carried, blending timeless Ethiopian artistry with modern sophistication. Our designs honor history, celebrate artisans, and embrace the spirit of innovation, ensuring that every piece is not just worn but experienced.

We Tell a Story.

We Craft History.

We Admire Artisans for Their Inspiration and Dedication.

With NEDF DESIGN, you don't just carry a bag—you carry a legacy.

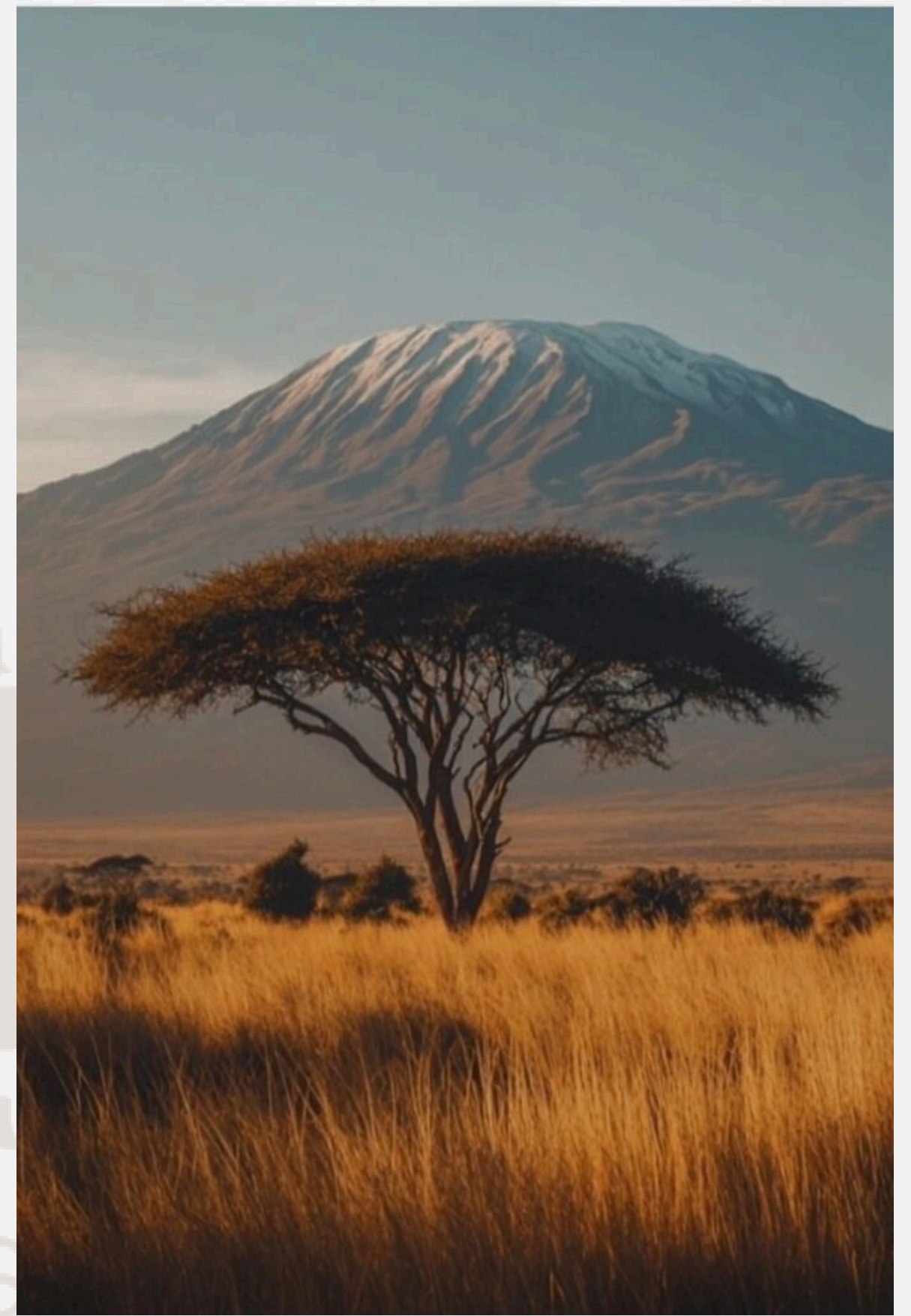
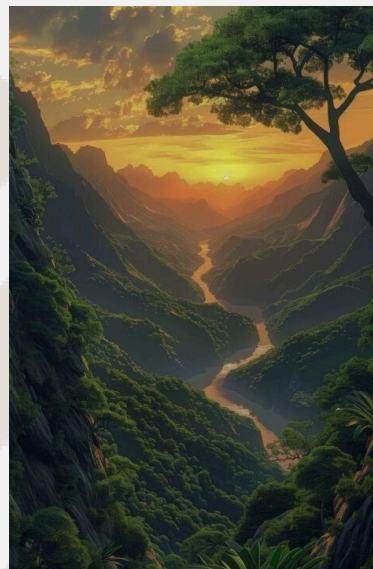
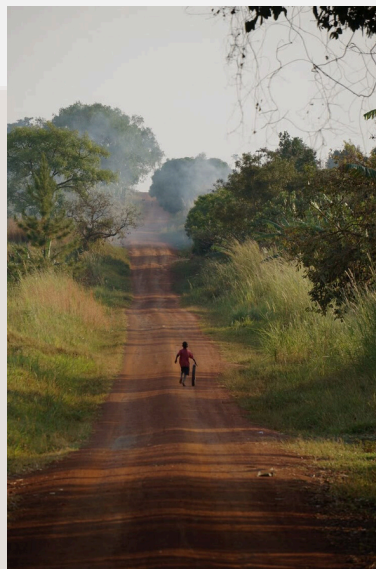
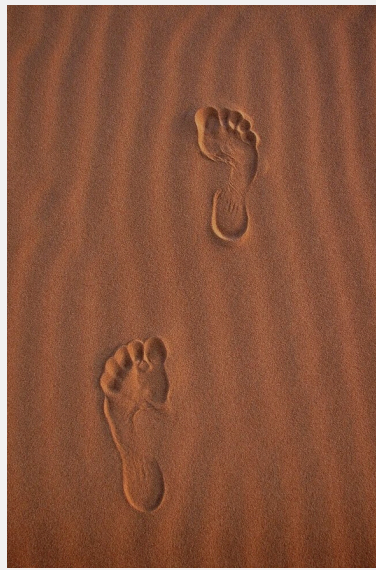
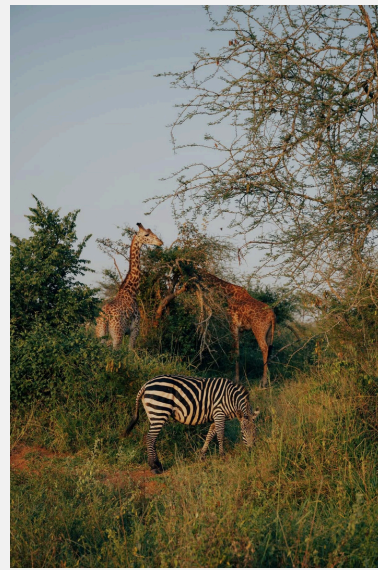
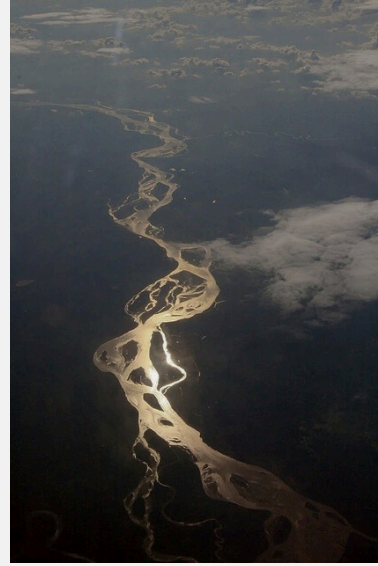


MOOD BOARD

NEEN.

DESIGNS

"ECHOES OF THE EARTH"



**CAPTURING THE TIMELESS STORIES TOLD BY AFRICA'S
LANDSCAPES.**

DESIGNS



ECHOES OF THE EARTH IS MORE THAN JUST A LEATHER BAG—IT IS A NARRATIVE CARVED INTO TIME, INSPIRED BY THE RESILIENT BEAUTY OF AFRICA’S LANDSCAPES. THE INTRICATE ENGRAVINGS MIMIC THE CRACKS IN SUN-SCORCHED EARTH, A TESTAMENT TO BOTH THE LAND’S RAW ELEGANCE AND THE URGENT CALL OF ENVIRONMENTAL CHANGE. AS THE GROUND FRACTURES UNDER DROUGHT AND SHIFTING CLIMATES, THIS DESIGN TRANSFORMS THOSE SCARS INTO SYMBOLS OF STRENGTH AND RENEWAL. CRAFTED WITH SUSTAINABILITY AT ITS CORE, THE BAG EMBODIES A COMMITMENT TO CONSCIOUS FASHION, REMINDING US THAT FROM EVERY CRACK, NEW LIFE CAN EMERGE. IT IS A PIECE OF ART, A CALL TO ACTION, AND A REFLECTION OF NATURE’S VOICE—WHERE LUXURY MEETS RESPONSIBILITY, AND DESIGN BECOMES A FORCE FOR CHANGE.

NEDF DESIGN

Let's work
TOGETHER



+251985214981
+251991107889
+251942397818



mefitihegroups@gmail.com



www.nedfdesigns.com



Addis Ababa, ETHIOPIA