

PORTFOLIO

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



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.

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Each collection is a journey, a reflection of heritage, and a tribute to the hands that create them.

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introduce
ABOUT US

I am passionate about creating pieces that blend functionality with timeless elegance. Each bag is thoughtfully designed, reflecting not only aesthetic appeal but also the stories and experiences that inspire me. In this collections, you will find a range of designs that embody my commitment to sustainability, craftsmanship, and innovation. I believe that a well-crafted leather bag is more than just an accessory; it is a companion that evolves with you over time. I invite you to explore my work, which showcases my dedication to design, storytelling, and the art of leather crafting. Thank you for taking the time to view my portfolio; I look forward to sharing my passion with you!

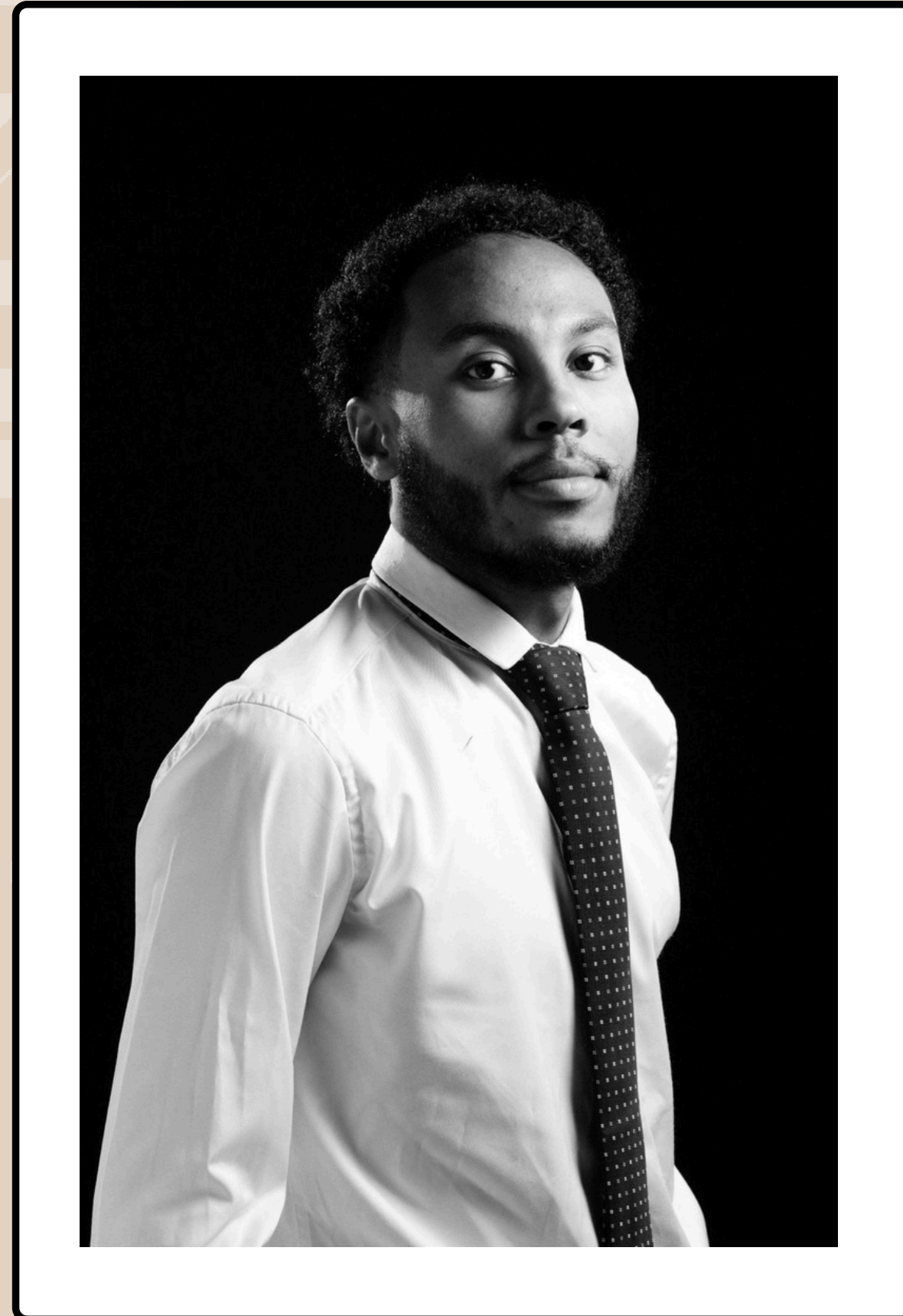


**YIDIDYA
YARED**

FOUNDER AND GENERAL MANEGER

introduce
ABOUT US

Daniel Degemu Abza is a dynamic leader and project director with a track record of successfully overseeing large-scale projects. His entrepreneurial journey is driven by passion and impact, focusing on meaningful ventures that create lasting change. With a keen eye for strategy and execution, he turns vision into reality, guiding teams with purpose. Daniel thrives on innovation, problem-solving, and bringing ideas to life with authenticity and dedication.



**DANIEL
DEGEMU**

DESIGNS

NEDF DESIGN

VISION

To be a globally recognized our brand that bridges tradition and modernity, showcasing Ethiopia's leather artistry to the world while redefining the meaning of storytelling through fashion.

MISSION

To craft timeless leather pieces that tell stories, celebrate artistry, and honor the rich heritage of Ethiopian craftsmanship. We are committed to sustainable and ethical luxury, ensuring that every creation embodies quality, culture, and creativity

DESIGNS



LAST COLLECTION

MUSEUM.

DESIGNS



Inspiration

This is a fusion of art, culture, and craftsmanship, reflecting the philosophy of NEDF DESIGN—where imagination takes form. The designs draw inspiration from African heritage, modern minimalism, and the strength of a Proverbs 31 woman—dignified, creative, and resilient.



Color Palette & Symbolism

- Sunset Orange & Deep Red: Passion, creativity, and boldness.
- Golden Yellow: Warmth, prosperity, and light.
- Black & White: Contrast, elegance, and timeless sophistication.
- Soft Neutrals: Balance, harmony, and natural connection.

Design Concept

The visual elements are inspired by the silhouette of a strong, confident woman walking into the sunset, symbolizing hope, resilience, and elegance. The organic flow of shapes mirrors the seamless blend of tradition and contemporary design in our leather creations.

Proverbs 31: A Fashion Interpretation "She is clothed with strength and dignity; she can laugh at the days to come." (Proverbs 31:25) Our designs embody strength through structured leatherwork and dignity through refined aesthetics. "She selects wool and flax and works with eager hands." (Proverbs 31:13) Just as she carefully chooses materials, we meticulously select premium leather, ensuring sustainability and craftsmanship. "Her lamp does not go out at night." (Proverbs 31:18) Our artisans work with relentless passion, bringing dreams into reality, stitching together history and innovation.



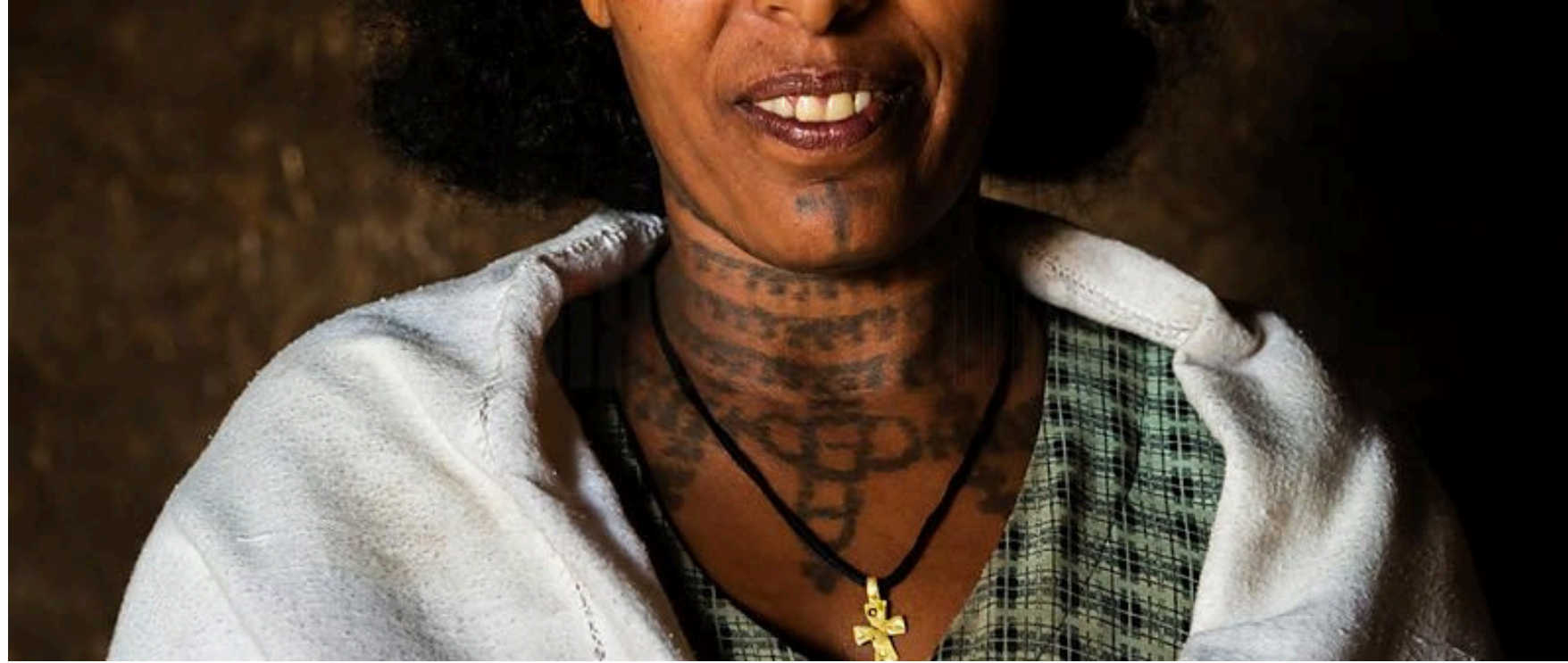




Carry your adventures in style, where every stitch tells a story of the landscape beneath your feet!







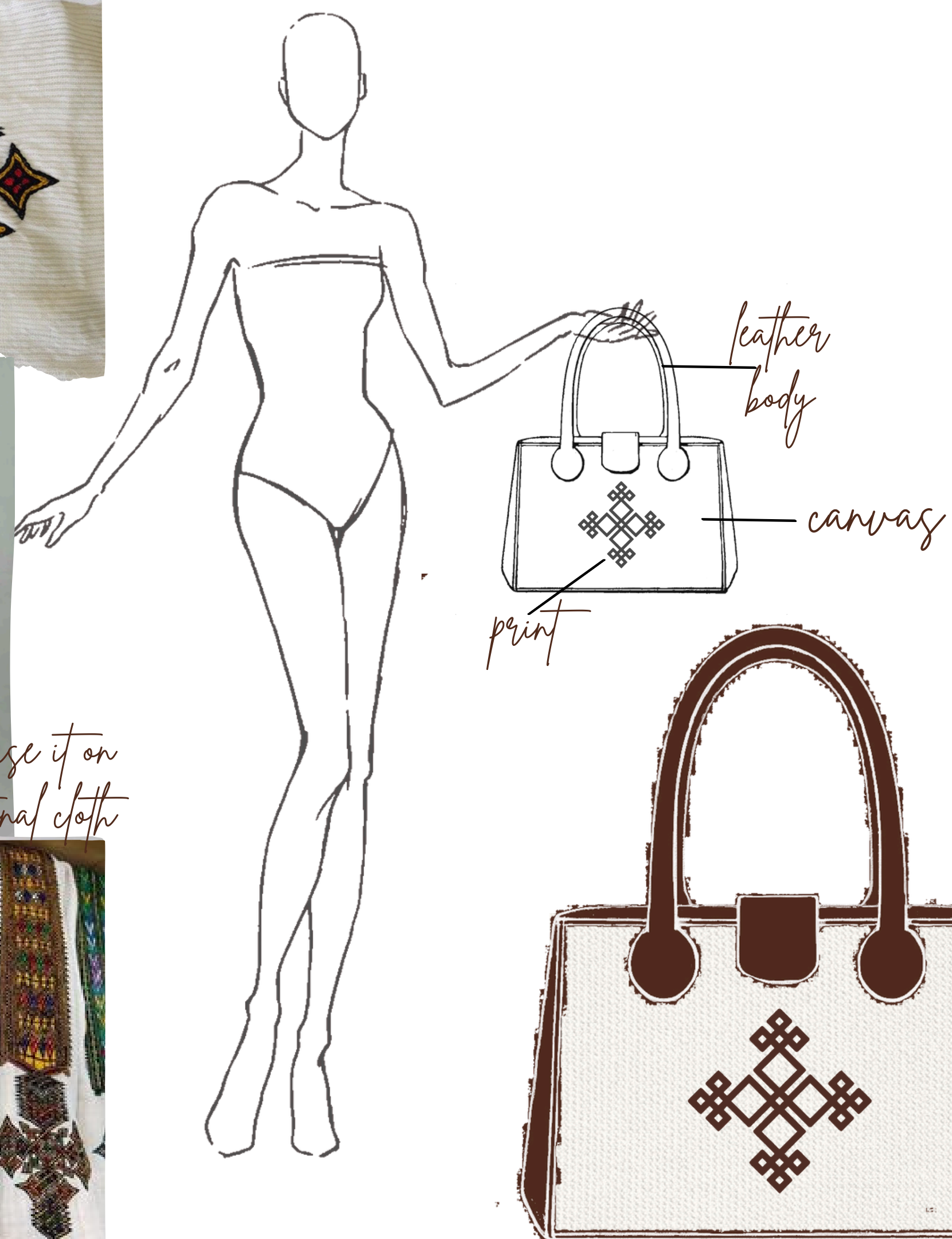
Ethiopian traditional tattoos, rich in cultural significance and steeped in history, often serve as a profound expression of identity, heritage, and social status, intricately woven into the fabric of various ethnic groups across the country. These tattoos, which can symbolize everything from tribal affiliation to personal milestones, are frequently adorned on the skin in intricate patterns that tell stories of ancestry and belonging.



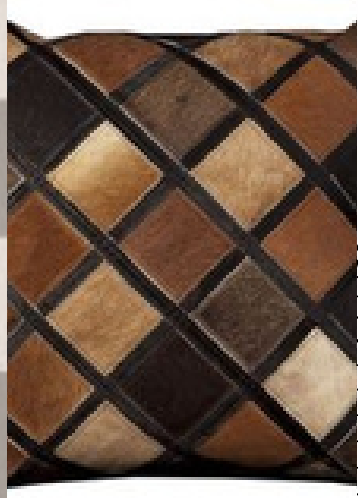
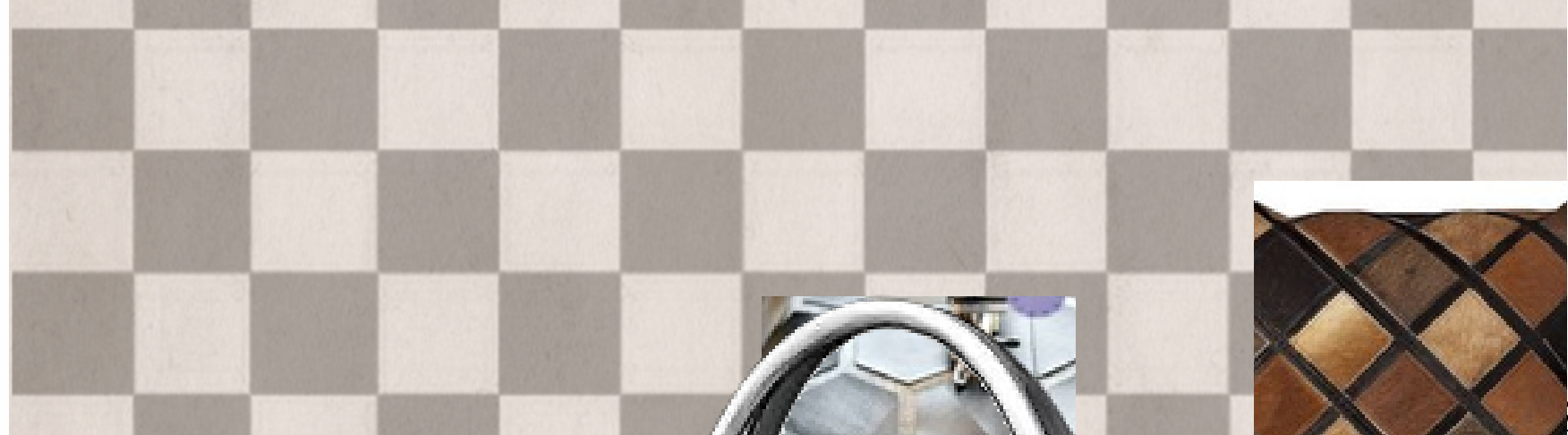
Together, they create a tapestry of tradition that celebrates the richness of Ethiopian culture, highlighting the importance of both body art and functional craftsmanship in preserving and promoting a sense of identity within a rapidly changing world.



The Ethiopian cross, known as the "Mäkwännät," is a profound symbol that embodies the rich spiritual and cultural heritage of Ethiopia. Traditionally hand-crafted by skilled artisans, these crosses represent faith, resilience, and the deep connection to history. The intricate designs often reflect biblical narratives and local traditions, making each piece unique and meaningful. When printed on our leather bags, the Ethiopian cross serves as a powerful reminder of the nation's storied past and enduring legacy. It tells the tale of a people who have overcome adversity, drawing strength from their beliefs and artistry. Carrying a bag adorned with this emblem not only honors the craftsmanship of local artisans but also invites the wearer to reflect on their own journey, connecting them to the rich tapestry of Ethiopian culture. Each bag becomes a vessel of storytelling, merging functionality with a celebration of history and heritage.

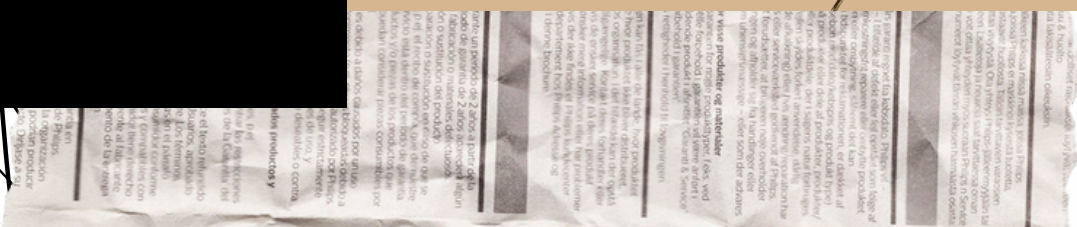


also use it on traditional cloth



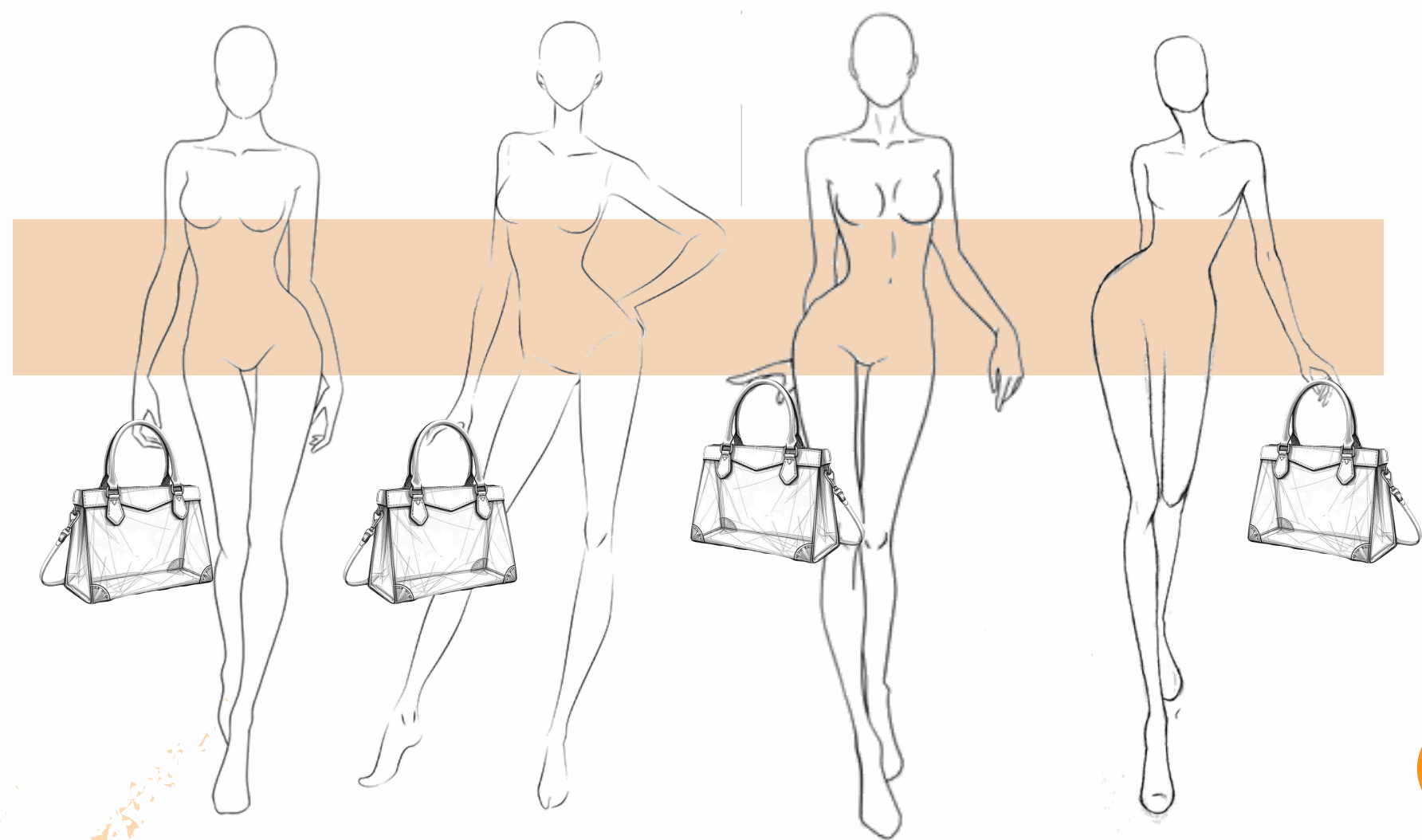
LEATHERCYCLE

CAPTURE
THE
ESSENCE OF
RECYCLING
AND
REPURPOSIN
G LEATHER
WASTE IN A
COOL AND
MEMORABLE
WAY.





AN ORANGE LEATHER BAG ADDS A BOLD, ENERGETIC TOUCH TO ANY OUTFIT, COMBINING VIBRANT COLOR WITH LUXURY. ITS VERSATILITY COMPLEMENTS EARTHY TONES, NEUTRALS, AND CONTRASTING SHADES, MAKING IT A STRIKING, STYLISH CHOICE.



CRAFTSMANSHIP & QUALITY

1



CRAFTSMANSHIP

Handcrafted by skilled artisans, preserving Ethiopia's rich leatherworking tradition.

2



SUSTAINABLE

Sustainable and ethically sourced materials, reinforcing our commitment to responsible luxury.

3



STICHING

Attention to detail in every stitch, ensuring durability and timeless appeal.

COMMUNITY

AND SO MUCH MORE...



NEDF DESIGN

Crafting Your
IMAGINATION



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