

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



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

W E E E .

DESIGNS



ALKEBULAN IS NOT JUST A BAG; IT IS A STORY WORN. A REMINDER THAT SUSTAINABILITY IS ANCESTRAL, THAT BEAUTY CAN RISE FROM REMNANTS, AND THAT WHEN MOTHERS CREATE, THEY SHAPE FUTURES.

THIS COLLECTION STANDS FOR WOMEN WHO BUILD WITH WHAT THEY HAVE, COLOR THEIR WORLD WITH COURAGE, AND CARRY AFRICA FORWARD STITCHED, GROUNDED, AND GLOWING LIKE THE LAST LIGHT OF SUNSET.



INSPARATION

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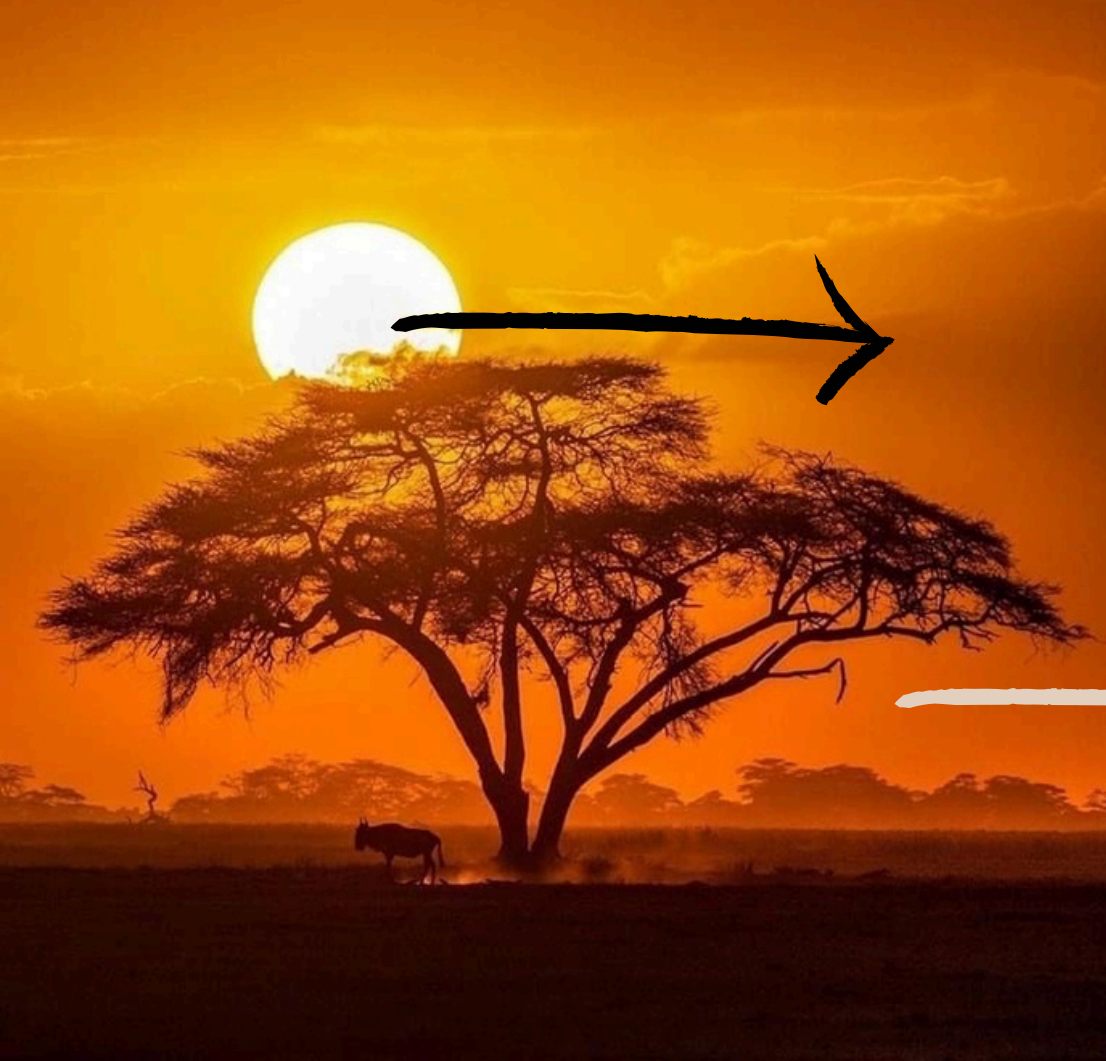
SKETCH

DESIGNS

DETAILS

COLORPALLET

THE COLOR STORY DRAWS FROM THE AFRICAN SUNSET: BURNT OCHRE, DEEP TERRACOTTA, SUN-WARMED BROWNS, CLAY REDS, AND DUSK GOLDS. THESE TONES ECHO THE LAND ITSELF SOIL-STAINED HANDS, GLOWING HORIZONS, AND THE MOMENT WHEN THE SUN RESTS ON THE CONTINENT LIKE A BLESSING. THEY ARE COLORS OF ENDURANCE, WARMTH, AND LIFE PASSED FROM GENERATION TO GENERATION.



**WHERE WE RECYCLE
WASTE INTO ART**

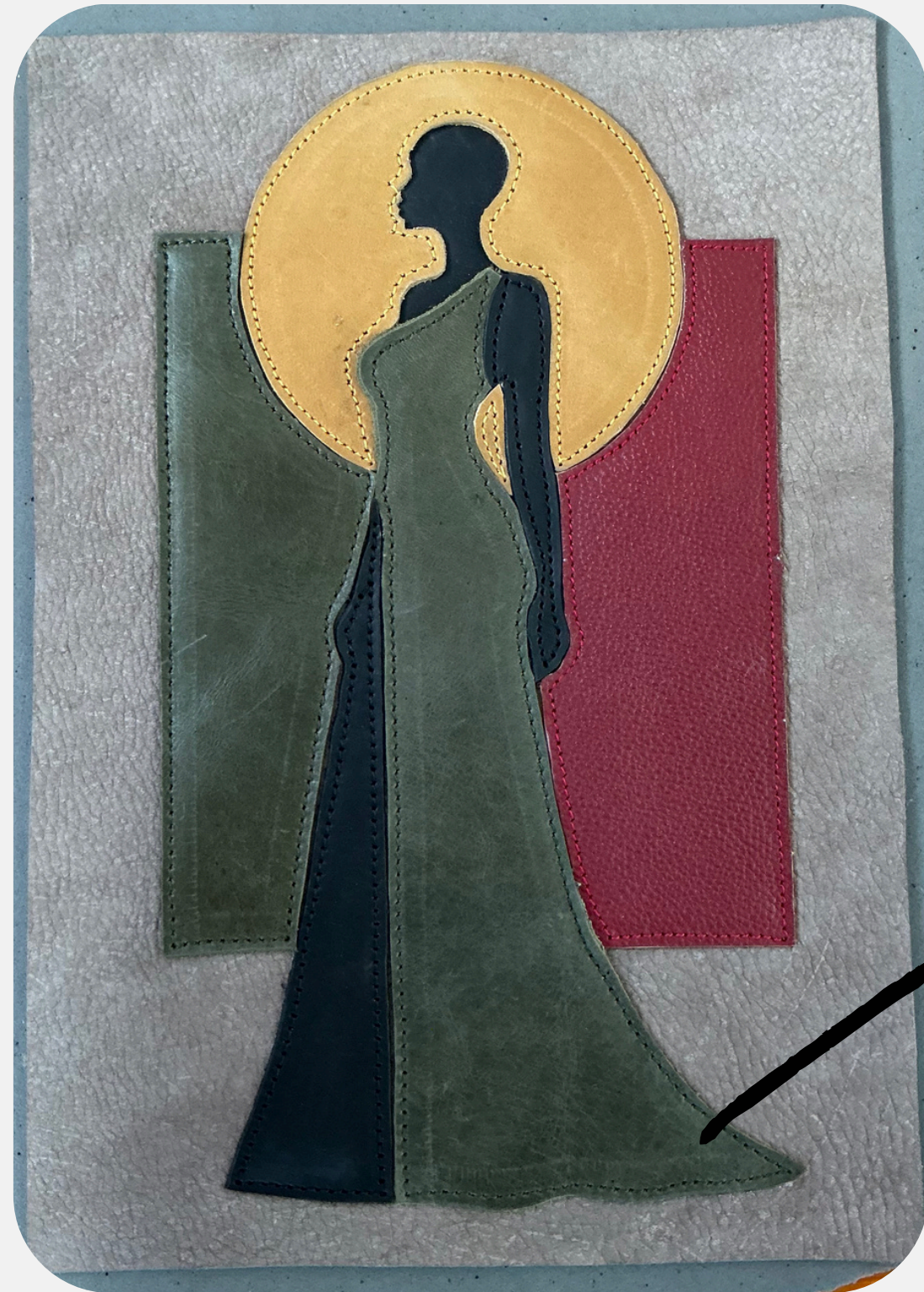
DIGITAL SKETCH



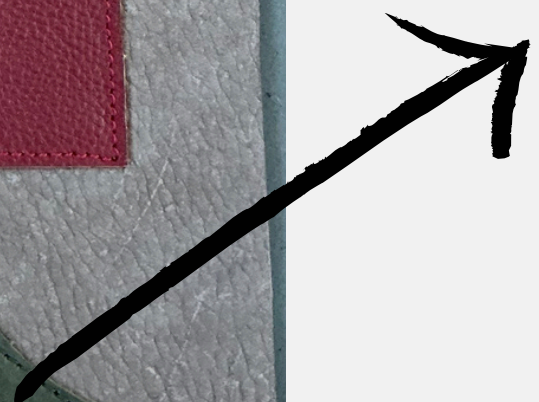
THE SKETCHES TRANSLATE THE ALKEBULAN MOOD BOARD INTO A STRONG FEMININE SILHOUETTE INSPIRED BY THE AFRICAN MOTHER. UNSET TONES OCHRE, CLAY RED, EARTHY GREEN, AND GOLD CONNECT THE FORM TO AFRICA'S LAND, WARMTH, AND HERITAGE. MINIMAL SHAPES ECHO THE TRANSFORMATION OF LEATHER WASTE INTO PURPOSEFUL, EMPOWERED BAG DESIGN.

SAMPLE

FINAL PRODUCT



MADE WITH
100% WASTE!!!



NEDF DESIGN

Crafting Your
IMAGINATION



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