



Ethical Lifestyle Initiative

AFGHANISTAN



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Zazi coats warm hearts too

The new Winter collection, made in Afghanistan by Tarsian & Blinky.

Returnee stories

Saleh Mohamed's odyssey: twice exiled, now thriving at home.

ZAZI COATS WARM HEARTS TOO



Style icons' love affair with Zazi Vintage embroidered coats shows no sign of abating - good news for Ethical Lifestyle Afghanistan and Kabul-based industrial partner, Tarsian and Blinkely, producer of the new Zazi Winter Collection.

Zazi's *Raffaella* wrap coat takes its name from Raffaella Iodice, European Commission official and Zazi aficionado. The exquisite coats are tailored from upcycled curtains and carpet fabrics, sourced from a Kabul family business and embroidered using *suzani* techniques. Tarsian and Blinkely will make exclusive custom pieces for Zazi as well as the prêt-à-porter collection.

Established in 2002 as an NGO, Tarsian and Blinkely worked with Afghan refugees in Pakistan with support from donors such as UNDP, GIZ and USAID. Now a privately-owned business with public- and private-sector clients, Tarsian and Blinkely has not lost its social and pro-women heart: 20 of the 25 employees at its production facility are women, and of its 100 home-based female embroiderers, 50 are returnees.





INTERDEPENDENCE

Award-winning Afghan filmmaker, Shahrbanoo Sadat, was one of 11 directors to contribute short films to *Interdependence*, launched at the Rome Film Festival in October. Produced by Art For The World with support from ITC, the European Union and others, the film-collage shows how climate change affects everyone, everywhere.

Ms Sadat's short, *Qurut - Recipe of a Possible Extinct Food*, uses sepia images and music reminiscent of silent movies, following a traditional Afghan family of shepherds as the women milk the sheep and goats

and go through the lengthy process of making cheese. Understated and ironic, the film shows the intrinsic links between climate, agriculture, livestock, food and traditions.

The film will be screened at the Nowruz celebration in Paris and Brussels in March, 2020 European Development Days in Brussels and the EU Delegation in Kabul.



An image from Qurut
© Shahrbanoo Sadat

BRAND NEW BRANDS



Who am I and why am I here? Branding means answering these existential questions. Sure, you need great products, but winning and retaining clients means standing out from the competition, building a strong identity that reflects not just a company's products, but, increasingly, its values and ethos too, and how and by whom they are made.

Over four days in November, Madfactory, which advises luxury brands like Gucci, Ferrero and Shiseido, and Cécile Kojima, visual artist and designer for top

fashion houses, worked with seven Afghan Food and Fashion social enterprises on their brands and value propositions.

The training and follow-up advice and mentoring are expected to breathe new life into the Afghan brands and product packaging, making them more attractive and competitive on international markets.



Branding training,
Dubai, November 2019
© EFI

NEW DEAL IN SILK



Iconic fashion and lifestyle brands like Ferragamo and Fendi choose their suppliers with care. For silk, they overwhelmingly choose Ratti, which has been producing luxury fabrics for over 70 years.

Ratti's competitive edge comes from its ability to combine tradition with innovation, creativity with technology, and - a key factor for EFI - profits with people and the environment.

Under a new agreement, Ratti will work with EFI social enterprises in Afghanistan, Burkina Faso and Mali to upgrade production processes and facilitate access to international luxury markets. Ratti will also pay a fair price for as much silk yarn and EFI Peace Scarves as Afghan social enterprises can produce. The EFI-Ratti partnership brings Afghan artisans and businesses short-term gains and long-term opportunities.



Image from Ratti pamphlet to promote the project with EFI
© Ratti, EFI

COMING SOON

Advanced capacity building continues in the next quarter. In March ten artisans will travel to Hyderabad, India, to learn the intricacies of natural dyeing in a session led by Indian master-dyer, Jagada Rajappa. The session is planned to be a ToT (training of trainers) with the more experienced Afghan dyers, like Saleh Mohammed, later passing on their new knowledge to colleagues at home. Afghan glassblowers will build on their basic training last year and refine their skills in luxury tableware production. Their hand-crafted glasses will be used in an EFI pop-up restaurant planned in Brussels in June. Paris will be the setting for two major EFI events: a celebration of Nowruz, the Islamic New Year, on 21 March, at the 360 Music Factory, and a pop-up shop featuring Afghan products and with Zarif garments in the spotlight. All friends and colleagues are welcome to attend, of course!



NATURAL DYES



GLASSBLOWING



EVENTS



POP-UPS

SALEH MOHAMMED

MASTER WEAVER



Like most parents, Saleh Mohammed and his wife just want a decent life and a good education for their five daughters and two sons. Unfortunately, this is not easy when your country is at war.

Originally from Faryab, near the Turkmenistan border, Saleh emigrated to Pakistan in 1979, where he worked first with his father-in-law as a stock keeper and then with a weaving project. His talent was evident from the outset, and soon he was asked to train other weavers.

In 1992, with the Soviets gone, Saleh and his family returned, settling down in Takhar province. Six years later, Taliban activity forced them to flee again. Finally, in 2000 it was safe to move back. In Kabul, where he still lives, Saleh found work weaving traditional “chapan” fabrics. Ever the innovator, he introduced production on the wider looms preferred by export markets.

Saleh joined the Ethical Lifestyle project as a trainer in 2018, soon becoming a key player. He leads on EFI Peace Scarf production and on use of natural - rather than synthetic - dyes for silk. In 2019 his company, Saleh Fine Silk, became an EFI social enterprise, further strengthening what has become a vital win-win partnership.





ethicalfashion Did you know that EFI is working with Saffron Producers in Afghanistan?

The production of saffron is a delicate process. Each bulb produces just 3-4 flowers, and each flower produces only three stigmas, which has led to the term 'Red Gold'.



ethicalfashion Meet Hasinaa, who tells us how much she enjoys working with Saffron, it's beauty, many uses, and how it has become good replacement for opium production in the her community. In Herat, Afghanistan we work with 3 social enterprises who have a network of over 1000 farmers, and employ several hundred women in quality saffron. Our programme in Afghanistan is supporting these businesses, with the aim of revitalising what was once a booming industry in a country with a rich history of food production.



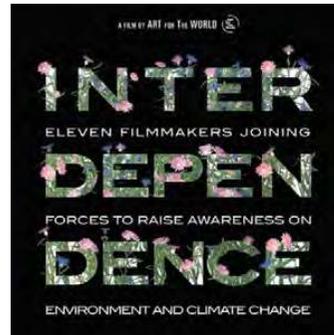
ethicalfashion Regram from @zazi.vintage "We don't believe in black Friday's or pre fall resort seasons. We don't believe in one time wears or trends. We don't believe in selling you 'sustainable' fashion. We believe in the artisan, in the network of vintage collectors that show us different textiles from Uzbekistan to Mongolia. We believe in them and while we talk about their babies and food, we create products together that are here to last. We believe in facilitating that connection we feel every day to you, every time you wear one of our co-creations. We believe you are the key to sustainability by wearing your coat the rest of your life and passing it on with love. We you ! Thank you



shigofa_rasouli Really this is a great team We are very pleased with this and we thank you and your team @cipriani.efashion @sabrinerherzog



ethicalfashion A photo taken recently on a mission to Afghanistan by @cipriani.efashion: Afganistan, in the Western part of the country on the ancient Silk Road, spinning silk out of cocoons.



ethicalfashion (1/2)11 filmmakers, 11 countries, 11 stories. 'Interdependence' brings together a selection of unique films to tell the story of the effects of climate change around the world. The final piece is a powerful one, exploring the urgent need to reduce our impact on the planet and to preserve its natural resources. We are proud to support this movie as it launches tonight at the Rome Film Festival. – with @art_for_the_world_ngo and @europeaid



ethicalfashion "Inspired by the people from the hills and the wisdom they keep, we created a campaign dedicated to the mountains, to women's artisanal craftsmanship and to the sacred that our clothing can carry when it is made with love. Introducing our 100% up-cycled Raffaella coat made in Kabul @zazi.vintage



Of Fresh Wear – Interview of Simone Cipriani, Head of the Ethical Fashion Initiative.



OrissaPOST - International Film Festival of Rome : Anthology shakes world's conscience.




*Geneva-based EFI team and photographer
Stefan Dotter outside the Blue Mosque in Herat*
© EFI

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