
taanka

THREADS OF CHANGE

STATIONERY & WORK ESSENTIALS

VOL : 01

INTRODUCTION

Taanka is a social enterprise developed to promote the finest handcrafted fusion of contemporary designs with traditional stitches, produced by rural artisanal women of interior Sindh in Pakistan. As a social enterprise, Taanka acts as a link between rural artisans and urban buyers. Taanka puts in effort to get orders from retailers and ensures its completion and processing as per customer requirements. True to its name, Taanka artisans apply and work with many different ethnic stitches to ensure that their craftsmanship is unique, truly representative of the Pakistani culture and yet offering a diversity in its range. Every purchase and order enables the artisans behind Taanka to use their talents to support themselves and their families, and combat poverty.

STATIONERY & WORK ESSENTIALS RANGE

In an effort to further establish and expand the brand, we are now launching a truly exquisite, yet trendy range of stationery, office and everyday 'handy' supplies that are handcrafted by Taanka's rural artisanal women. This range embodies a chic fusion of modern and traditional crafts and offers a range of products from laptop and tablet covers, to event and tote bags, to business card holders and pencil cases. The idea is to provide products that fit the market that is "always on the go", nonetheless recognizing the need to be fashionably updated. We understand that everyone's requirement is different so we provide a diverse range of products to fit all requirements and offer customized order placement services based on the designs launched under this first volume of our stationery range.





A close-up photograph of a jute pencil case. The case is made of a light brown, textured jute material. The bottom portion of the case features a decorative border with a repeating pattern of red and blue squares on a dark blue background, all outlined with white stitching. The case is open, showing a metal zipper pull. To the right of the case, a red ballpoint pen and a black pen are lying on a light pink surface. In the background, a book with a colorful floral cover is partially visible, showing a large orange and red flower. The text 'ABSOLUTE JUTE' is printed in white, serif capital letters across the center of the image.

ABSOLUTE JUTE



Fine threads of anchor are woven into the jute fabric, using contrasting colors that compliment these ethnic mood of the artfully embroidered pieces.

 | Hurmutch,
pako

 | Anchor

DEAR DENIM









Native styles fused with timeless denim. The anchor threadwork applied in an array of intricate stitches makes the design a perfect blend of modern culture and traditional craft.



Pako, Kacho,
Resho, Chain
Running



Anchor





TRIBAL AFFAIR





Exhibiting the artisans dexterous needlework, this tribal themed embroidery exudes a sassy yet classic look.



 | Kacho

 | Anchor



SUBLIME HERITAGE







The embellished camel overlaying dark hues is crafted perfectly to inspire this set with minimalism and a traditional flare.



 | Pako,
Kacho

 | Anchor

ROYAL SUEDE









With a napped finish, this suede collection glorifies the ornate *tilla* embroidery that subtly infuses into the regality of suede.

 | Pako,
Muko

 | Anchor,
Tilla

FOLK GALORE









Handmade by local artisans using *anchor* threads, the *kacho* technique is skillfully incorporated to produce an impression relevant to both ends of the modern and traditional spectrum.



 | Kacho

 | Anchor



Be it tribal or traditional, from applique to shisha, these fun-sized notebooks are exclusively handcrafted, perfect to make you stand out in a crowd.



 | Pako, Kacho,
Chain, Hurmutch,
Karak, Shisha,
Running &
Applique

 | Anchor,
Resham





 | Pako, Kacho,
Chain, Hurmutch,
Karak, Shisha,
Running &
Applique

 | Anchor,
Resham





With optimum finishing, these ethnic prints add a pop of color to this sheer black ensemble, displaying contemporary minimalism at its best.



Pako, Kacho,
Chain,
Hurmutch,
Shisha, Running
& Applique



Anchor,
Resham





Pako, Kacho,
Chain,
Hurmutch,
Shisha, Running
& Applique



Anchor,
Resham

Every Taanka purchase enables the women behind the products to use their talents to support themselves and their families, and combat poverty.

Since all of Taanka's products are handcrafted in remote rural villages of Sindh and then finished in urban centres such as Lahore and Karachi, an organized order process has been put in place to meet the needs of all our clients and partners.

The designs featured in this catalogue are a one of kind range that we have creative rights for and have been manufactured and launched to exhibit the craftsmanship of the artisans and the contemporary outlook of the brand. However, *we also engage in producing customized design ranges based on our customers' preferences and ideas.*

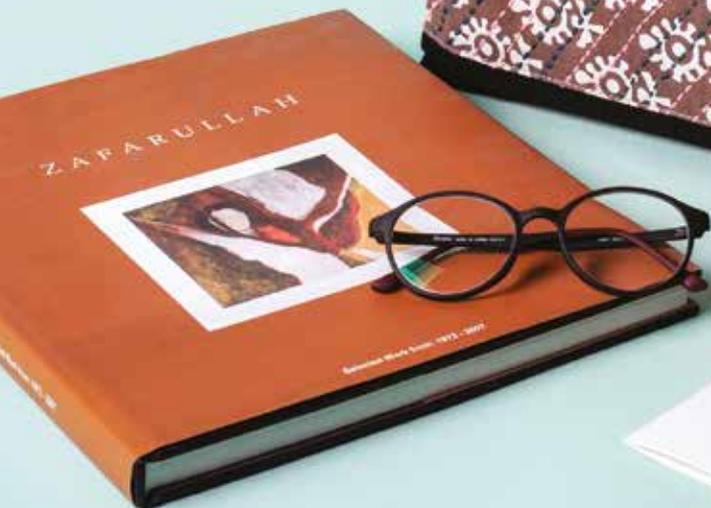
ALL TAANKA **ARTISANS ARE PAID AN HOURLY FAIR WAGE RATE** BASED ON THE MINIMUM WAGE SET IN PAKISTAN.



Pako, Kacho,
Chain,
Hurmutch,
Shisha, Running
& Applique



Anchor,
Resham





WWW.TAANKA.PK


FOR ORDERS CONTACT US AT:

C BLOCK, MODEL TOWN,
LAHORE, PAKISTAN.

TELEPHONE: +92-(0)42-35865338/9
P.O.BOX # 5126

[INFO\[@\]TAANKA.PK*](mailto:INFO[@]TAANKA.PK)
