



# TRADITIONAL **TAJIK** HANDICRAFT







## CRAFT MADE BY PEOPLE

Tajikistan is famous for its dynasties of craftsmen who pass their ancient arts from generation to generation. Handicraft products are often manufactured by rural women whose skilful hands have been making fabrics, accessories and jewellery for many centuries.

Ozara is a social enterprise promoting traditional Tajik handicraft products. By using authentic design elements and combining them with modern colours, Ozara supports the preservation of classical ornaments and production skills, translating them into a contemporary and fashionable context.



This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of sequa gGmbH and can in no way be taken to reflect the views of the European Union.



Ozara was founded by the National Association of Business Women in Tajikistan (NABWT).





# Soleha

## DUE TO TRADITION

Tajik embroidery is famous far beyond the borders of the country. Its popularity is explained by historical traditions and rites. Embroidery goods are usually made for the wedding in the bride's house and are a part of the dowry. The embroidery reflects the people's perception of the universe and nature in the plant and animal ornaments used.



### SOLEHA COLLECTION

**Abr | Cloud**  
pink on white,  
turquoise on white  
(pillow 20" x 20")

**Qatra | Raindrop**  
white on sand,  
pink on white,  
turquoise on white  
(pillow 16" x 16")







#### KHALIMA COLLECTION

Left image clockwise:

**Ambassador**  
(pillow with circle,  
20" x 20")

**Anor | Pomegranate**  
black and grey  
(pillow 20" x 20")

**Ikat**  
various colours  
(woven pillow,  
20" x 20")



# Khalima

## NATURAL BEAUTY

Often placed at the heart of a motive, concentric elements indicate that the sun is the centre of our universe whereas floral motives such as the tulip and the lily enrich the ornaments. The opulently coloured pomegranate is a motive also frequently used. The fruit originally derives from Persia and stands for fertility. Pomegranate extract is also used as a natural dye for threads.



#### KHALIMA COLLECTION

This page:

**Oftop, Camon | Arrow, Lola**  
(bags from left to right, image above)

**Chorguli Darvoz nav | 4 Flowers of Darvoz**  
red and blue  
(pillow with circle, 20" x 20", image to the left)

**Ikat**  
various colours  
(woven pillow, 20" x 20", image to the left)





# Layla



## LAYLA COLLECTION

Available in multi-colour on sand and white:

**Handalack | Melon**  
(small pillow on the left, 12" x 20")

**Angur | Grape**  
(small pillow on the left, 12" x 20")

**Anjir | Fig**  
(big pillows, 20" x 20")

## PLAYING WITH COLOUR

Tajikistan is a mountainous country with continental weather that causes cold winters and hot summers. The effect on the landscape is fascinating: Mountains covered with glaciers alternate with lush green fruit and vegetable fields. And above all: the clear blue sky.







## TAKE YOUR SEAT

Tajik homes are decorated with colourfully carpets, wall hangings, pillows and carved wooden furniture. Family, friends and neighbours are always welcome for a cup of tea. Come on over and have a break!



# Najida



### NAJIDA COLLECTION

**Mohitobon | Shining Moon**  
(big pillow 20" x 20", image left page)

**Ikat covered Stool**  
(Stool made from walnut-wood with Ikat upholstery, image above)

**Kulob**  
(big pillow 20" x 20", image on the right)







# Virginia

## BEACH PICNIC

Traditionally tajik teahouses (choihona) are situated along riversides and lakes. Imagine having a picnic there with our artfully decorated pillows.



### NIGINA COLLECTION

Available in grey and white. Upper image from left to right:

**Qoqu | Dandelion**  
on white and grey  
(big pillow, 20" x 20")

**Bunafsha | Violet**  
on white and grey  
(big pillow, 20" x 20")

**Camon | Arrow**  
on white and grey  
(big pillow, 20" x 20")

**Bobuna | Camomile**  
on white and grey  
(small pillow, 12" x 20")



# Munira



## MUNIRA COLLECTION

**Chashma | Spring**  
on white and grey  
(big pillow, 20" x 20")

**Sharshara | Waterfall**  
(Ikat, woven pillow,  
20" x 20" )

## FRONT ROW

Ikat is a weaving technique used to pattern textiles. The fabric is made with yarn which is dyed in sections before the weaving process. Our Ikat fabrics are handwoven on traditional looms and sewn into pillows by women from the Sughd region in Tajikistan.





## MAYSARA COLLECTION

Image on the left,  
from left to the front:

**Lola dar qefas |  
Tulips in a Frame**  
on white  
(big pillow, 20" x 20")

**Lola**  
on white  
(big pillow, 20" x 20")

**Gulhoi Bahori |  
Spring Flowers**  
on white  
(small pillow, 12" x 20")



## COOLING SHADOW

Summer can be hot in Tajikistan.  
So why not have a rest in the shade?

Maysara







## MAGICAL POWER

Tajik jewellery reflects the social norms, religious beliefs, social relations and traditions.

Our silver jewellery is fully hand-made and carefully processed by casting, engraving, chasing and carving. Semi-precious stones like coral, carnelian and turquoise are carefully embedded: they are said to have the magical power of talismans.

Mayrambibi



Carnelian is believed to bring peace and prosperity, abundance and joy. Corals promise wealth and many children.

Turquoise can ensure victory even in the most hopeless battle, and Pearl has the ability to heal sicknesses and protects from misfortune and sorrow.

### MAYRAMBIBI COLLECTION

This page, clockwise from top:

#### Pendant and Earrings

Silver 925,  
semi-precious stone –  
malachite and turquoise

#### Earrings

Silver 925, semi-precious stone – carnelian  
Silver 925, semi-precious stone – corals  
Silver 925, semi-precious stone – green jade

### MAYRAMBIBI COLLECTION

Image on the left:

#### Bracelets

Silver 925

#### Rings

Silver 925, various semi-precious stones

#### Earrings

Silver 925, semi-precious stone  
– corals and malachite

#### Necklace

Silver 925, semi-precious stone – corals





# Zarrina



## ZARRINA COLLECTION

Right Page:

**Traditional ornamental comb**  
(made from walnut wood)

**Traditional ornamental comb**  
(made from apricot wood)

**Modern comb**  
(made from walnut wood)

**Shoe horn**  
(made from walnut wood)

Left Page:

The plates are made from bamboo and handpainted with Ikat patterns (diameter 12").



## MAKE YOUR DAY

Carved wood plays an important role in Tajik daily life. It decorates houses, household objects, utensils, doors, frames, souvenirs and much more.

Wood carving is one of the most ancient and widespread crafts in Tajikistan. The carvings show traditional floral and geometrical patterns.





Please note that any variances in colour or texture are part of the aesthetic appeal of a handmade object.

On request our pillow covers can be made in different colour shades and dimensions.

## OUR THROW PILLOW COLLECTION

### INFORMATION

- Zipper closure
- Insert not included
- Dry cleaning recommended

### DETAILS

#### Suzani pillow cover

Dimensions:  
20" x 20" (50 x 50 cm),  
16" x 16" (40 x 40 cm),  
12" x 20" (30 x 50 cm)

- Made of pure cotton
- Hand-embroidered with cotton thread
- Reverses to unicoloured (solid back)

#### Ikat pillow cover

Dimensions:  
20" x 20" (50 x 50 cm)

- Hand-dyed and hand-woven on a traditional loom
- Fabric made of pure cotton
- Reverses to the same design

## IMPRINT

This project is funded by the European Union



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The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms.

The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders. To this end the EU is active in Tajikistan since 1992 and provides approximately EUR 25 million annually in development assistance.

A project implemented by:



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Brochure Design and  
Product Photos by  
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Image source page 3: Ozara

This publication is part of the project “Tajik Women Economic Empowerment (TWEET)”, funded by the European Union under the Central Asia Invest Programme. The project aims at improving the business climate for the establishment and operation of MSME (micro, small and medium sized enterprises) run by women in Tajikistan.

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