HANDICRAFTS
From the Kingdom of Bhutan
HANDICRAFTS
From the Kingdom of Bhutan

• Tradition
• Eco-Friendliness
• Excellence

catalogue
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Tourism is Bhutan’s second highest revenue generator. However, tourism benefits are concentrated in western Bhutan, while most of eastern and southern areas are barely visited by international tourists, despite the vast potential to attract tourists - pristine landscapes, rich cultural heritage, historical narratives and diverse ethnic minorities. This imbalance is reflected in the Bhutan Tourism Monitor 2019 with the eastern and southern districts receiving only about five percent of the country’s overall visitors.

The project “Sustainable Hospitality Industries Inclusive of Native Entrepreneur (SHINE)” funded under the SWITCH-Asia Programme mitigates this disparity by facilitating tourism gains among Bhutan’s remote and economically latent places and communities. The project was initiated by Centre for Appropriate Technology (GrAT) and kicked off in May 2020 in partnership with Handicrafts Association of Bhutan (HAB), Bhutan Association of Women Entrepreneurs (BAOWE), and STENUM Asia in India. This four-year project targets seven districts - Trashigang, Trashi Yangtse, Pemagatshel, Lhuntse, Mongar, Zhemgang and Dagana.

To contribute to sustainable and inclusive tourism development in Bhutan with an improved regional spread of the tourism activities and its value, SHINE adopts the two-way strategy: to vitalize tourism where the handicraft and agro- products are made, and conversely, to bring these products to where tourism is. The project en-
gages native producers - individuals and groups in the tourism value chain, links their products and services to the tourism hubs, and uses Appropriate Technology (AT) to increase production quality and quantity.

SHINE’s various interventions include product diversification, quality and quantity improvement of handicrafts and agri-products, enveloping indigenous attractions in package tour products, and propagating and replicating the results. Through the action, producers not only acquire better skills but are also able to market their products more successfully.

The beneficiary groups of the project are rural producers, craftsmen, hoteliers, village home-stays, agro-producers, craft and agro-enterprises, women entrepreneurs, informal self-help groups, disadvantaged youth, etc. HAB and BAOWE also receive assistance in terms of skills development and capacity building. These agencies are active in helping the vulnerable and neglected players in the value chain.

This catalogue is one vital step towards promoting Bhutanese handicrafts. The 239 products showcased here are results of meticulous efforts of Bhutanese artisans and HAB through SHINE. It not only addresses the important aspect of Bhutanese craft culture but also brings innovation, finesse and artistry to keep the sector in tune with changing market demands. These products are original, unique, consumer and eco-friendly, and affordable.
Take Bangchung, one of Bhutan’s most well-known hand-made products, for example. This circular food container, bamboo-made with intricate patterns of brilliant colors is no ordinary household item. It has a compelling story to tell. The traditional dyes used and the art of weaving and using traditional dyes itself along with its utility as a cherished household item in our not-so-distant past tells who we are and how we lived. Bhutan’s handicrafts are a source of pride, of character and of rich traditions. They represent the identity of the people who make them and their environs. At the larger level, they are part and parcel of Zorig Chusum, the 13 Arts and Crafts of Bhutan.

Yet, today, our handicrafts have fallen by the wayside. Machine-made imports of all kinds, polished and embellished - and much cheaper, handler and useful – have encroached on our markets and homes. Most of our traditional makes from cane, wood, textile, clay, etc. are confined to that ever dwindling category of “souvenir/gift items”. Traditional Bhutanese handicrafts are gradually losing their value in the modern living. We often tend to view arts and crafts as an entity disassociated from practical life and wellbeing, fit only for aesthetics or ornament. The skills of our artisans, garnered and honed over generations are on the verge of disappearing, due to the little economic profit in preserving and pursuing them.

It has been an open secret that most crafts sold to tourists in Bhutan are imported, although they are tagged as “Bhutanese”. Equally challenging is the lack of innovation and creativity in the sector. There is no benchmark for quality and control for authenticity. The craft sector also lacks strategic direction, policy formulation and implementation, market linkages, infrastructure and finance. Currently, the middlemen and retailers are the biggest beneficiaries; they pay artisans very little yet keep...
exorbitant profit for themselves. Craftspeople neither get recognition for their skills nor ownership or rights over their works. They remain nameless.

The Sustainable Hospitality Industries Inclusive of Native Entrepreneur (SHINE) project comes into the picture against this backdrop. Funded by the European Union, the project strives to restore the rightful place of handicrafts in Bhutanese society by capacitating the artisans, especially in rural Bhutan, to develop new products, to mobilize raw materials from the region instead of importing, and to strengthen their business links with tourism.

SHINE literally shed lights on the economically-challenged and disadvantaged craftspeople and their handiwork. It aims to strengthen market linkages, improve market and product accessibility, promote innovation and quality, and help with product marketing while creating portfolios for visibility of the craftspeople. Moreover, it incorporates principles of affordability, locally abundant materials, environmental conscientiousness, cultural acceptability, and makes the products and services “simply better”.

This handicraft catalogue is one output of such an endeavor. Among manifold benefits, it brings into spotlight the essence of craft as a vital aspect of Bhutanese culture and the skills inherent in our craftspeople, which rightfully deserve due recognition. This catalogue is a window to engender creativity, innovation and vitality into our handicraft industry, without which no art or craft can survive.

Let’s not forget that when we purchase an authentic handicraft item, we not only help put food on the table of artisans and their families but help conserve and promote an invaluable heritage and value that define us as people and nation.
Household goods fashioned from bamboo and cane held a pride of place in Bhutanese homes. Once upon a time, they were everywhere—as storage containers, baskets, food utensils, musical instruments, bows and arrows, building materials, fences, ropes, floor mats and any number of ordinary and extraordinary items created for personal or communal use. Bamboo products were used for recreation, as with the national sport of archery, or for convenience, as with handwoven bamboo and cane food containers. Wherever they appeared in their different forms, they shone in in colorful weaves and patterns ranging from extremely brilliant to the very subtle.

The abundance of bamboo and cane in Bhutanese forests and mountains, coupled with their versatile uses, had at one time made Tsarzo—the local name for cane and bamboo weaving—among the most widespread of skills in Bhutan’s traditional cottage industry. To this day, the discipline survives in pockets, in rural parts of the country where they are a vital source of income for local practitioners of the craft.
Tsezib (Saddle Baskets) are widely used in Bhutanese homes as storage containers for food and household items. Historically, these colorful, sturdy baskets, reinforced with animal hide or durable fabric, were used to transport goods on yak and horseback. Today, tourism and trekking outfitters use these saddle baskets strapped onto mules to transport food, provisions and camp and kitchen supplies for long-duration wilderness expeditions.
<table>
<thead>
<tr>
<th>Product Code</th>
<th>Size (LxHxW - CM)</th>
<th>Material</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAD01</td>
<td>43.5x43x26</td>
<td>Cane &amp; bamboo</td>
<td>1335g</td>
</tr>
<tr>
<td>SAD02</td>
<td>39x49x20</td>
<td>Cane, bamboo, Yathra, Adjuster</td>
<td>2309g</td>
</tr>
<tr>
<td>SAD03</td>
<td>39x47x21</td>
<td>Cane, bamboo, Yathra, Adjuster</td>
<td>2387g</td>
</tr>
<tr>
<td>SAD04</td>
<td>39.5x47x27.5</td>
<td>Buray, Polyster, Adjuster</td>
<td>2388g</td>
</tr>
<tr>
<td>SAD05</td>
<td>41x42x23</td>
<td>Buray, Polyster, Adjuster</td>
<td>2845g</td>
</tr>
</tbody>
</table>
These straw-bags made of matted bamboo with pieces of silk and fabric make a lovely basket in which to carry all the fixings for a lovely outdoor picnic!

SAW01
Size (cm): 15.5x25x15.5
Material: Cane, Bamboo, Saphu fabric
Weight: 415g

SAW02
Size (cm): 34x266x15
Material: Cane, Bamboo, Sephu fabric
Weight: 590g

SAW03
Size (cm): 34x266x15
Material: Cane, Bamboo, Sephu fabric
Weight: 587g
SAW04
Size (cm): 34x26x16
Material: Cane, Bamboo, Sephu fabric
Weight: 647g

SAW05
Size (cm): 34x28x17
Material: Cane, Bamboo, Sephu fabric
Weight: 649g
Traditional yet contemporary, these cylindrical baskets of woven bamboo and cane feature vibrant handwoven fabrics and textiles in geometric and floral motifs. They can hold fruits, or anything else you may wish to carry in them.

FTB01
Size (cm): 24.5x21.5x24
Material: Cane, Bamboo, Casement fabric
Weight: 402g

FTB02
Size (cm): 26x21x22
Material: Cane, Bamboo, Casement fabric
Weight: 354g

FTB03
Size (cm): 25x20.5x20.5
Material: Cane, Bamboo, Casement fabric
Weight: 303g
FTB04
Size (cm): 26.5x21x20
Material: Cane, Bamboo, Casement fabric
Weight: 364g
These small multi-use containers of bamboo with stitched fabric around them can be closed shut with a drawstring and are the perfect place to store your precious items, such as your jewelry. Available in a range of attractive designs and striking colors.

POU01
Size (cm): 29x9x29
Material: Cane, Bamboo, Sephu fabric, Cotton
Weight: 407g

POU02
Size (cm): 29.5x9x29.5
Material: Cane, Bamboo, Sephu fabric, Cotton
Weight: 398g

POU03
Size (cm): 37x10.3x10.5
Material: Cane, Bamboo, Sephu fabric, Cotton
Weight: 508g

POU04
Size (cm): 37x9.3x1
Material: Cane, Bamboo, Silk brocade
Weight: 554g
Embellished with silk and brocade patterns, these colorful gift baskets make the perfect aesthetic base around which to build the most thoughtful and loveliest of gift baskets! Available in a variety of designs, with or without woven handles.

**GIF01**
Size (cm): 37.5x10x30  
Material: Cane, Bamboo, Buray  
Weight: 385g

**GIF02**
Size (cm): 37x9x31  
Material: Cane, Bamboo, Silk brocade  
Weight: 537g

**GIF03**
Size (cm): 32x9x32  
Material: Cane, Bamboo, Cotton  
Weight: 250g

**GIF04**
Size (cm): 37x8x30.5  
Material: Cane, Bamboo, Hand woven fabric  
Weight: 362g

**GIF05**
Size (cm): 30x9x30  
Material: Bamboo, Yatha, Cotton  
Weight: 289g
LAUNDRY BASKET

A cylindrical basket made of bamboo and cane perfect for holding clean or dirty laundry, featuring a variety of symmetrical designs.

LUD01
Size (cm): 33.5x33x33.5
Material: Bamboo, Yathra
Weight: 654g

LUD02
Size (cm): 33.5x33x33.5
Material: Bamboo, Sephu fabric
Weight: 608g
LUD03
Size (cm): 33.5x33.5x33.5
Material: Bamboo, Casement fabric, Sephu fabric
Weight: 608g

LUD04
Size (cm): 33.5x33.5x33.5
Material: Bamboo, Casement fabric, Sephu fabric
Weight: 609g

LUD05
Size (cm): 34x33.5x34
Material: Bamboo, Yathra
Weight: 602g
Traditionally seen in temples and monasteries and used as a receptacle for devotional offerings placed in front of Buddhist altars, these trays can be the perfect displays for fresh fruits and baked treats in your home, a classy way to add a ceremonial touch to your hospitality, and make any guest feel like they’re truly special.

**OFT01**
- Size (cm): 30x15x29
- Material: Cane, wood
- Weight: 538g

**OFT02**
- Size (cm): 30x28x31
- Material: Cane, wood
- Weight: 1096g

**OFT03**
- Size (cm): 37x12x31
- Material: Cane, wood
- Weight: 450g
CONTAINER

CON01
Size (cm): 10x19x10
Material: Cane, Bamboo
Weight: 225g

INCENSE HOLDER

INH01
Size (cm): 6.5x32x6.5
Material: Cane, Bamboo
Weight: 191g

WINE CASE

WIN01
Size (cm): 9.5x29.5x9.5
Material: Cane, Bamboo, Synthetic leather
Weight: 254g
Textiles are another area of handicrafts in which Bhutan excels.

The vibrant colors and patterns of Bhutanese weaving have not only inspired fashion designers at home and abroad, but rank among the most elegant, coveted, and valuable pieces owned by collectors and museums both in the country and around the world. Handwoven on traditional looms using local raw materials, it can take weavers months, even years, to finish a piece with the full array of traditional colors and motifs.

Now, more than ever, the beauty and intricacy of these native textiles can inspire a range of diverse uses that include, but are not limited to, traditional outfits for men and women, bags, totes, clutches, purses, cushion covers, mats, throws, rugs, carpets, wall hangings and a variety of compositions for interior décor and fashion accessories. Functional workplace accessories like laptop bags, tablet cases and smartphone covers are among the modern designs created for people who wish to show off their ethnic panache with contemporary style. Men’s accessories like backpacks and bow-and-arrow carriers are other examples of adaptations from traditional textiles gaining in popularity.
These trendy tote bags featuring twist-and-zip chain fasteners and parallel handles are made of colorful Yathra, polyester, and silk fabric. Available in cream, white, dark brown and red color schemes.

**TOTE BAG**

- **TTE01**
  - Size (cm): 23.5x29.5x14.5
  - Material: Casement fabric, Synthetic Leather, Yathra
  - Weight: 273g

- **TTE02**
  - Size (cm): 40.5x32.5x2
  - Material: Yathra, Leather
  - Weight: 355g

- **TTE03**
  - Size (cm): 37x29.5x11
  - Material: Casement fabric, Synthetic leather, Yathra, Sephu fabric
  - Weight: 295g
TT604
Size (cm): 36x30.5x2.5
Material: Leather, Saphu fabric, Linning, Zup, Runner
Weight: 373g

TT605
Size (cm): 38.5x32x9
Material: Yathra, Synthetic leather
Weight: 423g
TTE06
Size (cm): 36x30.5x2.5
Material: Yathra, Synthetic Leather
Weight: 375g

TTE07
Size (cm): 28x27x11
Material: Casement fabric, Hand woven Fabric, Synthetic leather
Weight: 322g

TTE08
Size (cm): 43x26x5
Material: Yathra, Synthetic Leather
Weight: 280g
**TTE09**
Size (cm): 36x29x9  
Material: Yathra, Cotton  
Weight: 304g

**TTE10**
Size (cm): 17.5x28.5x11.5  
Material: Yathra, Casement fabric

**TTE11**
Size (cm): 29x30x9  
Material: Yathra, Casement fabric, Synthetic leather  
Weight: 364g
Sling these stylish bags over your shoulders! These ergonomic accessories in dark brown, white, black and mixed shades are the perfect for carrying your purse, book, keys, cosmetics and vanity sets, smart devices and other items of daily use. Made of polyester, silk, Yathra, bamboo and cotton, they come with zippers or magnetic snaps.

SLING BAG

SL0801
Size (cm): 24x17x5.5
Material: Casement fabric, Ring, Saphu fabric
Weight: 215g

SL0802
Size (cm): 26x23x4
Material: Casement fabric
Weight: 275g

SL0803
Size (cm): 23x21x5.5
Material: Yathra, Leather
Weight: 245g

SL0804
Size (cm): 25.5x19x5.5
Material: Yathra
Weight: 213g

SL0805
Size (cm): 27x19x6.5
Material: Hand woven fabric, Bamboo
Weight: 248g
SL806
Size (cm): 31x31.5x8
Material: Casement fabric, Saphu fabric
Weight: 630g

SL807
Size (cm): 18x18x6
Material: Hand woven fabric, Leather
Weight: 204g

SL808
Size (cm): 22x16x6
Material: Leather, Yathra
Weight: 185g
SLB09
Size (cm): 21x20.5x6.5
Material: Yathra, Casement fabric
Weight: 242g

SLB10
Size (cm): 21x20.5x6.5
Material: Yathra
Weight: 203g

SLB11
Size (cm): 23x16x6.5
Material: Yathra
Weight: 203g

SLB12
Size (cm): 28.5x18.5x7.5
Material: Bamboo, Casement fabric
Weight: 269g
SLB13
Size (cm): 28x22x10
Material: Casement fabric, Sephu fabric
Weight: 267g

SLB14
Size (cm): 25.5x22.5x4
Material: Yathra, Synthetic leather
Weight: 257

SLB15
Size (cm): 23x17x5.5
Material: Cotton hand woven fabric
Weight: 369g
This iconic fashion accessory for women is available in Yathra and leather with zippers, a smart choice for both casual and formal occasions.

**HHB01**
Size (cm): 31.5x25x6.5  
Material: Synthetic leather, Yathra  
Weight: 289g

**HHB02**
Size (cm): 32.5x29x6.5  
Material: Yathra, Casement fabric  
Weight: 233g

**HHB03**
Size (cm): 24x20.5x11  
Material: Yathra, Synthetic Leather  
Weight: 317g

**HHB04**
Size (cm): 30x23x10.5  
Material: Sephu fabric, Synthetic leather, Casement Fabric  
Weight: 284g
HH805
Size(cm): 28x36x8
Material: Sephu fabric
Weight: 260g

HH806
Size(cm): 25x34x13
Material: Casement fabric, Sephu fabric
Weight: 251g

HH807
Size(cm): 29x24.5x10
Material: Sephu fabric, Synthetic Leather
Weight: 326g

HH808
Size(cm): 26.5x20.5x8
Material: Hand woven cotton fabric
Weight: 221g
HHB09
Size(cm): 31x25.5x8
Material: Casement fabric, Synthetic Leather
Weight: 226g

HHB10
Size(cm): 25x20.5x7
Material: Hand woven fabric, Synthetic Leather
Weight: 255g

HH11
Size(cm): 36.5x30x3
Material: Yathra, Synthetic Leather
Weight: 375g
This bag is functional, natural, unfussy and unobtrusive. It features attractive designs with buttons and pom-poms.

**BANTO BAG**

- **BEN01**
  - Size(cm): 33.5x37
  - Material: Cotton, Brocade
  - Weight: 186g

- **BEN02**
  - Size: 51x45.5
  - Material: Cotton, Sephu fabric
  - Weight: 219g

- **BEN03**
  - Size(cm): 44x29(diameter)
  - Material: Cotton, Buray
  - Weight: 259g

- **BEN04**
  - Size(cm): 85x27.5
  - Material: Cotton
  - Weight: 225g
These practical no-nonsense backpacks can carry essentials and even electronics, such as small tablets and laptops. Available in different shapes and sizes, they are made of polyester, silk and Yathra.
BP01
Size(cm): 28x26x8
Material: Casement fabric,
Sephu fabric
Weight: 384g

BP02
Size(cm): 23.5x26x9
Material: Synthetic leather,
Sephu fabric
Weight: 344g

BP03
Size(cm): 25x22.5x9
Material: Yathra, Synthetic
leather
Weight: 361g

BP04
Size(cm): 23x34x16
Material: Sephu fabric,
casement fabric
Weight: 293g

BP05
Size(cm): 29x40x8
Material: Yathra
Weight: 504g

BP06
Size(cm): 30x43x6.5
Material: Sephu fabric,
Yathra
Weight: 584g
BPB07
Size (cm): 25x25x8
Material: Saphu fabric, Synthetic leather
Weight: 365g

BPB08
Size (cm): 23x25x8
Material: Yathra, Synthetic leather
Weight: 366g

BPB09
Size (cm): 28x21.5x7
Material: Yathra, Casement fabric
Weight: 380g
BPB11
Size(cm): 32x43x8
Material: Casement fabric, Sephu fabric
Weight: 575g

BPB12
Size(cm): 31x43x8
Material: Casement fabric, Sephu fabric
Weight: 592g

BPB13
Size(cm): 29x38x10
Weight: Casement fabric, Sephu
Weight: 510g
BPB14
Size (cm): 26x41x6.5
Material: Synthetic leather, Sephu fabric

BPB15
Size (cm): 25x36x15
Material: Casement fabric, Yathra
Weight: 365g

BPB16
Size (cm): 22x40.5x8
Material: Yathra
Weight: 650g
BPB17
Size(cm): 27x40x7.5
Material: Synthetic leather, Casement fabric, Yathra
Weight: 650g

BPB18
Size(cm): 21.5x40.5x8
Material: Yathra, Case-ment fabric
Weight: 690g

BPB19
Size(cm): 22x41x8.5
Material: Sephu fabric, Case-ment fabric
Weight: 650g

BPB20
Size(cm): 31.5x37x6.5
Material: Yathra, Case-ment Fabric
Weight: 491g
A relatively new arrival on the fashion scene, the capacious bucket-bag is great for travel. Cylindrical and spacious, they feature eye-catching designs in Yathra, cotton and silk. Available in several attractive hues.

**BUCKET BAG**

**BUK01**
Size(cm): 31.5x29x9.5  
Material: Yathra, Lining, Casement fabric  
Weight: 218g

**BUK02**
Size(cm): 36.5x36x10  
Material: Yathra, Casement fabric  
Weight: 337g

**BUK03**
Size(cm): 37x35x10  
Material: synthetic Leather, Yathra, Zip, Huck, Runner  
Weight: 290g
This medium-sized bag that can be positioned on the forearm is ideal for carrying items like cosmetics, make-up kits and purses. It is made of vibrant Yathra fabric and comes in mixed shades of royal blue.

**BOWLER BAG**

- **BLB01**
  - Size(cm): 27.5x24x15
  - Material: Casement fabric, Yathra
  - Weight: 296g

- **BLB02**
  - Size(cm): 27.5x23x15.5
  - Material: Yathra
  - Weight: 290g

- **BLB03**
  - Size(cm): 31x2x9
  - Weight: 177g

- **BLB04**
  - Size(cm): 25x18.5x11
  - Material: Casement fabric, synthetic Lather, Sephu fabric
  - Weight: 212g
Fashionable yet utilitarian, the duffle bag is cylindrical and spacious enough to carry essentials while also serving as an accessory. Made of silk and leather, and available in white and orange brown.

**DUFFLE BAG**

**DUF01**
- Size(cm): 51x37x18
- Material: Yathra, Leather, hand woven fabric
- Weight: 926g

**DUF02**
- Size(cm): 36x25x14.5
- Material: synthetic Leather, hand woven fabric
- Weight: 275g
These special camera bags with top loading openings offer easy access to camera gear. Made of silk and cotton, they come in brown and cream tones featuring a variety of patterns.

**CAMERA BAGS**

**CAM01**
Size (cm): 37x15.5x13.5
Material: Sephu fabric
Weight: 700g

**CAM02**
Size (cm): 38x15x12.5
Material: Sephu fabric
Weight: 600g

**CAM03**
Size (cm): 37.5x15x13
Material: Sephu fabric
Weight: 685g

**CAM04**
Size (cm): 38x16x12.5
Material: Sephu fabric
Weight: 685g
Among the simplest of utility bags in which to carry daily use items while commuting, these are available in orange, brown and creamy shades with minimalist patterns.

**CAB01**
Size(cm): 27x50x8.5  
Material: Cotton, Saphu fabric  
Weight: 289g

**CAB02**
Size(cm): 26.5x49x8.5  
Material: Cotton, Zip  
Weight: 332g

**CAB03**
Size(cm): 27x51x8.5  
Material: Cotton, Zip, Saphu fabric  
Weight: 351g

**CAB04**
Size(cm): 27.5x50  
Material: Cotton, synthetic Leather  
Weight: 296g
CAB05
Size(cm): 27x49x8.5
Material: Cotton, Yathra
Weight: 297g

CAB06
Size(cm): 27.5x51x9
Material: Cotton
Weight: 291g

CAB07
Size(cm): 27x48.5x8.5
Material: Cotton, Yathra
Weight: 293g

CAB08
Size(cm): 27x49.5x8
Material: Cotton
Weight: 295g

CAB09
Size(cm): 26.5x49x8.5
Material: Cotton, synthetic Leather
Weight: 277g

CAB10
Size(cm): 27.5x50x8.5
Material: Cotton
Weight: 296g
CLUTCH

A classic women’s accessory for formal occasions, this small, slim, strapless bag is available in cotton and silk and varies from pretty patterned pink to elegant brown.

CLC01
Size(cm): 21x13x4.5
Material: Buray
Weight: 70G

CLC02
Size(cm): 22x14x3.5
Material: Buray
Weight: 70G

CLC03
Size(cm): 21x13x4
Material: Buray
Weight: 72G

CLC04
Size(cm): 26x15x3
Material: Sephu fabric, Casement fabric
Weight: 200g

CLC05
Size(cm): 22x12x5.5
Material: Casement fabric
Weight: 106g
Worn diagonally across the shoulder, these crossbody bags are available in contemporary single-tone hues or vibrant traditional textile weaves.

**CROSSBODY BAG**

CB001
Two in one bag
Size(cm): 30x26x8
Material: synthetic leather, casement fabric
Weight: 395g

CB002
Jola
Size(cm): 25.5x26.5x8
Material: Yathra
Weight: 244g
CBB3
Size (cm): 24x23.5x4
Weight: 216g

CBB4
Size (cm): 25.5x22.5x6
Material: Casement fabric
Weight: 306g

CBB5
Jola
Size (cm): 22x35.5x9.5
Material: Hand woven fabric, cotton
Weight: 127g

CBB6
Fish shape bag
Size (cm): 25x15.5x1
Material: Casement fabric, leather
Weight: 108g
HAVERSACK BAG

Similar to a back-strap but differentiated by its single-shoulder strap, this accessory is the in-thing for young women, especially busy college students and young urban professionals. Made of Yathra and polyester, it comes in various patterns and hues.

**HAS01**
Size (cm): 17X30.5X16
Material: Casement fabric, Yathra
Weight: 386g

**HAS02**
Size (cm): 36.5X37.5X9.5
Material: Casement fabric, Yathra
Weight: 336g
HAS03
Size (cm): 24.5x30.5x7
Material: Yathra, case-ment fabric
Weight: 347g

HAS04
Size (cm): 23.5x3.5x12.5
Material: Yathra
Weight: 384g

HAS05
Size (cm): 20x29.5x14.5
Material: Yathra, case-ment fabric
Weight: 320g
HALF-MOON BAG

A crescent-shaped bag that resembles a half-moon and is minimalist in design and color.

FANNYPACK

The fashion statement of the 1980s making a retro-ironic comeback, the fannypack is worn around the waist. Ideal for day hikes or stylish carefree jaunts where the only thing you want to carry are the truly basic essentials like your phone and some cash.

**FFB01**

Size: 36x15.5x8
Material: Casement fabric
Weight: 200g

**HMB01**

Size(cm): 27x19x6.5
Material: Casement fabric
Weight: 112g

**HMB02**

Size(cm): 30x26x4
Material: Yathra
Weight: 130g
HOBO BAG

Easy to carry and designed for flexibility. The hobo bag is cream-colored and comes with a corset-type design.

HOBO1
Size (cm): 29x27x9.5
Color: Cotton fabric
Weight: 139g

PHONE CASE

This phone-case is perfect in style and functionality, worn diagonally across the body, the strap resting on the shoulders.

CPS01
Size (cm): 12x17x4.5
Material: Casement fabric
Weight: 110g

CPS02
Size (cm): 12.5x20x5
Material: Yathra
Weight: 122g
PORTFOLIO BAG

Made of cotton and bura (raw silk) in versatile designs, this flat, slim case is the perfect accessory you need to carry all your important documents.

POT01
Size (cm): 26x35x2
Material: Leather
Weight: 370g

POT02
Size (cm): 26x35.5x2.5
Material: Cotton
Weight: 375g

POT03
Size (cm): 25x35x2
Material: Cotton, Buray
Weight: 117g

POT04
Size (cm): 26x35x2.5
Material: Sephu fabric
Weight: 370g
BUMRO BAG SET

BUM JOLA SET

BJ501
Size (cm): 38x30x38
Material: Casement fabric, Buray
Weight: 330g

FLATEWARE BAG

FWB01
Size (cm): 27.5x39x1
Material: Cotton, saphu fabric
Color: White
Weight: 90g
PENCIL & PEN POUCH

**PENO1**
Size (cm): 36x8.5x5
Material: Yathra
Weight: 180g

**PENO2**
Size (cm): 35x9x5
Material: Yathra
Weight: 175g

**PENO3**
Size (cm): 11x29x3
Material: Casement fabric, Buray
Weight: 105g
PENO4
Size (cm): 34x16.5x7
Material: Buray, Casement Fabric
Weight: 174g

PENO5
Size (cm): 23.5x11x6
Material: Casement Fabric, Zip, Runner, Linning
Weight: 64g

PENO6
Size (cm): 17.5x7.5x5.5
Material: Casement Fabric
Weight: 100g

PENO7
Size (cm): 17x8x4.5
Material: Casement Fabric, Buray, Zip, Linning
Weight: 90g

PENO8
Size (cm): 20x8x4
Material: Saphu fabric
Weight: 85g
WINE BAG

Shaped like a wineskin and as spacious as one, the wine bag makes for a comfortable hand-bag in which to carry your make-up kit or other more substantial items.

WINO1
Size (cm): 35x16x14
Material: Casement fabric, woven fabric, Linning
Weight: 250g

WINO2
Size (cm): 29x17x12.5
Material: Casement fabric, Saphu fabric
Weight: 190g

WINO3
Size (cm): 30x17x12
Material: Casement fabric, Saphu fabric, Linning
Weight: 180g

WINO4
Size (cm): 3.5x17x13
Material: Yathra, Casement fabric, Linning
Weight: 290g
An everyday home essential, the laundry bag is exactly what you need to tidy up your room, and keep your laundry all set for the washing machine.

**LAUNDRY BAG**

- **LU01**
  - Size (cm): 35x23x33
  - Material: Cotton
  - Weight: 320g

- **LU02**
  - Size (cm): 23.5x19.5x23.5
  - Material: Synthetic leather, Sephu fabric
  - Weight: 324g

- **LU03**
  - Size (cm): 29.5x25x29.5
  - Material: Hand woven fabric, Buray
  - Weight: 270g

- **LU04**
  - Size (cm): 33.4x29x19
  - Material: Yathra, Synthetic leather
  - Weight: 494g
**MAKEUP BOX**

MAC01
Size (cm): 12.5x14x12.5
Material: Saphu fabric
Weight: 100g

**MECHUNG-BUM SET**

MU801
Size (cm): 43x29x6
Material: Casement buray
Weight: 380g
SHOULDER BAG

SHB01
Size (cm): 21x11x6.5
Material: Bamboo, Buray Fabric
Weight: 113g

POUCH

POU01-MI
Size (cm): 11.5x27.5x16
Material: Cane, Buray, Cotton
Weight: 163g

POU02-MI
Size (cm): 17x28x8.5
Material: Cotton, Casement Fabric
Weight: 81g
LUNCH BOX

Available in colorful Yathra, silk and leather, this environment-friendly portable bag for your pack lunch solution keeps your food warm and hygienic.

LBB01M
Size (cm): 14.5x21x14.5
Material: Yathra, Casement Fabric
Weight: 184g

LBB02
Size (cm): 12x11x12
Material: Saphu Fabric
Weight: 85g

LBB03
Size (cm): 18x22x18
Material: Casement Fabric
Weight: 252g
For a stylish way to carry your daily dose of hydration hassle-free, invest in these cool bottle bags.

**WB001**

Size(cm): 7.5x26x7.5
Material: Casement fabric, Sephu Fabric, Zip, Runner, D-ring, Adjuster
Weight: 93g

**WB002**

Size(cm): 9x19x9
Weight: 79g

**WB003**

Size(cm): 6.5x18.5x6.5
Material: Sephu fabric, synthetic leather, Adjuster
Weight: 57g
Cases with and without straps that make carrying your precious iPad a snap. Comes in various patterns, textiles and hues.

**PAD01**
Size (cm): 36x25.5x3.5
Material: Yathra, Casement fabric, yathra
Weight: 240g

**PAD02**
Size (cm): 36x27x2.5
Material: Yathra, Casement fabric, Buray
Weight: 250g

**PAD03**
Size (cm): 3x30x3
Material: Yathra
Weight: 210g

**PAD04**
Size (cm): 36x27x2.5
Material: Casement fabric, Buray
Weight: 253g
PAD05
Size (cm): 35x26x2
Material: Casement fabric, Buray
Weight: 250g

PAD06
Size (cm): 25x36x2
Material: Casement fabric, Buray
Weight: 258g

PAD07
Size (cm): 24.5x32x1
Material: Casement fabric
Weight: 250g

PAD08
Size (cm): 25x30.5x1
Material: Casement fabric, Buray
Weight: 243g

PAD09
Size (cm): 25x29.5x1
Material: Casement fabric, Buray
Weight: 237g
LAPTOP BAG

The perfect utility bag for office-goers, available in multi-colored patterns.

LAB01
Size (cm): 39x34.5x65
Material: Casement fabric, Yathra
Weight: 542g

LAB02
Size (cm): 41.5x32x5.6
Material: Casement fabric, Yathra
Weight: 492g

LAB03
Size (cm): 40.5x36x5
Material: Sephu fabric, synthetic leather
Weight: 416g

LAB04
Size (cm): 41.5x33.5x6
Material: Casement fabric, Yathra
Weight: 680g
**Couch Cover**

COC01
- Size: 49x48
- Material: cotton
- Weight: 500g

COC02
- Size: 100x90
- Material: cotton
- Weight: 950g

**Fabric Bowl**

FA801
- Size (cm): 25x38x25
- Material: Cotton, buray
- Weight: 150g

**Bread Basket**

BR801
- Size (cm): 19x13x19
- Material: Cotton
- Weight: 383g
Available in cotton and silk in eight original designs and versatile colors.

**COASTER**

**COS01**
Size: 10.5x10.5x1
Material: Burqa, Cotton
Weight: 13g

**COS02**
Size: 10.5x10.5x1
Material: Leather, Lining
Weight: 6g

**COS03**
Size: 37x37x1
Material: Cotton
Weight: 74g

**COS04**
Size: 38x38x1
Material: Cotton
Weight: 67g

**COS05**
Size: 39x39x1
Material: Cotton
Weight: 45g

**COS06**
Size: 14.5x14.5x1
Material: Cotton, sephu
Weight: 142g

**COS07**
Size: 39x39x1
Material: cotton
Weight: 65g

**COS08**
Size: 39x39x1
Material: Hand woven Fabric, Cotton
Weight: 65g
CUSHION

Woven on hand-operated looms and embroidered with Bhutanese cultural icons and landscape features, this cushion creates a distinctive look to your interior. Available in unique designs and colours with similar throws.
CUS01
Size (cm): 51x66
Material: Cotton
Weight: 220g

CUS02
Size (cm): 51x66
Material: Cotton
Weight: 220g

CUS03
Size (cm): 51x66
Material: Cotton
Weight: 220g

CUS04
Size (cm): 51x66
Material: Cotton
Weight: 220g

CUS05
Size (cm): 45x45
Material: Cotton
Weight: 220g

CUS06
Size (cm): 45x45
Material: Cotton
Weight: 220g
**BATHROBE**

**BAA01**
Size (cm): 109.5 x 53.5
Material: Cotton, Buray
Weight: 385g

**BATHROOM SLIPPERS**

**BAS01**
Size (cm): 25x19.5
Material: Casement fabric, leather, Buray
Weight: 75g
WOODCRAFT

The traditional skills of woodworking comprise three categories. Patra or carving, which can take the form of architectural embellishments for buildings and monuments, finely crafted thrones, tables and chairs and other items of traditional and religious furniture, wood beams and other decorative elements. Babzo or the fashioning of masks for religious dances and temple celebrations, which can be as much a spiritual affair as a craft. And Shagzo or wood-turning, which involves making exquisite and functional items from special wood burls and roots.

The finest examples of Shagzo include hand-turned—and treadle-lathe-created—wooden bowls (Daapa), cups (Dza Phob), serving plates and containers in a gamut of shapes, sizes and natural textures and patterns. Bhutanese people value these exquisite woodcraft collectibles as precious heirlooms. The more legendary of these include special Dza Phobs fashioned by master artisans reputed to emit light rays, and neutralize the poisons in one’s food and drink, among other magical propensities.
Mask (Baap), hand-made from soft woods like Red Cedar and Blue Pine, is worn during the performance of Buddhist ritual dances called Chham. Given its religious symbolism and artistry, masks are now being increasingly used as souvenir and decorative items in homes and offices.

**MASK**

MAS01
Size (cm): 32x22.5x32
Material: Wood
Weight: 700g

MAS02
Size (cm): 32x22.5x32
Material: Wood
Weight: 700g

MAS03
Size (cm): 32x22.5x32
Material: Wood
Weight: 700g
MAS04
Size (cm): 24x16.5x24
Material: Wood
Weight: 700g

MAS05
Size (cm): 18x12.5x15
Material: Wood
Weight: 250g

MAS06
Size (cm): 18x12.5x15
Material: Wood
Weight: 250g
MAS07
Size (cm): 18x12.5x15
Material: Wood
Weight: 250g

MAS08
Size (cm): 18x12.5x15
Material: Wood
Weight: 250g

MAS09
Size (cm): 18x12.5x15
Material: Wood
Weight: 250g
Traditionally, the Jandum is a receptacle for Ara (Bhutanese home-brewed alcohol). It is used mainly during festive occasions and when entertaining guests. The Jandum is covered with braided strips and has two openings on the top from where the alcohol is poured.

**JANDUM**

**JAN01**
Size (cm): 16x23x16  
Material: Wood and brass  
Weight: 300g

**JAN02**
Size (cm): 16x23x16  
Material: Wood and brass  
Weight: 300g

**JAN03**
Size (cm): 11x18x11  
Material: Wood and brass  
Weight: 150g

**JAN04**
Size (cm): 11x18x11  
Material: Wood and brass  
Weight: 150g
Apart from being a beautiful souvenir, Daapa or the closed-lid traditional wooden bowls are beautiful dishes on which to serve your food. The two halves of the bowl fit tightly together and can be used individually as salad bowls.

**DAPA**

**DAP01**
Size (cm): 17.5x10x17.5  
Material: Wood  
Weight: 443g

**DAP02**
Size (cm): 16x10x16  
Material: Wood  
Weight: 363g

**DAP03**
Size (cm): 17.5x10x17.5  
Material: Wood  
Weight: 332g

**DAP04**
Size (cm): 33.5x20x33.5  
Material: Wood  
Weight: 1995g
DEM

Made in different sizes to be used as a serving plate, Dems are carved from the burls and knots of Maple or the wild avocado tree.

PAY01
Size (cm): 17.5x5.5x17.5
Material: Wood
Weight: 162g

PAY02
Size (cm): 18x5.5x18
Material: Wood
Weight: 168g

PAY03
Size (cm): 18.5x5x18.5
Material: Wood
Weight: 129g
GURKU

This Bhutanese wooden cup is hand-carved from burlwood and finished with a coat of a natural oil to enhance the wood grain and patterns.

GUR01
Size (cm): 13.5x6.5x13.5
Material: Wood
Weight: 76g

GUR02
Size (cm): 11.5x6.1x11.5
Material: Wood
Weight: 70g

GUR03
Size (cm): 11x4.5x11
Material: Wood
Weight: 44g
Lidded bowl to serve tea or soup, Kashup is made from burlwood. In the olden days, it was used to pack foods, especially curry and ezay, during festive occasions.

**KAS01**
Size (cm): 12x7x12  
Material: Wood  
Weight: 123g

**KAS02**
Size (cm): 13.5x10x13.5  
Material: Wood  
Weight: 294g
Originally used for serving roasted barley or wheat, these days used as snack containers and serving bowls. Made from wood derived from Maple, Alder, Wild Avocado, Red Cedar and Rhododendron.

**TSAMDER**

- **TSA01**
  - Size (cm): 15.5x12.5x15.5
  - Material: Wood
  - Weight: 420g

- **TSA02**
  - Size (cm): 15.5x12.5x15.5
  - Material: Wood
  - Weight: 464g

- **TSA03**
  - Size (cm): 13x18.5x13.5
  - Material: Wood
  - Weight: 343g
Patra or the Bhutanese art of carving includes architectural embellishments for buildings, finely crafted traditional and religious furniture, and other decorative elements. Nowadays, the decorative pieces depicting Buddhist themes are particularly popular as souvenir items.
Long before modern manufacturing, Bhutan boasted a rich tradition of crafting, using and valuing things created by the human hand. Among such creations were bamboo and cane, textile, and wood products. The diversity of such homespun goods celebrated in their communities ranged from the utilitarian to the exquisitely artistic.

Today, however, a wide range of cheap plastic, metal and synthetic goods make inroads into our modern lives, threatening to push the kingdom’s valued craftspeople, their cultural contributions, lifestyles, and their livelihoods, into the dim recesses of our collective memory.

Still, our native craftspeople persist in some corners of the country, eking out a living from their age-old vocations. Their contributions may often be unknown and overlooked, but the beauty of their intricate creations sing out amid the detritus of disposable goods.

This catalogue contains 239 of such vibrant products from Bhutan. Each item draws its artistic essence from the kingdom’s rich centuries-old traditions thoughtfully adapted to fit into, and enhance, our modern lives. Each item is original, unique and affordable.

This catalogue will hopefully contribute to the preservation of the vibrant tapestry that is the nascent Bhutanese crafts industry and ensure the survival of the community of artisans.