

The Stitching Project

Operated by Kayef Stitching Project LLP

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TSP New Clients

Hello

Welcome

Thank you for considering working with The Stitching Project.

About us:

Kanhaya Lal [Praveen Nayak to his mates] is Indian

Fiona Wright is Australian.

We live in a village just outside Holy Pushkar, on the edge of the Thar Desert in Rajasthan. Initially we operated a small, special interest tour company Creative Arts Safaris whose main focus is textiles. Once we had relocated permanently to our farmhouse we fell into what has become The Stitching Project – our blog tells many of our stories over the years

<http://ofdaydreamsandmemories.blogspot.in>

We are a limited liability partnership [LLP] registered in India. Registered in June 2011, it took us 2 years of paperwork to achieve this point, we hold an Import/Export licence, are certified with Craftmark for the authenticity of our Kantha stitch/ quilt stitching and meet all the many government regulations in operating our business.

Our Mission Statement

- ethically create as much work for ourselves and as many hands as we can
- emphasis on the work of the hand- handloom fabrics, hand block print, hand stitch
- source materials as locally as possible
- source directly from the source...we want to know as much of the story of our product as possible- who wove it, indigo man, Stitching Ladies.... We include these details on our swing tags if you like.
- make choices that are as environmentally friendly as possible- unbleached handloom fabric, re-cycled silks saris where suitable to the design.
- where the quality of modern sewing techniques are necessary use the best quality threads, zips etc and our modern sewing workshop.
- promote fair pay for well-produced work and educate to help achieve this
- develop work informed by traditional techniques with a contemporary twist.

Working with you:

- we'd love to
- we would like to ask some questions before we get started.
- Our workshop evolved out of a good idea....now we are responsible for the livelihood of many people, this is very time consuming, satisfying and scary some days.
- To start with a new client takes a lot of time on our part
 - understanding what you want
 - working out where to get it

- making samples
- creating production sheets, costings..... labels, wash tags, ...questions, questions, questions
- setting up procedures to make repeats
- training people to produce the correct print, stitch pattern etc

Questions

- Where are you up to in the process of operating a business?
- Do you have experience doing this or a first timer?
- Do you have mission statement?
- What is it that really interests you about your project?
- Do you plan to have your own label, sell our product, re-label our product to your brand name, or create completely new designs?
- Have you worked out a financial basis for your business
- Have you identified your potential client base, how will you connect with them?
- Do you use social media to get your brand recognition? Do you have an existing client base?
- We write a blog, use FB, Pinterest, Instagram, a little bit of Etsy...mostly to tell our story and help people find us....we would prefer to be making and you out there selling.
- Have you made any type of feasibility studies of your projected market, similar items out there already, similar projected price points?
- Ethically produced work is our mandate and we are very careful of the source of all materials we use. Will you also be stocking items that do not come under this ethical mantle?
- Will you clearly define how your goods are made? – an experience we have had: at the moment kantha stitched recycled cotton saris are extremely fashionable....most work on the wider market is produced in Bangladesh in near slave labour situations....one ex-client was buying a very few things from us and much not so ethically made stuff, using our story in their sales pitch and completely glossing over how most of their stuff was produced. Not an ethical business in our eyes. Not where we want our story used.

Punchline:

- What is your projected timeline to get it all happening?
- What quantities do you expect to be ordering to start?
- In 1 years' time?
- In 5 years' time and what will you do to attract that level of sales?

Let us define:

- **Are designs going to be completely generated by you?**
- **Do you want our input?**
- **We are an ongoing design team ourselves- we are constantly exploring our mediums for our own creative life as well as to develop skills and ideas in our staff that our clients can utilize. This is our intellectual property right....we are happy to share what we do with you, but it will be used by more than you**
- **Let us make a formal/informal agreement between us- expectations, define what is your, ours and where we meet in the middle. If we keep this an open ongoing discussion we should be fine.**
- **Where would you like us to start?**

We would love to help you bring your dreams to reality, from experience those that are well thought out have a chance....

We have a lot of people to look after and never enough time- we have to make the choices where we are spending it wisely.

Best wishes

Happy dreams

Fiona and Praveen