This region has a long history as a crossroads for religion, cultures, commerce and politics. For the past 5,000 years, production of handcrafted products from Palestine has reflected the unique connection between people, the environment and land. The methods used to make embroidery, weaving, ceramics and olive wood carving, are an integral expression of the Palestinian cultural heritage and identity.

Many products are unique pieces handmade by women. They have inherited the skills from previous generations and are the driving force for the future development of the country. Along with international design trends, their product lines are increasingly reinterpreted, appealing to a broad range of customers looking for authentic, beautiful products.
Palestine has a deep and nuanced history with textiles, jewellery, ceramics, woodcarving and soap making. Historically artisans were revered and known around the world as masters of their craft. These artisans commanded resources to create objects of remarkable beauty that told stories passed down for generations. Customers today want to know the stories behind products and their makers. Supporting artisans and strengthening local production is key to restoring and reviving skills and patterns that have gotten lost.

These patterns weave their way through Palestinian society, culture and traditions. They are embroidered into fabric, painted on glass, carved into clay and soap and etched into metal and wood. These patterns are being recreated in a modern context. They act as a compass, setting a course to the future while acknowledging the rich past from which they come.

The women featured in this book have been encouraged to make products they are proud of, from local producers and materials. They are reconnecting with the beautiful traditions and resources from their area and uniting with one another to offer the best from Palestine.

Let us introduce you to them.
Rehab lived in Brazil for many years and has been in business in Ramallah for over two decades. Together with her sister Rehab runs a shop in downtown Ramallah, which is a destination for dresses, shawls and accessories embroidered by hand. Rehab is a master of traditional embroidery and (Bedouin) weaving techniques and employs over 100 women in the area making each of her hand-made items into a truly unique piece. Her new collection features cushions and shawls made with natural fabric woven locally in Hebron embroidered with high-quality silk and cotton thread. Much attention is paid to the details, joining complex antique embroidery patterns with modern colours and simplified arrangements.
**PRODUCTION CAPACITY:** 60 pieces per month

**LEAD TIME - SAMPLING:** 7-15 days, subject to order

**LEAD TIME - PRODUCTION:** based on order type and scale

**CUSTOMIZATION:** yes

**KEY PRODUCT OFFERED:** gold plated, silver jewellery and accessories

**MATERIAL USED:** gold, silver, brass, leather cords

Bella Accessories makes gold plated and silver jewellery in a refined, modern Arabic style. Both Aida and her daughter Walaa are jewellery designers and truly connect with the heritage and history of the Palestinian people. They hand cut all their own metals. Many items show Arabic words and wisdom from the famous Palestinian poet Mahmoud Darwish expressing happiness, love, friendship, respect and heritage. Her new collection draws inspiration from arabesque patterns. All designs and calligraphy are consistent, elegant and are likely to be treasured as each item reflects the personality and true Palestinian culture.
PRODUCTION CAPACITY: 60 items per month
LEAD TIME - SAMPLING: subject to order
LEAD TIME - PRODUCTION: 10-15 days
CUSTOMIZATION: yes
KEY PRODUCT OFFERED: Home textiles, wooden trays
MATERIAL USED: Natural cotton woven in Hebron, DMC embroidery thread

Aida specializes in traditional embroidery and offers specialized custom embroidery services. All her products are hand-made by women in Bethlehem. Her new collection of cushion covers and bags uses traditional Palestinian embroidery motifs incorporated into modern and minimal silhouettes.

BETHLEHEM HANDS
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Fatina Al Anany was the area supervisor for Avon for many years and has much experience in cosmetics. She owns a press and an olive grove which implies an access to good quality raw materials at low prices. Fatima has a unique product with her gel soap made with olive oil, olive seeds, almond oil, sage, turmeric and other herbs that are native to Palestine. Her Nigella sativa soap helps the skin to reduce wrinkles and prolong the life of the cells. Each product is free from chemicals and preservatives and is tested with lab certifications at Birzeit University. Her ‘Product of the Holy land Palestine’ responds well to the growing demand for organic and ethically sourced cosmetics by small shops, Sauna’s or health centres.
PRODUCTION CAPACITY: 500 - 2,000 pieces per month, depending on product and design

LEAD TIME - SAMPLING: subject to order

LEAD TIME - PRODUCTION: 3-10 days

CUSTOMIZATION: yes

KEY PRODUCT OFFERED: painted glass for decoration like (candle holders, coasters, ornaments, window hangings, table lamps, small and big panels) and painted jewelry.

Ohoud is a self-taught glass artist, designer and practising architect from Nablus, Palestine. Working with textiles, paper and glass, she is inspired by the simplicity and depth of Palestinian designs. Her current collection of paintings on glass, features Islamic ornaments, Palestinian cross-stitch embroidery and cityscapes. Her elegant line of hand painted coasters, lamps, candle holders, window hangings and ornaments reflect the magical spirit of the holy land.

DÉCORE ART

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**PRODUCTION CAPACITY:** 500 pieces per month  
**LEAD TIME - SAMPLING:** subject to order  
**LEAD TIME - PRODUCTION:** 15 days  
**CUSTOMIZATION:** yes  
**KEY PRODUCT OFFERED:** fashion jewellery and accessories  
**MATERIAL USED:** silver, stainless steel, aluminium, brass and copper  
**TYPES OF MACHINES:** CNC

Sana designs and makes contemporary jewellery for young women. Originally trained in Bethlehem by a jewelry cooperative, she originally created a line of pounded aluminium necklaces in the style of her mentor. She is familiar with the creation of customized items such as pendants showing the first initial letter of its wearer (or of a secret word) as well as rings and simple bracelets. Carrying the pounding technique further she has created a new collection in copper and brass taking inspiration from Palestinian landscapes and symbols. Sana is interested in the meaning behind symbols that have shown up in legends and stories throughout the region historically. Her collection is unique in its blend of ancient symbols and modern simplicity.
PRODUCTION CAPACITY: 50 pieces per month
LEAD TIME - SAMPLING: 15 days
LEAD TIME - PRODUCTION: 20-45 days
CUSTOMIZATION: yes
KEY PRODUCT OFFERED: silver and costume jewellery
MATERIAL USED: gold plated and silver plated

Rawan designs and makes her own jewellery collection. Her colourful line of jewellery uses genuine Swarovski crystals and beads that come with a certificate of authenticity. Each design makes a beautiful and glamorous accessory a woman can wear in many different settings. In addition to more richly decorated neckwear, pendants, bracelets and rings for formal or special occasions, her new collection is inspired by patterns in Palestinian embroidery. Referencing the geometric shapes and patterns found in ceramics, mosaics, embroidery and art throughout Palestine, Rawan hand beads these patterns into simple elegant earrings in rich jewel toned colours.

GEMINI

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**PRODUCTION CAPACITY**: 350 bags per month / 150 dresses

**LEAD TIME - SAMPLING**: 7-15 days

**LEAD TIME - PRODUCTION**: based on order type and scale

**CUSTOMIZATION**: yes

**KEY PRODUCT OFFERED**: Textiles, DMC embroidery thread

**MATERIAL USED**: Hand embroidered clothes, bags, shawls and jewelry

Heidi Hannouneh has been a designer for 20 years. She studied and now teaches fashion at the Fashion and Textile Institute in Bethlehem. Encouraged by her husband and family, she opened her store - Heidi Fashion - five years ago in Beit Sahour.

Heidi now employs three staff in her store and a further 14 local women are involved in the production of textiles and jewellery. Heidi Fashion is a destination for brides and women seeking traditional Palestinian embroidery in modern and unique designs.

HEIDI FASHION

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Heritage Touch presents a luxury collection of home textiles infused with the ancient beauty of Palestinian embroidery. Naima has created a line of home textiles inspired by traditional Palestinian patterns, offered in beautiful colours ranging from deep vibrant tones to subtle natural shades. Her pillow covers, table runners and bags are handmade using silk cotton fabric and wool embroidery thread with a truly unique style of patchwork and embroidery that is rarely seen today.
Ikhlas, skilled in scientific research, developed her healing soap in a university lab, to find solutions for skin problems. Her brand name 'Siba' means 'Youthful beauty'. Each Piece contains 72-74% high-quality olive oil with natural ingredients such as mud from the Dead Sea, lemon, honey, camel milk etc. Her line of 11 soaps is free of artificial colours and preservatives. Her mission statement ‘Maintaining and keeping land’ aims to keep olive trees and medicinal herbs in Palestine alive and preserve their natural environment.
Amina has been in business since 1987. She knows the story and meaning behind every coin and embroidery pattern that she uses in her jewellery. Originally known for her coin jewellery, Amina is committed to authentically expressing her Palestinian heritage through a modern lens. She has created a collection of earrings and necklaces made by a local artisan inspired by ancient Canaanite designs and embroidery patterns. Each set has a unique embroidery pattern etched in its surface complete with a card describing the provenance and story behind the pattern. Besides a true locally made piece of art, her jewellery collection corresponds well to the need for unique and timeless items.
LEAD TIME - SAMPLING: 10 days
LEAD TIME - PRODUCTION: based on order type and scale
CUSTOMIZATION: yes
KEY PRODUCT OFFERED: candles, candleholders
MATERIAL USED: local beeswax
POINTS OF SALE: own workshop in Hebron (Palestine)

Rana sells candles in many different shapes and sizes. Her latest collection of candles called “light from the holy land” is made of beeswax from local beekeepers. Rana is collaborating with glass factories in Hebron, renowned for centuries for their hand blown glass tradition. The 100% beeswax candles in hand-blown Hebron glass candleholders make a truly authentic, beautiful gift. Rana collaborates with local glass painters to create hand painted candle holders that reflect patterns of Palestinian embroidery when burned; making a product that is truly ‘made in Palestine’.
PRODUCTION CAPACITY: 2,000 pieces per month
LEAD TIME - SAMPLING: 10-15 days
LEAD TIME - PRODUCTION: based on order type and scale
CUSTOMIZATION: yes
KEY PRODUCT OFFERED: hand-made soap
MATERIAL USED: olive oil with natural ingredients and herbs
TYPES OF PROCESS: cold processed

Howayda began her small batch soap company just after the birth of her daughter Meera – the company’s namesake. She makes goat milk, olive oil and honey soap, all from high-quality local ingredients with healing properties. Her honey soap, nourishing for all skin types, cleans and softens the skin and protects it from germs/microbes. Her soaps are 100% hand-made in Palestine without machines. She uses modern techniques combined with the cold process learned from her grandmother. All of her soaps are natural and free of artificial colours and preservatives. She grows natural loofah sponges herbs and ingredients for her soaps in her garden and sources locally what she can’t grow herself.

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NH FASHION & OLIVEWOOD

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PRODUCTION CAPACITY: 350 items per month with artisans in local wood workshop
LEAD TIME - SAMPLING: subject to order
LEAD TIME - PRODUCTION: based on order type and scale
CUSTOMIZATION: yes
KEY PRODUCT OFFERED: wooden and silver jewellery and clothing collections
MATERIAL USED: olive wood, silver, (natural) fabrics, leather
TYPES OF MACHINES: CNC Machine

Nadya’s jewellery and clothing collections represent young women who are powerful, sensitive and refined - at the same time free spirited and different - giving importance to her conviction, appearance and feminity. Most of Nadya’s jewellery is handmade from olive wood with Arabic calligraphy quotes, Fatima’s hand and words from Mahmoud Darwish. The calligraphy is presented with a modern edge that makes it graphically interesting and appealing to all multicultural open-minded women in the world. Her new collection of accessories made with leather and embroidery continues the marriage between Palestinian tradition, today’s fashion and the spirit of the Holy Land.
PRODUCTION CAPACITY: 200 bags
LEAD TIME - SAMPLING: 10-15 days
LEAD TIME - PRODUCTION: based on order type and scale
CUSTOMIZATION: yes
KEY PRODUCT OFFERED: bags, rucksacks, small leather goods, jewellery, clothing
MATERIAL USED: leather, fabrics, embroidery.
POINTS OF SALE: own showroom in Bethlehem, Palestine

After studying embroidery in Jordan, Khawla opened a shop in Bethlehem offering ready-to-wear and custom-made dresses and bags. She specializes in custom-designed bags for special occasions and has now created a line of bags, purses and wallets with simple embroidery patterns that can be made efficiently in larger quantities. Her latest collection of clutch and shoulder fabric bags combines simple embroidery motifs with modern, international colours. This unique collection, made by hand in Bethlehem using only textiles, mixes sustainability with luxury, making it an interesting fashion accessory or a perfect gift.

PALESTINIAN WOMEN (PSW)

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A small factory in Tulkarem, Rotem designs and produces plush toys. In the competitive toys market, Hilana has chosen to differentiate her newest collection by using materials from Palestine. Her new dolls are made from cotton cloth woven in Hebron and feature clothes made from recycled Palestinian Thobs and traditional embroidery. Palestinian children from different regions inspire her latest collectible series of dolls. Each doll will come with removable dresses and accessories that differ by region/town (i.e. Nablus, Bethlehem, Ramallah). Future collections will feature dolls inspired by neighbouring countries such as Jordan and Egypt. Hilana is open to offering new designs and to act as a producer.
PRODUCTION CAPACITY: 200 units per month

LEAD TIME - SAMPLING: subject to order

LEAD TIME - PRODUCTION: based on order type and scale

CUSTOMIZATION: yes

KEY PRODUCT OFFERED: ceramic table and kitchenware, decorative vases, bowls, plates, mosaic pots, candle holders, Christmas balls and various other giftwares.

MATERIAL USED: earthenware, pigments and glazes (non-toxic)

Faten is a highly skilled and talented ceramicist using both the wheel and slip casting techniques. She specializes in hand painting and her work features patterns from nature and scenes from life found historically in Palestine. Her new collection takes inspiration from ancient Arabic ceramics, historical Palestinian mosaic techniques and an elegant redesign of traditional painted Palestinian pottery. Storytelling is at the heart of Faten’s collections, each piece coming together to reflect the nuanced beauty and experience that is Palestine.
The “Enhancing Women SMES Development in the state of Palestine” (EWED) project was launched by the International Trade Centre (ITC), in partnership with the Business Women Forum in Palestine.

The project aims to improve the competitiveness of women-owned small and medium-sized enterprises (SMEs), increase their participation in export value chains and allow them to put creative products in the spotlight. With support from ITC, selected women-owned SMEs began creating new product lines featuring cushions, bags, accessories, jewellery and soap with designs that cater to the taste of customers around the world. Working with international consultants and designers has enhanced their knowledge about international markets, which enabled them to develop a new line of products with a variety of colors and styles that meets the requirements of different buyers.

In this booklet, our Palestinian beneficiaries showcase their products to you.
ABOUT ITC

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations Global Goals.

LOCAL PARTNER

The Business Women Forum-Palestine (BWF) is a national non-profit membership based association established in 2006, to help “strengthen the role of businesswomen as leaders in the Palestinian economy through advocacy, networking, and the provision of business services”. BWF has members and beneficiaries from all the West Bank cities and Gaza.

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