

## Ethiopia put in high-end fashion directory in US

ADDIS ABABA (WIC) – Taytu, a consortium of 12 leather, leather products and hand-woven folkloric textile producing small and medium enterprises (SMEs) has put Ethiopia in high-end of fashion directory, U.S Embassy press release said.

At the Designers and Agents International Fashion Trade Show held in New York last September 13—15, top international retailers, including Barneys New York, ordered over 500 products from Taytu—the Ethiopian leather goods and textiles consortium.

At the New York show, an unprecedented number of retail outlets and prestigious department stores visited the Taytu stand. Barneys New York ordered 240 leather bags from Taytu, marking a milestone in the consortium's growth. Nine additional stores from the United States, one from South Korea and another from Japan confirmed orders for a total of 240 more items, according to the press release.

Taytu's products incorporate unique designs inspired by age-old

Ethiopian traditions with the superb quality of Ethiopian leather and indigenous workmanship of the SMEs artisans.

USAID's Agribusiness and Trade Expansion Programme (ATEP) supports Ethiopian efforts to maximize export earnings from priority sectors like the leather industry, it was learnt.

The international support for this group of Ethiopian companies has contributed to an encouraging upturn in sales that signals Ethiopian products' potential to compete in the international high fashion market.

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