



Artistic necklaces decorated with beads, artificial and semiprecious stones, combined with leather elements. Each necklace is handmade. Designs are unique, not repeated and often made in a single copy.



Co-funded by the  
Erasmus+ Programme  
of the European Union

Erasmus+

An innovation element is to contribute to the environmental protection by using leather remaining after sewing leather clothing and accessories, and also from recycling.



## The target market

Handmade products are desired by buyers, especially if they are original, made in a limited edition or even in single copies or those that have a regional/ethnic character. Handicraft is currently experiencing its golden age. Customers are bored with repetitive, mass merchandise from online stores and are increasingly looking for original products. As the statistics of online stores shows, artistic jewellery made in small batches and with the greatest care has a great success.

Handicrafts trade takes place mainly in the network, which facilitates access to foreign markets. The promotion turned out to be the most important. Internet and websites such as DaWanda or Pinterest, are very helpful but require some investments.

I create jewellery in short series, some copies are unique. Clients are treated very individually by meeting their requirements regarding pattern, colours and size. I create necklaces in a range of classic, modern and other styles for every occasion. They are elegant, made of good materials and at a reasonable price.

Necklaces are designed for women of all ages.

Necklaces are intended for:

- local market
- regional market
- domestic market
- exports



Amount of crowd-funding campaign is  
**1000 euro**

for purchase of materials for making necklaces  
with leather elements, promotion of products  
on the internet platforms

# Thank you for attention!