

Falé



RONIT ANDERSON

Collection **LAM**
By Fatim SOUMARE
Artisan Designer and founder

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At the end of 2020, back in my country after several years in France, I want to create a sustainable fashion label that will draw all its resources from the local textile art heritage and that will fully include those who practice and safeguard it, Falé.

The absence of natural textile material in my country, the extinction of the traditional know-how of its cultures pushed me in some extremes exceeding the intention of creating a form.

Michelangelo once wrote “Art lives by constraints and dies by freedom”.





We offer support to 200 female spinners in the villages of Fayil, Nérane, Simal, Fa Sakhor, Mar lodj in the Sine Saloum region (Southwestern Senegal).

We buy the organic cotton (Ecocert certified) and rain fed cotton from the cotton company that federates all the cotton producers in the country.

It is cleaned and carded by a local textile factory, before being distributed to the 5 villages where our craftswomen live so that they can do the spinning by hand.

We collect once a month from our collective. We never leave their homes without *taasu* * mixed with *tagg* * and accompanied by her dance.

* *Taasu*: "Senegalese popular poems or stories that can be satirical, eulogistic, entertaining or moralizing". Mohamed Mbougar SARR, *De pur hommes*, Editions Jimsaan, Dakar, 2018.

* *Tagg*: songs of genealogical praise.

Fale thread is spun entirely by hand. Each spool is unique and reflects the heritage of the hand that forms it.

Each piece is named after one of the villages where our spinners live, as they are our greatest source of inspiration for this first collection.

Each piece is entirely handmade in our workshop lab in Djilor (Sine Saloum, in the southwest of Senegal) where many crafts, such as traditional weaving, traditional hand embroidery, crochet, mix and evolve to feed our creativity.



Collection LAM 2022



Mar Lodj

Indoor rug spun, woven and sewn entirely by hand in our workshops in Sine Saloum.
Wave pattern. Ornaments on stitching.

100% organic Senegalese cotton, rainfed* and hand-picked.
Certified Ecocert and Fairtrade.

*Rainfed cotton: seeds only watered with heavy rains during the wet season, from July to October.

Dimensions : 31 x 48 in

Made in Senegal.

Care : Wash gently in cold water. Dry flat in the shade.

Delivery : Our craftswomen spinners make a limited quantity of falé (hand-spun) yarn in the year. We make to order. It may take up to 15 working days after the order is placed to ship your order.

All our models are registered









Simal

Hallway rug spun and woven by hand. Crochet edges with elongated stitches.

100% organic, rain-fed*, hand-picked Senegalese cotton.
Ecocert and Fairtrade certified.

*Rainfed cotton: seeds only watered with heavy rains during the wet season, from July to October.

Dimensions : 33 x 79 in

Made in Senegal.

Care : Wash gently in cold water. Dry flat in the shade.

Delivery : Our craftswomen spinners make a limited quantity of falé (hand-spun) yarn in the year. We make to order. It may take up to 15 working days after the order is placed to ship your order.

All our models are registered









Fa Sakhor

Indoor rug spun, woven and sewn entirely by hand in our workshops in Sine Saloum. Interlaced square pattern. Ornaments on stitches. Crochet edges elongated stitches.

100% organic Senegalese cotton, rainfed* and hand-picked.
Certified Ecocert and Fairtrade.

*Rainfed cotton: seeds only watered with heavy rains during the wet season, from July to October.

Dimensions : 50 x 75 in

Made in Senegal.

Care : Wash gently in cold water. Dry flat in the shade.

Delivery : Our craftswomen spinners make a limited quantity of falé (hand-spun) yarn in the year. We make to order. It may take up to 15 working days after the order is placed to ship your order.

All our models are registered











