

IT

BEGINS

WITH A

SINGLE

BLADE OF

GRASS.



## TOQUILLA

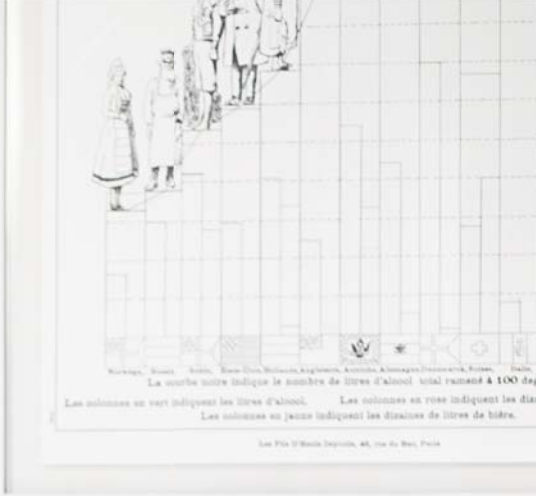
A FINE PALM-LIKE GRASS WOVEN  
BY THE MASTER ARTISANS OF NORTHERN PERU.



Nestled within the beauty of northern Peru lies the humble town of Catacaos – home to one of the world’s most ancient and honoured weaving communities.

For centuries, these expert weavers have devoted themselves to the art of weaving intricate goods from the fine fibres of the prized toquilla palm. Now our master weavers are reimagining the ancient art of toquilla weaving with a new collection of exquisite handwoven products designed for the global marketplace.

We named this collection Toquilla, honouring the fibre from which each piece is created.

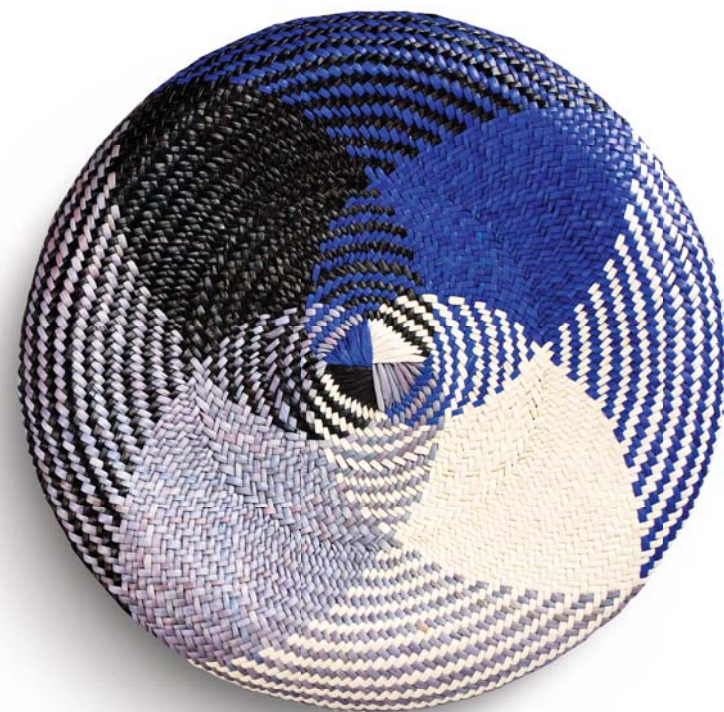


Toquilla is a rich fusion of modern design and time-honoured tradition. Each piece in the collection is a collaboration of Canadian and Peruvian design, combining today's aesthetics with the timeless weaving techniques of Catacaos.



From hats to baskets to plant holders, Toquilla offers a playful range of handmade products for those looking for authentic artisanal designs with a contemporary aesthetic. And with a varied spectrum of designs, colours, patterns and sizes, this collection offers limitless versatility in any home.







Toquilla grass is famous as the material of the Panama hat, which was originally created and perfected in the weaving communities of Ecuador and Peru. The town of Catacaos is one of these communities. The Panama hat's popularity increased through the mid-19th century and onward, which helped the Catacaos weaving community thrive.

The weavers of Catacaos have since been honoured by the Smithsonian and UNESCO for perfecting and preserving the natural-fibre weaving techniques that elevate it to a fine art.



Creating these intricate works requires a crafting process perfected over centuries. It begins with a single blade of native toquilla grass, which is cut, beaten, blanched, and dyed until it's ready to be handwoven.





#### ABOUT THE ARTISANS

Craft is one of Peru's greatest cultural strengths. The master artisans in Catacaos possess a rich history of creating authentic and valued works through their time-honoured weaving traditions. They are not just workers, but teachers and leaders, passing down their techniques from generation to generation.

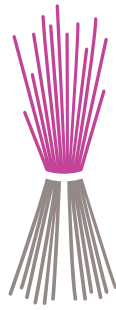
#### ABOUT BRAND[TRADE] PERU

An extraordinary collection of products and new brands is coming to the world from Peru.

What happens when renowned international designers connect with master artisan women from the Andes to the Amazon? The answer can be seen in products that speak to modern styles but yet are made with weaving know-how that is thousands of years old.

Four extraordinary communities are sending their finest handmade creations – and their stories – as ambassadors of Peruvian culture and excellence. Every piece is also a testament to the beauty and wisdom of the women who made them.





TOQUILLA

MASTER WEAVERS OF CATACAOS

BRAND[TRADE]: Products for people who love the world.  
For information and inquiries, visit [brandtrade.ca](http://brandtrade.ca) or contact [peru@brandtrade.ca](mailto:peru@brandtrade.ca)