

GONE RURAL

ESWATINI



lookbook 2023/24

our story

Gone Rural was founded in 1992 by Jenny Thorne with a vision to create economic empowerment to women living in rural Eswatini. There are often few employment opportunities in these remote areas, however, with Gone Rural's enterprise model the women are able to earn an income weaving from their homes whilst still taking care of daily household tasks, child-care and farming.

From 30 artisans in 1992, Gone Rural today offers home-based work to 750 rural women and full-time employment to 14 people. We provide market access, product design, materials and training in order for our artisans to continue earning an income for their beautiful traditional handcraft. The skills are handed from mother to daughter and with every strand woven we preserve a very special part of Eswatini's rich cultural history.

Our baskets are woven using indigenous lutindzi grass, harvested from rocky mountainous areas, and sisal, an invasive aloe plant which grows wild across the southern part of the country. The materials are sustainably harvested according to the traditional customs of Eswatini. It is then carefully dyed in our Malkerns workshop then distributed to our 13 community groups for production.



GR products

Gone Rural's products range from functional home-ware to innovative gallery pieces woven with natural and up-cycled materials.

We specialise in two weaving styles: the 'Lavumisa technique' a coiled method which is perfect for weaving bowls, baskets and larger structured pieces and platted weaving which is applied to placemats, table-ware and smaller items.

COLOUR-WAY COLLECTIONS - Our eight co-ordinated collections apply African pattern and quality craftsmanship to some of Gone Rural's core table and home décor items. Style your home with this range to add pattern and flair to your living areas.

ESSENTIALS RANGE - Our essentials range are pared back in terms of design and colour application. Think **trim** borders, **solid** colour-ways and **classic patterns**. Beautiful pieces that can fit seamlessly into living spaces across the globe. To view the full range of colours and combinations visit our [website](#).

HOME ACCENTS - an evolving range of contemporary lampshades, floormats, trays, baskets and wall art for the home. View our portfolio of collections [here](#).



savanna

mustard, turquoise, white, grey, smoke



Top left: Malkerns tray, potstand, placemats, trim coasters
Top right: 32cm placemat, potstand, 20cm platted bottle holder
Bottom left: Lavumisa basket, placemat
Bottom right: eDlangneni bowl, placemats, potstand

picnic

pink, green, gold, smoke



Top left: Malkerns tray, placemats, eDlangeni bowl
Top right: Lavumisa basket, placemat, solid coasters
Bottom left: eDlangeni bowl, placemat
Bottom right: Potstand, solid coasters

horizon

indigo, mustard, smoke



Top left: Placemats, Lavumisa basket, Malkerns tray
Top right: Malkerns tray
Bottom left: Potstand
Bottom right: eDlangeni bowl, Lavumisa basket

solitude black, white, smoke



Top left: eDlangeni bowl

Top right: Malkerns tray, trim coasters

Bottom left: Lavumisa basket

Bottom right: Placemat, potstand, trim coasters

aloe

granite, gold, lime



Top left: Malkerns tray, placemats
Top right: Placemats, trim coasters
Bottom left: eDlangeni bowl, Lavumisa basket
Bottom right: Potstand, trim Coasters, placemat

classic black, chocolate, white, smoke



Top left: Potstand, Missoni coasters
Top right: Malkerns tray, placemats, missoni coasters
Bottom left: Placemat
Bottom right: Lavumisa basket, missoni coasters

rainbow

purple, gold, lime, teal, pink



Top left: Trivet, platted bottle holder
Top right: Malkerns tray, placemats
Bottom left: eDlangeni bowl, Lavumisa basket
Bottom right: Lavumisa basket

sunset chocolate, gold, tangerine, smoke



Top left: eDlangeni bowl, placemat, trivet, solid coasters

Top right: Placemats, eDlangeni bowl, trivet

Bottom left: Lavumisa basket

Bottom right: Malkerns tray, Lavumisa basket, eDlangeni bowl

essentials



Top left: Blush trim placemat, grey trim coasters
Top right: Blush trim placemat, mini baguette basket
Bottom left: White trim placemat & trim coasters
Bottom right: White stripe mini baguette basket

essentials



Top left: White trim placemat, mini baguette basket, white trim coasters
Top right: Smoke/white nesting basket, white trim lidded gift basket
Bottom left: Granite trim placemats, mustard trim bread basket
Bottom right: Turquoise trim coaster set w basket, bordeaux trim coasters

essentials



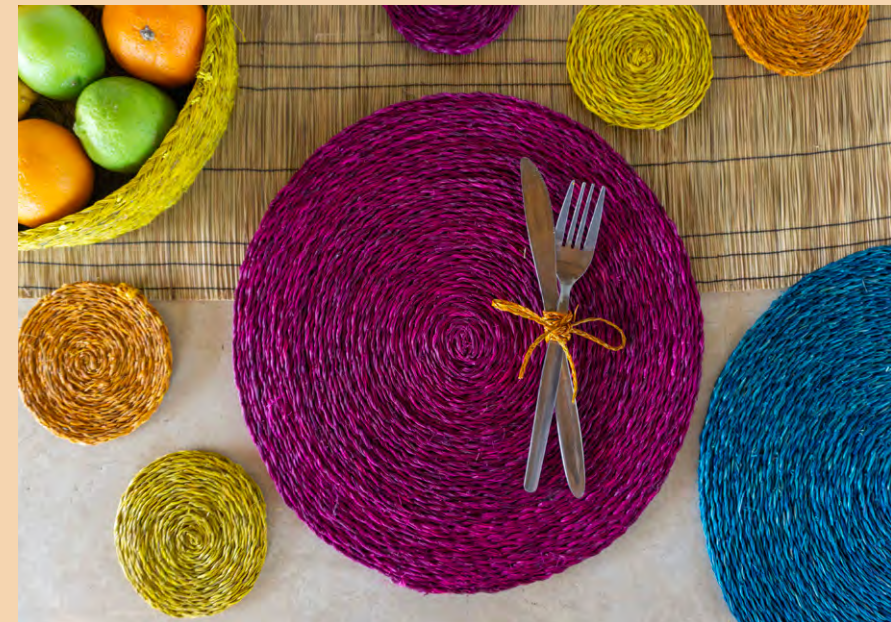
Top left: Mustard trim bread basket, granite trim placemat
Top right: Bordeaux trim bottle holder & trim placemats
Bottom left: Black trim placemats & trim bread basket
Bottom right: Black/smoke nesting baskets

essentials



Top left: Smoke placemat, coasters, mini baguette basket
Top right: Smoke mini baguette basket, coasters & placemats
Bottom left: Forest bread basket, lime coaster, chocolate gift basket
Bottom right: Chocolate placemat, lime coasters, forest bread basket

essentials



Top left: Mustard placemat, mustard coasters
Top right: Mustard placemat, coasters and bottle holder
Bottom left: Mustard bread basket, pink placemat, gold coasters
Bottom right: Pink placemat, mustard & gold coasters, teal placemat

essentials



Top left: Indigo bottle holder, placemats & coasters
Top right: Tangerine bread basket, indigo placemat, gold coaster
Bottom left: Tangerine bread basket, indigo placemat, mustard coaster
Bottom right: Indigo placemat, mustard coaster, tangerine bread basket

essentials



Top left: Solid lidded basket set (gold, smoke, granite, indigo)
Top right: Black & smoke missoni lidded baskets
Bottom left: Forest & smoke striped lidded baskets
Bottom right: Solid colour lidded baskets (smoke, indigo, granite)

essentials



Top left: Indigo & smoke missoni platted planters
Top right: Solid platted planters (tangerine, smoke, chocolate)
Bottom left: Solid platted planters (smoke, mustard)
Bottom right: Pink stripe platted planters

home accents



Top left: Stripe tweed planters, square planters, Lindi storage baskets
Top right: Stripe platted planters, Storm wall disc, Afternoon light wall disc
Bottom left: Mustard/Forest floor mat, Happy's Home, Thembi's Collection
Bottom right: Square planter, stripe planter

home accents



Top left: Mountain wall disc
Top right: Sunrise and moonlight wall discs
Bottom left: Ncamsile's Story planter, Gogo pot
Bottom right: Square floor mat

home accents



Top left: Happy's Home
Top right: Large oval tray, tweed lavumisa bottle holder
Bottom left: Moonlight wall disc
Bottom right: Lindi storage baskets

home accents



Top left: Tear drop light, criss cross light
Top right: UFO light, criss cross light, tear drop light
Bottom left: Criss cross, tear drop, UFO, pumpkin lights
Bottom right: Pumpkin light

CONTACT US



You can find more comprehensive product images and catalogues on our website:

www.gonerural.co.sz

For wholesale enquires contact us at:

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