

CORPORATE
DECK 2024



ARGENTINIAN
FABRICS FOR
THE WORLD



ASHPA

We are an organization dedicated to the commercialization of products made with materials that are 100% organic, and handcrafted by

60 Women

from native communities in Santiago del Estero, a province in the north of the Argentine Republic.



Santiago del Estero



Since **2019**

We began making regular trips to the province in 2019, strengthening our connection with the region and establishing strong bonds with its producers.



Since then, we have been dedicated to supporting members of the community, and making sure they have all the tools and resources they need to get the job done.

Founders



Santos Piran



Tomás Palmieri

We consider ourselves a brand with a

THREEFOLD IMPACT APPROACH



01

Cultural Impact

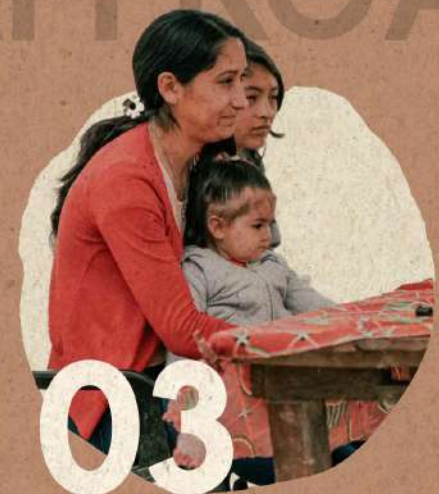
By supporting native communities, we keep traditions alive, and promote the values and knowledge of northern Argentina.



02

Ecological Impact

By manufacturing our products respecting the environment, and promoting sustainable practices, we are making a direct contribution to the conservation of the planet.



03

Social Impact

By purchasing our products, customers generate employment and economically support local communities, collaborating with educational and social development opportunities for the region.



A man with a beard and a light-colored t-shirt is looking down at a smartphone held by an elderly woman with glasses and a pink shirt. They are outdoors, with a large tree in the background.

Our Goal


Our goal is to promote the authenticity and culture of northern Argentina through handcrafted products. We also strive to encourage sustainability and create meaningful relationships with native communities, collaborating in their growth and independence.

A group of women and children are sitting around a long table outdoors. They are smiling and looking at a string of beads that is being passed around the table. The background shows a dirt area and some trees.

Our Mission

Our mission is to enhance the value and visibility that the culture of Northern Argentina deserves by introducing products handcrafted by native communities to the international market. We aim to provide a quality and sustainable product that will become a style icon worldwide.

OUR TELERAS



The “teleras” are not only producers but also **guardians of a cultural heritage** that transcends time enriches each product with a touch of history and pride. Their work is the soul of our brand by way of which we weave not only exceptional products but also meaningful connections to the past, present and future.



The journey of OUR FABRICS

01. SELECTION OF MATERIALS

Choosing high-quality sheep's wool. The quality of the raw materials is crucial to ensuring that every piece is **authentic and long-lasting**.



02. SPINNING PROCESS



03. DYEING WOOL

The next step involves immersing the fibers in an artisanal dyeing process. Using only natural dyes, each yarn takes on a unique color inspired by nature's rich palette. Not only does this process contribute to the uniqueness of each product, it also reflects Ashpa's **commitment to sustainability**.



04. HANDCRAFTED MANUFACTURE

The pieces are made using ancestral techniques passed down from generation to generation. Our skilled **"teleras"** apply their manual dexterity to every detail, to ensure authenticity and character in each fabric.



The role of teleras is fundamental



ASHPA

Pág. 06



05. DESIGN

Each Ashpa product is the result of a design process rooted in the communities and traditions of northern Argentina. **Inspired by the rich local culture**, our designs capture the unique essence of the region while preserving its identity

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OUR PRODUCTS

Table
runners



Ponchos



Pillowcases

Throw
blankets



Rugs



Ruanas





**ASHPA IS A SYNONYM FOR NORTHERN
ARGENTINA, ITS HISTORY, AND ITS IDENTITY.**

Get in touch with us; learn about our story and
how we can collaborate with yours.



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