



Press Release

4, August, 2016

Starting from a fair trade dream

Today, they have over 150 re-sellers in Switzerland

Omatti is a fair trade company founded by Claudio Lendi (Ticino, Switzerland) and his wife Karen Iman Cheong (Macau/ designer of Omatti) in 2009 in Ticino, Switzerland. The concept of Omatti is to manufacture without factory.

- Omatti cooperate with small farmers' housewives in Chiang mai, Thailand. Our craftswomen are possible to work from home and take care their family.
- Omatti offer high quality bags and accessories with non-toxic dye natural textile and leather produced in Thailand

About Omatti

We notice more and more people are giving up their rural life, working far away from their family. The concept of Omatti is to manufacture without factory. We co-operate with women from farmer's family in Thailand, merging local craftsmanship and traditional technique with our exclusive design. We organized women in the village working together with the philosophy of helping the local community. They can stay with their family and villagers while working, farming their own rice and vegetable. The flexibility of work helps them went through many difficult moments. In these years, we have seen our women became initiative and confident. When we saw the happiness on their faces, we understand Omatti has become our mission.

Today, over 150 shops are selling our product in Switzerland and Germany. You can also find our product on our official website www.omatti.com and eventually some markets in Ticino (e.g. LaRotonda).

About our fair trade project

Our project gives the flexibility to Omatti women choosing the amount of work and the place to work (In our workshop or their home) depending on their needs. Project leader divide the process and material to different women according to their ability, family situation and preference.

Part of the profit are re-invested in buying new equipment and improving the working condition. Meanwhile, we offer opportunity to our women to attend sewing school to learn new techniques. In a second step, they pass their new knowledge to the others women. It helps them to build up confidence and encourage them to give their input to the production and new product development.

All Omatti women are insured by the state social insurance against sickness and accident, which medical care is guaranteed. Depends on case, members can get advance wages from us for emergency family difficulties.



What is the motivation to start this project?

Claudio Lendi (Omatti founder): *“My parents have committed to promote sustainable agriculture since I was a child. They built up many fair trade projects in undeveloped country. When I was sixteen, my father brought me to Peru visiting small farmers from their projects. I was impressed how those projects changed people’s life. Since that, it has become my dream to create something to help other people.”*

Karen Iman Cheong (Omatti founder and designer): *“Starting from the memory of my childhood – my mother take care of me and my sister while sewing at home. I believe love and passion can transmit through product, while the producers enjoy doing it. We wish all Omattiwomen are happy and proud in their work.”*

Omatti – Siamo matti

The meaning of omatti is coming from ‘Siamo matti’. It means ‘we are crazy’. ‘We are small in the world, but we can make things change, if we try to.’

For further information, please visit: www.omatti.com, or Contact

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