



## TAHIANA CRÉATION

- 🏠 Lot A 97 Bis Alasora Antananarivo 103 Madagascar
- ☎ +261 33 07 318 75 +33 07 53 76 89 80
- ✉ marie@tahiana-creation.mg
- 🌐 <http://www.tahiana-creation.mg>



TAHIANA CRÉATION

## history

Tahiana Creation was created in 1983 by its current managing director Marie Alexandrine RASOANANTENAINA who has been a craftswoman since her childhood. Alexandrine started with sewing ready-to-wear knickers for children with pieces of cloth left by her grandmother who was a dressmaker, and sold these shorts from door to door. At that time, she earned Ar 1500 or €0,5 which she used to invest in buying fabrics for making knickers for children. Five years later in 1988, she recruited a woman for embroidering and started to prospect new customers in town.

People started to be interested in those products and increased in number little by little.

In 1990, the customers of Tahiana Création increased in number and some of them were resellers.

In 1992, Tahiana creation started to make a research on natural painting. An experience of one month allowed us to discover some techniques for getting natural colors from leaves, barks, fruits' stones and roots of natural plants until now, we have discovered forty natural colors from plants.





TAHIANA CRÉATION

## history

In 1996, Tahiana Creation borrowed Ar 200,000 (€75) from microfinance in order to acquire a machine, and one year later, another loan of Ar 300,000 (€100) from the microfinance was necessary to obtain raw materials such as fabrics, raphia and vetiver roots to plant. The same year, Tahiana Creation hired two new employees.

Later on, we met a woman called Beatrice Elvingeur, the first non Malagasy customer and partner of Tahiana Création. She possessed a shop in Lion, France and ordered products such as table arts colored with natural color which she imported to France.

In 2006, Marie Alexandrine started to collaborate with Madacraft by pursuing a training which included five modules

- Designing techniques,
- Prototyping techniques,
- Production techniques,
- Managing techniques,
- and Distribution techniques

This training ended up with an oral examination thesis on which she succeeded with a first class honours. The staff of the firm reached the number of sixteen, and the exportation of the products expanded over Europe and African countries.





TAHIANA CRÉATION

## about us

### Our structure

Not for profit Organization

Association of vulnerable women

28 Members composed of labours responsible for plantation, weavers in charge of the transformation of vetiver in product craft, technicians in charge of the treatment of coloration, responsible of the quality product, responsible to promote the activities of the association and sales of product.





TAHIANA CRÉATION

## about us

### Vision

To reduce poverty of vulnerable people by promoting the quality of « Hand made » Malagasy handcraft and protecting its fauna and flora, wealth and biodiversity abroad.

### Mission

- To create jobs for the vulnerable people, craftswomen, to assure their regular incomes and guarantee their food security, the education of their children and the good health for the family.
- To assure the value chain of the vetiver, from the plantation until the marketing, after the transformation into a quality product.
- To assure the protection of the environment by the plantation of vetiver.

### Value

- Promotion of the natural products of Madagascar – vetiver known as « the cuscus grass » or scientifically called « vetiveria zizanioides », raphia and natural colors.
- Valorization of the value chain of vetiver, from the plantation to the export of the finished product.





TAHIANA CRÉATION

## What is vetiver

The vétiver is a plant with countless virtues and unique properties, like:

### Natural fiber

It's a chemical free product

### Health and Wellness

The vetiver has the capacity to keep away the insects (coakroaches, pins and needles, ...)

### Environmental Protection

It's a good plants to protect the soil against erosion and it's even useful to purify waters

### Raw materials

The plants-roots are used to create a good product hand made, like : table set, files, hat, fruit box, salon carpet, poubelle, wall decoration, etc...

### Therapeutic virtue

To resolve problems of the blood circulation (phlebite, varicoses, oe-deme), an excellent anti-inflam-matory, to treat anxiety.



TAHIANA CRÉATION

## Our products





TAHIANA CRÉATION

## Our products







TAHIANA CRÉATION

## Our products



