

SS22



# SIDAI DESIGNS

Sidai Designs is a social enterprise in Arusha, Tanzania, creating contemporary beaded jewelry based on traditional Maasai beading techniques and design.

Founded in 2011, we support Maasai women by providing economic empowerment through fair trade. We are passionate in our mission to help overcome poverty and improve women's social standing, believing that artisanal design led handcraft is a powerful tool to bring about positive change.

Our jewelry is created entirely by hand including using a combination of ingeniously upcycled materials. Traditional glass beads are intricately joined using thread salvaged from old grain bags and enhanced with recycled metal beads. Oil canisters and yoghurt pots are used to create the boning, while luxury soft leather and sterling silver are used to create simple, elegant fastenings.

Inspired by the symbolic cultural significance of the Maasai jewelry, each piece tells a story. Jewelry is an integral element of the Maasai identity and through our products we endeavour to tell their stories and preserve the traditions of this unique tribe.



*beaded jewelry*

SS22



## UTULIVU *collection*



As the Maasai say, 'daylight follows a dark night'.

No matter how dark the night feels, dawn will break through with another day. As the sky fills with shades of pink, one is always overwhelmed by joy, hope and positivity.

For our rising collection of 2022, UTULIVU :: SERENITY, we embrace the blush tones of the semi precious stones Pink Sapphire, Peach Moonstone, and Rose Quartz, set against the deep smoky Labradorite.

May the significant energy, strength and power that these stones manifest bring you the positivity and tranquility of a new day.



SEMI PRECIOUS  
STONES  
*glossary*



**PINK SAPPHIRE**

Known for its stabilising effect on emotions, Pink Sapphire is the stone for purity and trust. Balancing the heart and enhancing vulnerability, it can inspire compassion towards one self and others.



**PEACH MOONSTONE**

To find peace amidst turmoil, one must sort through emotions and follow their intuition. Peach Moonstone is a totem that will support you to find this emotional harmony.



**ROSE QUARTZ**

Famously known as the stone of unconditional love or the 'heart stone', Rose Quartz emits strong vibrations of self-love, love for others, care, calm, and compassion.



**LABRADORITE**

A stone of transformation, Labradorite is a companion through change, offering strength, courage and perseverance. It also aids in focus, understanding one's life purpose and removing negative attachments.



**SEMI PRECIOUS UTULIVU NECKLACE**  
Mixed Pinks, Gold  
**UNPIP**



**SEMI PRECIOUS SMALL HOOPS WITH BEADED BARS**  
Mixed Pinks, Gold  
**UEPII**



**SEMI PRECIOUS EXTRA SMALL HOOPS WITH BEADED BARS**  
Mixed Pinks, Gold  
**UEPIB**



**SEMI PRECIOUS SMALL ASSORTED BEADED HOOPS**  
Mixed Pinks  
**UEPAS**



**SEMI PRECIOUS SMALL HOOPS WITH BEADED TIARA**  
Mixed Pinks, Gold  
**UEPIT**



**SEMI PRECIOUS SMALL BEADED HOOPS WITH TEARDROPS**  
Mixed Pinks, Translucent Grey  
**UEGPL**



**SEMI PRECIOUS EXTRA SMALL ASSORTED BEADED HOOPS**  
Mixed Pinks  
**UEPAX**



**SEMI PRECIOUS EXTRA SMALL HOOPS WITH CLUSTER**  
Mixed Pinks, Gold  
**UEPIC**



**SEMI PRECIOUS EXTRA SMALL HOOPS WITH TEARDROPS**  
Mixed Pinks, Translucent Grey  
**UEGPD**





**SEMI PRECIOUS MINI PORCUPINE EARRINGS**  
 Mixed Pinks, Gold  
**UEPIP**



**SEMI PRECIOUS EXTRA SMALL PENDANT EARRINGS WITH TEARDROPS**  
 Mixed Pinks, Translucent Grey  
**UEGPP**



**SEMI PRECIOUS UTULIVU BEADED BRACELET**  
 Mixed Pinks  
**UBPAA**



**SEMI PRECIOUS UTULIVU 5 DROP BRACELET**  
 Mixed Pinks, Gold  
**UBPID**



**SEMI PRECIOUS UTULIVU CLASSIC BRACELET**  
 Mixed Pinks, Gold  
**UBPIS**



**SEMI PRECIOUS UTULIVU PENDANT NECKLACE**  
 Pearl, Mixed Pinks, Gold  
**UNPIL**





SEMI PRECIOUS UTULIVU ASSORTED  
BEADED NECKLACE  
*Mixed Pinks*  
**UNPAA**



SEMI PRECIOUS UTULIVU 5 DROP  
NECKLACE  
*Mixed Pinks, Gold*  
**UNPID**



SEMI PRECIOUS UTULIVU CLASSIC  
NECKLACE  
*Mixed Pinks, Gold*  
**UNPIS**



SEMI PRECIOUS UTULIVU TEARDROP  
NECKLACE  
*Mixed Pinks, Translucent Grey, Gold*  
**UNGPD**







SEMI PRECIOUS UTULIVU PENDANT  
NECKLACE WITH TEARDROPS  
*Mixed Pinks, Translucent Grey*  
**UNGPP**



SEMI PRECIOUS UTULIVU NECKLACE  
WITH BEADED CLUSTER  
*Mixed Pinks, Gold*  
**UNPIC**



SEMI PRECIOUS UTULIVU CHAIN  
NECKLACE WITH TEARDROPS  
*Mixed Pinks, Translucent Grey*  
**UNGPL**



SEMI PRECIOUS UTULIVU NECKLACE  
WITH BEADED TIARA  
*Mixed Pinks, Golds*  
**UNPIT**





## OLAKIRA *collection*



Olakira, the Maasai word for star, pays homage to the shimmering African night sky.

Dark shades of sparkling beads and Swarovski crystals are set against our classic gold-fill elements, bringing a luxurious look.

Olakira's glittering crystals are a poem to the stars. The Maasai believe that stars can be signs of blessings. Ingakwa, for example, is a group of 8 stars that promises rainfall.

Inspired by the vast Tanzanian landscape, each bead is strung with the memory of evenings in the African savannah under dark skies, blazing with constellations of Olakira bringing good fortune.



**OLAKIRA NECKLACE**  
*Shiny Graphite, Gold, Black Mottle*  
**ANGRO**



**OLAKIRA WOVEN BRACELET**  
*Pearl*  
**ABPEC**



**OLAKIRA CHAIN BRACELET**  
*Shiny Graphite*  
**ABGRY**



**LONG V OLAKIRA NECKLACE**  
*Shiny Graphite, Gold, Black Mottle*  
**ANGRV**



**OLAKIRA EARRINGS**  
*Shiny Graphite*  
**AEGRO**



**LONG V OLAKIRA NECKLACE**  
*Pearl, Gold, Black Mottle*  
**ANPEV**



**OLAKIRA EARRINGS**  
*Pearl*  
**AEPEO**



MINI OLAKIRA NECKLACE  
*Shiny Graphite, Gold*  
**ANGRM**



STRIPE OLAKIRA NECKLACE  
*Shiny Graphite, Gold*  
**ANGRS**



RECTANGULAR OLAKIRA NECKLACE  
*Shiny Graphite*  
**ANGRS**



MINI OLAKIRA NECKLACE WITH CHAIN TASSELS  
*Shiny Graphite*  
**ANGRC**



EXTRA SMALL OLAKIRA NECKLACE  
*Pearl, Gold*  
**ANGRC**



EXTRA SMALL OLAKIRA NECKLACE  
*Shiny Graphite*  
**ANGRX**



ECLECTIC OLAKIRA NECKLACE  
*Shiny Graphite, Silver*  
**ANGRE**



## LULU & MWEZI *collection*



On a clear night, the iridescent moon illuminates  
the path of the wandering Maasai.

The moon has been likened to a pearl's shimmering surface and  
shape, thus we embraced the lustrous gem to light our path as we  
developed this collection after a long break.

Swarovski pearls are set against gold filled beads throughout  
the collection, celebrating our love of the pearl for her symbolic  
wisdom and ability to guide and protect her wearer.



**LONG DROP PEARL AND CRYSTAL CHAIN NECKLACE**  
Pearl  
QNPEZ



**ENDITO CRYSTAL BRACELET**  
Pearl, Gold  
ECPEB



**ENDITO CRYSTAL NECKLACE**  
Pearl, Gold  
ECPEN



**LARGE CRYSTAL HOOPS**  
Pearl  
ECPEL



**LARGE FLORAL HOOPS**  
Pearl  
QHPEL



**SMALL CRYSTAL HOOPS**  
Pearl  
ECPEX



**SMALL FLORAL HOOPS**  
Pearl  
QHPEX



**EXTRA SMALL CRYSTAL HOOPS**  
Pearl  
ECPEX



**EXTRA SMALL FLOWER HOOPS**  
Pearl  
QHPEX



EXTRA SMALL LONG DROP PEARL HOOPS  
Pearl  
QPPED



EXTRA SMALL 3 PEARL HOOPS  
Pearl  
QP3PX



XS HOOPS WITH CHAIN TASSELS  
Pearl  
QCPET



SMALL PEARL HOOPS  
Pearl  
QPPE5



EXTRA SMALL PEARL HOOPS  
Pearl  
QPPEX



LONG DROP PEARL AND CRYSTAL EARRINGS  
Pearl  
QDPEC



LONG DOUBLE CHAIN DROP EARRINGS  
Pearl  
QCPED



LARGE FLORAL HOOPS  
Burgundy, Pearl  
QHBUL



FLORAL BRACELET  
Burgundy, Pearl  
QFBU0



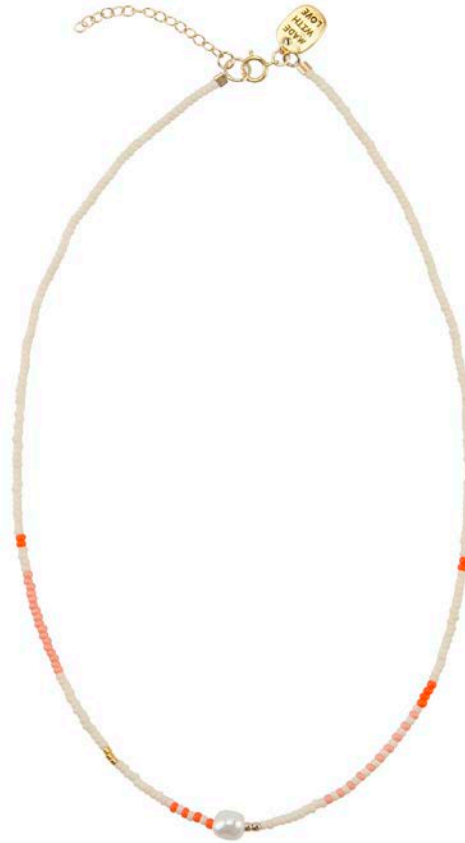
FLORAL NECKLACE  
Burgundy, Pearl  
QLBU0



**ZEBRA PEARL CRYSTAL NECKLACE**  
Pink, Burgundy  
QNPES



**ZEBRA PEARL CRYSTAL NECKLACE**  
Burgundy, Pink, Salmon  
QNBUC



**ZEBRA PEARL NECKLACE**  
Pink, Orange, Salmon, Gold  
QNPGZ



**ZEBRA PEARL CRYSTAL BRACELET**  
Pink, Burgundy  
QBPEC



**ZEBRA PEARL CRYSTAL BRACELET**  
Burgundy, Pink, Salmon  
QBBUC



**ZEBRA PEARL BRACELET**  
Pink, Orange, Salmon, Gold  
QBPGZ





## PEMBETATU *collection*



The pembedatu (triangle), decorates the painted faces of the Sipolios, and features silver charms that hang from beaded adornments worn by Maasai women.

Symbols are a visual representation of philosophy, and the triangle is one that can be used to convey balance. We dedicate this collection to the pembedatu to symbolize our hopes to balance preserving traditional Maasai beadwork with bringing a contemporary aesthetic to our designs.



**PEMBETATU NECKLACE**  
Pink, Gold, Black, Taupe  
OVTBP



**SHORT PEMBETATU NECKLACE**  
Pink, Gold, Burgundy, Taupe  
OYPBP



**PEMBETATU EARRINGS**  
Pink, Gold, Black, Taupe  
OCTBX



**PEMBETATU SMALL HOOP EARRINGS**  
Pink, Gold, Burgundy, Taupe  
ORRBS



**JONGOO HOOP EARRINGS**  
Pink, Black  
LSPPL



**SMALL JONGOO HOOP EARRINGS**  
Pink  
LSPKS



**PEMBETATU 4 LINE BRACELET**  
Pink, Gold, Burgundy  
LFPBP



**NARROW PEMBETATU LEATHER BRACELET**  
Pink, Gold, Burgundy, Taupe, Grey  
LPPBP



**SMALL JONGOO HOOP EARRINGS**  
Pearl  
LSPES



**SMALL JONGOO HOOP EARRINGS**  
Silver  
LSSIS



**JONGOO HOOP EARRINGS**  
 Taupe, Navy, Pink, Salmon, Yellow Gold  
**LSMC4**



**JONGOO HOOP EARRINGS**  
 Taupe, Shiny Aubergine, Shiny Graphite,  
 Dusty Pink, Pearl, Yellow Gold  
**LSMC3**



**JONGOO HOOP EARRINGS**  
 Turquoise  
**LSTQL**



**JONGOO HOOP EARRINGS**  
 Salmon  
**LSSAL**



**SMALL JONGOO HOOP EARRINGS**  
 Turquoise  
**LSTQS**



**SMALL JONGOO HOOP EARRINGS**  
 Salmon  
**LSSAS**



NEW

**SMALL BEADED HUGGIES**  
 Turquoise  
**PHTQL**



NEW

**EXTRA SMALL BEADED HUGGIES**  
 Turquoise  
**PHTQX**



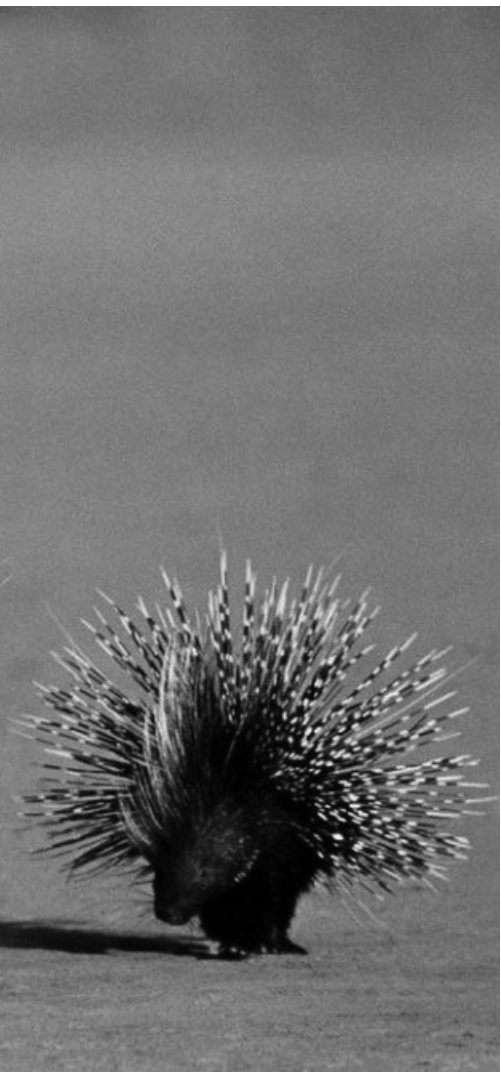
NEW

**SMALL BEADED HUGGIES**  
 Pearl  
**PHPEL**



NEW

**EXTRA SMALL BEADED HUGGIES**  
 Pearl  
**PHPEX**



PORCUPINE *collection*



nungu :: porcupine



**SMALL DECO EARRINGS**  
*Pink, Burgundy, Gold*  
**DPBUS**



**SMALL DECO EARRINGS**  
*Pink, Black, Gold*  
**DPPIS**



**DECO EARRINGS**  
*Pink, Burgundy, Gold*  
**DPBU0**



**DECO EARRINGS**  
*Pink, Black, Gold*  
**DPPI0**



**PORCUPINE EARRINGS**  
*Pink, Black, Gold*  
**PETB0**



**SMALL PORCUPINE EARRINGS**  
*Pink, Gold*  
**PEPIS**



## KISONGO *collection*



Inspired by the dusty pink of Kisongo earth and the golden rays of an African sunset, this range pays homage to an area that many of our artisans call home.



**3 DROP EXTRA SMALL HOOP EARRINGS**  
 Taupe, Gold  
**ODTG0**



**3 DROP EXTRA SMALL HOOP EARRINGS**  
 Pink, Gold  
**ODPI0**



**3 DROP EXTRA SMALL HOOP EARRINGS**  
 Turquoise, Gold  
**ODTQ0**



**5 DROP KISONGO BRACELET**  
 Taupe, Gold  
**OATP0**



**5 DROP KISONGO BRACELET**  
 Pink, Gold  
**OAPI0**



**5 DROP KISONGO BRACELET**  
 Turquoise, Gold  
**OATQ0**



**5 DROP KISONGO NECKLACE**  
 Taupe, Gold  
**OFTP0**



**5 DROP KISONGO NECKLACE**  
 Pink, Gold  
**OFFP0**



**5 DROP KISONGO NECKLACE**  
 Turquoise, Gold  
**OFTQ0**



**KISONGO ANKLET**  
 Pearl, Gold  
**OXPE0**



**KISONGO ANKLET**  
 Turquoise, Gold  
**OXTQ0**



**KISONGO NECKLACE**  
 Taupe, Gold, White, Pink  
**OKTGO**



**SHORT BLOCK TASSEL NECKLACE ON CHAIN**  
 Taupe, Pink, Gold  
**OTTP0**



**SHORT BLOCK TASSEL NECKLACE ON CHAIN**  
 Turquoise, Gold  
**OTTQ0**



**7 TASSEL EXTRA SMALL HOOP EARRINGS**  
 Taupe, Gold  
**OJTG0**



**7 TASSEL EXTRA SMALL HOOP EARRINGS**  
 Pink, Gold  
**OJPI0**



**7 TASSEL EXTRA SMALL HOOP EARRINGS**  
 Turquoise, Gold  
**OJTQ0**



**EXTRA SMALL PENDANT EARRINGS WITH CHAIN TASSEL**  
 Taupe, Gold  
**OCTPT**



**EXTRA SMALL PENDANT EARRINGS WITH CHAIN TASSEL**  
 Pink, Gold  
**OCPIT**



**EXTRA SMALL PENDANT EARRINGS WITH CHAIN TASSEL**  
 Turquoise, Gold  
**OPTQ0**





EXTRA SMALL HOOPS  
WITH DISK  
*Pearl*  
**O7PEB**



EXTRA SMALL HOOPS  
WITH DISK  
*Turquoise*  
**O7TQB**



LONG DROP BEADED DISK  
EARRINGS  
*Pearl*  
**O6PEB**



LONG DROP BEADED DISK  
EARRINGS  
*Turquoise*  
**O6TQB**



BEADED DISK NECKLACE  
*Turquoise*  
**O5TQB**



BEADED DISK NECKLACE  
*Pearl*  
**O5PEB**



LAYERED NECKLACE WITH  
BARS AND DISK  
*Turquoise, Pearl*  
**O4TRO**



LAYERED NECKLACE WITH  
BARS AND DISK  
*Pearl*  
**O4PEO**



## SIPOLIO *collection*



During the rite of passage from boyhood to warriorhood, the young Maasai male strips his body of color, adorning it with white jewelry over a black shuka. Inspired by this significant event in the young male's life, our 'Sipolio' collection shares his story.



**NARROW CHEVRON LEATHER BRACELET**  
*Gold, Bronze, Off White, Taupe, Black, Pink*  
**LPMCC**



**ADJUSTABLE LEATHER ZIGZAG BRACELET**  
*Taupe, Black*  
**LATKT**



**LEATHER BRACELET DISK**  
*White*  
**LDWH0**



**LEATHER BRACELET CUFF**  
*White*  
**LCWH0**



**WIDE LEATHER CUFF**  
*White*  
**LWWH0**



**NARROW LEATHER MULTI STRIPE CUFF**  
*White*  
**LPWH0**



**ADJUSTABLE LEATHER BRACELET**  
*Turquoise*  
**LATQ0**



**ADJUSTABLE LEATHER BRACELET**  
*White*  
**LAWH0**



**ADJUSTABLE LEATHER ZIGZAG BRACELET**  
*White, Gold*  
**LAWGZ**



**ADJUSTABLE LEATHER WHITE AND GOLD BRACELET**  
*White, Gold*  
**LGWG0**



**ADJUSTABLE LEATHER BRACELET**  
*Pearl*  
**LAPEO**



**ADJUSTABLE LEATHER ZIGZAG BRACELET**  
*Pearl, Gold*  
**LAPEZ**



**NARROW DECORATIVE LEATHER BRACELET**  
*White, Gold*  
**LCWGD**



**ECLECTIC LEATHER BRACELET**  
*White, Gold, Pink, Grey, Taupe, Black*  
**LCWPE**



**WIDE DECORATIVE LEATHER BRACELET**  
*White, Gold*  
**LSWGE**



**LEATHER BRACELET CUFF**  
*Red*  
**LCREO**



**NARROW DECORATIVE LEATHER CHOKER**  
*White, Gold*  
**LSWGN**



**WIDE DECORATIVE LEATHER CHOKER**  
*White, Gold*  
**LSWGW**

NEW



**WIDE 3 DOT TRIANGLE  
LEATHER CUFF**  
*Pearl, Gold*  
**LWPET**



**WIDE 3 DOT TRIANGLE  
LEATHER CUFF**  
*Pink, Gold*  
**LWPIT**

NEW



**NARROW 3 DOT TRIANGLE  
LEATHER BRACELET**  
*Pearl, Gold*  
**LPPE0**



**NARROW 3 DOT TRIANGLE  
LEATHER BRACELET**  
*Pink, Gold*  
**LPPIT**

NEW



**3 DOT TRIANGLE EXTRA SMALL  
DOUBLE WRAP BRACELET**  
*Pearl, Gold*  
**LIPET**



**3 DOT TRIANGLE EXTRA SMALL  
DOUBLE WRAP BRACELET**  
*Pink, Gold*  
**LIPIT**

NEW



**3 DOT TRIANGLE EXTRA SMALL  
LEATHER BRACELET**  
*Pearl, Gold*  
**LFPET**



**3 DOT TRIANGLE EXTRA SMALL  
LEATHER BRACELET**  
*Pink, Gold*  
**LFPIT**



SMALL KIFUNGO TASSEL EARRINGS  
*Pearl*  
**LUPES**



SMALL KIFUNGO TASSEL EARRINGS  
*Pink*  
**LUPKS**



SMALL KIFUNGO TASSEL EARRINGS  
*Red*  
**LURES**



NARROW DECORATIVE LEATHER CHOKER  
*White, Gold*  
**LSWGN**



WIDE DECORATIVE LEATHER CHOKER  
*White, Gold*  
**LSWGW**



SMALL KIFUNGO EARRINGS  
*Pearl*  
**LQPES**



SMALL KIFUNGO EARRINGS  
*Pink*  
**LQPKS**



SMALL KIFUNGO EARRINGS  
*Red*  
**LQRES**



## WARRIOR *collection*



Traditionally, male warriors are adorned with beaded armor, which are gifted to them by aspiring wives and proud mothers. This collection preserves traditional methods using thread salvaged from old grain sacks and boning from plastic canisters.



**NARROW PEMBETATU  
WARRIOR BRACELET**  
*Pink, Gold, Burgundy, Taupe, Off White*  
**WSPBP**



**PEMBETATU WARRIOR BRACELET**  
*Pink, Burgundy, Taupe, Grey, Off White*  
**WBPBP**



**PEMBETATU MULTI TRIANGLE WARRIOR  
BRACELET**  
*Pink, Taupe, Burgundy, Gold, Black, Off White*  
**WBPTP**



**NARROW ZIG ZAG WARRIOR BRACELET**  
*White, Gold*  
**WSWGZ**



**NARROW STRIPE WARRIOR BRACELET**  
*Grey, Gold*  
**WSGGS**



**NARROW STRIPE WARRIOR BRACELET**  
*Pink, Gold*  
**WSPIS**



**NARROW CROSS WARRIOR BRACELET**  
*White, Pink, Burgundy, Gold, Grey*  
**WSWAX**



**MIXED PATTERN WARRIOR BRACELET**  
*White, Pink, Burgundy, Gold*  
**WBWAM**



**MIXED PATTERN WARRIOR BRACELET**  
*White, Burgundy, Gold*  
**WBBGM**





2 LINE WARRIOR BRACELET  
Salmon  
WBSAT



2 LINE WARRIOR BRACELET  
Salmon, White, Yellow  
WBSWT



2 LINE WARRIOR BRACELET  
Orange  
WBORT



2 LINE WARRIOR BRACELET  
Yellow  
WBYET



2 LINE WARRIOR BRACELET  
Turquoise  
WBTQT



2 LINE WARRIOR BRACELET  
Navy  
WBNVT



2 LINE WARRIOR BRACELET  
White, Navy  
WBWNT



ELASTIC TASSEL BRACELET  
Mint  
ETMIS



ELASTIC TASSEL BRACELET  
Salmon  
ETSAS



STACKING SET  
Our new Stacking Set allows you to select any 2 Line Warrior Bracelet to accompany one of the Elastic Bracelets, presented on a 3 x 3" card. Please add a note to your order if you would like to receive as a set.





**EXTRA WIDE CHEVRON WARRIOR BRACELET**  
*White, Black, Gold*  
**WWWBC**



**EXTRA WIDE CHEVRON WARRIOR BRACELET**  
*White, Turquoise, Orange*  
**WWWTC**



**EXTRA WIDE CHEVRON WARRIOR BRACELET**  
*White, Navy, Orange*  
**WXNWC**



**MULTI V WARRIOR BRACELET**  
*Navy, White*  
**WBWNU**



**WARRIOR BLOCK COLOR BRACELET**  
*Multicolor*  
**WBMCB**



**NARROW STRIPE WARRIOR BRACELET**  
*Turquoise, Gold*  
**WSTQS**



**NARROW STRIPE WARRIOR BRACELET**  
*Salmon, Gold*  
**WSSAS**



## ENDITO *collection*



The 'endito' collection draws inspiration from an emerging group of young Maasai girls who explore the local markets in search of new designs from around the world.



**LARGE CRYSTAL HOOPS**  
*Pink*  
**ECPII**



**LARGE CRYSTAL HOOPS**  
*Taupe*  
**ECTPL**



**LARGE CRYSTAL HOOPS**  
*Black*  
**ECBLL**



**SMALL CRYSTAL HOOPS**  
*Pink*  
**ECPII**



**SMALL CRYSTAL HOOPS**  
*Taupe*  
**ECTPS**



**SMALL CRYSTAL HOOPS**  
*Black*  
**ECBLS**



**EXTRA SMALL CRYSTAL HOOPS**  
*Pink*  
**ECPIX**



**EXTRA SMALL CRYSTAL HOOPS**  
*Taupe*  
**ECTPX**



**EXTRA SMALL CRYSTAL HOOPS**  
*Black*  
**ECBLX**



ENDITO CRYSTAL BRACELET  
*Pink, Gold*  
EBPIC



ENDITO CRYSTAL BRACELET  
*Taupe, Gold*  
EBTPC



ENDITO CRYSTAL BRACELET  
*Black*  
EBBLC



ENDITO CRYSTAL NECKLACE  
*Pink, Gold*  
ENPIC



ENDITO CRYSTAL NECKLACE  
*Taupe, Gold*  
ENTPC



ENDITO CRYSTAL NECKLACE  
*Black*  
ENBLC



**LONG ENDITO  
MULTI WRAP**  
*White, Gold, Black*  
**EWWB0**



**LONG ENDITO  
MULTI WRAP**  
*Taupe, Pink, Gold*  
**EWG0**



**WIDE WOVEN RING**  
*Cream, Fuchsia, Gold*  
S/M **RWFUS**  
M/L **RWFUL**



**WIDE WOVEN RING**  
*Cream, Turquoise, Gold*  
S/M **RWTQS**  
M/L **RWTQL**



**WIDE WOVEN RING**  
*Cream, Pearl Gold*  
S/M **RWPES**  
M/L **RWPEL**



**WIDE WOVEN RING**  
*Cream, Black, Gold*  
S/M **RWBLS**  
M/L **RWBLL**



**WIDE WOVEN RING**  
*Cream, Grey, Gold*  
S/M **RWGRS**  
M/L **RWGRL**



**TRIPLE WRAP ENDITO BRACELET**  
*Pink, Taupe, Gold*  
**PWPI0**



**TRIPLE WRAP ENDITO BRACELET**  
*Taupe, Pink, Gold*  
**PWTP0**



**SMALL DELICA HOOPS**  
*Multicolor*  
**EFMCS**

NEW



**EXTRA SMALL DELICA HOOPS**  
*Multicolor*  
**EFMCX**

NEW



**DELICA ADJUSTABLE TASSEL  
BRACELET**  
*Multicolor*  
**EFMCT**

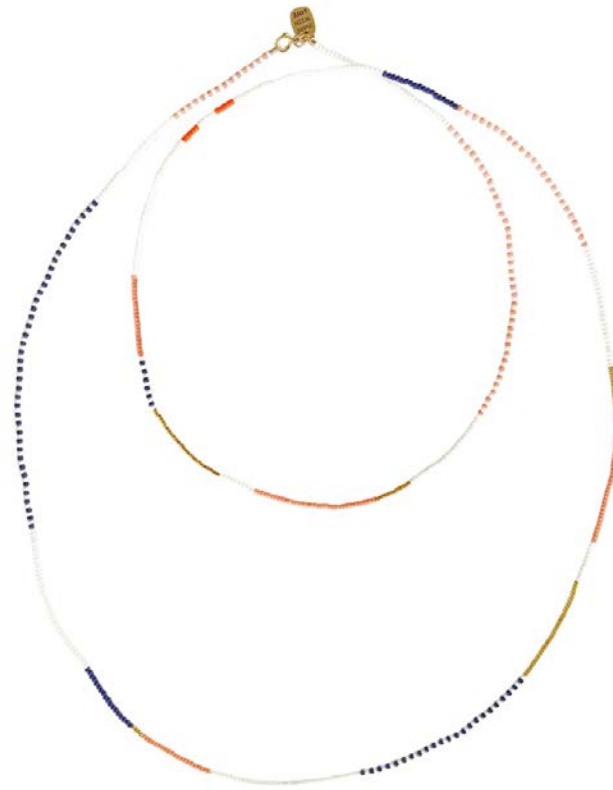
NEW



**TRIPLE ZEBRA ENDITO NECKLACE**  
Turquoise, White, Orange, Gold  
**EATOO**



**LONG ENDITO MULTI WRAP**  
Turquoise, White Orange, Gold  
**EWTOO**



**LONG ENDITO MULTI WRAP**  
Navy, Salmon, White, Orange, Gold  
**ELNSO**



**TRIPLE ZEBRA WRAP ENDITO BRACELET**  
Navy, Salmon, White, Gold  
**ERNGZ**



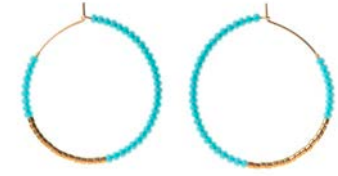
**TRIPLE ZEBRA WRAP ENDITO BRACELET**  
Turquoise, White, Orange, Gold  
**PWTOO**



**ENDITO BRACELET**  
Turquoise, White, Orange, Gold  
**EBTOO**



**LARGE HOOP EARRINGS**  
Turquoise, Gold  
**EETQL**



**SMALL HOOP EARRINGS**  
Turquoise, Gold  
**EETQS**



**EXTRA SMALL HOOP EARRINGS**  
Turquoise, Gold  
**EETQT**



ELASTIC TASSEL WRAP BRACELET  
*Navy*  
ETNV0



ELASTIC TASSEL WRAP BRACELET  
*Turquoise*  
ETTQ0



ELASTIC TASSEL WRAP BRACELET  
*Cornflower Blue*  
ETCF0



ELASTIC TASSEL WRAP BRACELET  
*Olive*  
ETOL0



ELASTIC TASSEL WRAP BRACELET  
*Lime*  
ETLI0



ELASTIC TASSEL WRAP BRACELET  
*Orange*  
ETOR0



ELASTIC TASSEL WRAP BRACELET  
*Grey*  
ETGR0



ELASTIC TASSEL WRAP BRACELET  
*Taupe*  
ETTG0



ELASTIC TASSEL WRAP BRACELET  
*White*  
ETWH0





*silver collection*

SS22



## WARRIORESS *collection*



Warriores is our first Silver collection, inspired by the distinctive delicate curves, shimmering shillingini and arrow pendants worn by Maasai women.

Traditional Maasai adornments transcend into this set of 9 contemporary designs, handmade by the first female Maasai silversmiths in our workshop in Tanzania.

Our silversmith workshop was set up with the support of grant funding, and raises aspiration for our beaders by up-skilling them to learn a new trade.

When our artisans first realised they could create beautiful pieces from basic elements, they were motivated to continue to learn the techniques of filing, annealing, soldering, buffing and polishing.

As a result of their determination, we introduce our first Silver collection. Warriores celebrates the strength of Maasai women.



**SELINA BRACELET**  
*Off White, Silver*  
**SMOSH**



**SELINA CHOKER**  
*Off White, Silver*  
**SKOSH**



**NEEMA ARROW NECKLACE**  
*Silver*  
**SJNBS**



**NEEMA BRACELET**  
*Off White, Silver*  
**SMOSD**



**NEEMA SHORT NECKLACE**  
*Off White, Silver*  
**SLOSD**



**NEEMA ARROW STUD**  
*Silver*  
**SFNBS**



*bona collection*

SS22



## B O M A *collection*



Let your home tell a story that integrates exquisite craftsmanship with modern design transcending time and place.

What started in 2015 from a small square of beadwork has since taken us on a journey of exploration resulting in the fusion of two worlds. The Boma collection celebrates everyday adornments worn by Maasai men and women and transforms them into one-of-a-kind accessories for your home.

### *technique*

Each piece in the Boma Collection is handmade using a traditional technique - known to us at Sidai as the 'Warrior Technique'. The name is inspired by the 'warriors' (young men) who traditionally adorn their bodies with jewelry made from this technique. It is the women's skills that have transformed these everyday traditional pieces into something extraordinary.

### *materials*

Glass beads are intricately woven together with thread salvaged from plastic grain sacks. Women meticulously spin this thread, weaving each bead one by one. The beads are then attached to a hand carved stick made from locally sourced wood, which the Maasai use for walking sticks.



ORKUMA BOTTLE #15  
*Pearl, Chocolate Brown*  
**BBMC15**



ORKUMA BOTTLE #16  
*Pearl, Gold, Chocolate Brown*  
**BBMC16**



ORKUMA BOTTLE #17  
*Pearl, Shiny Aubergine*  
**BBMC17**



ORKUMA BOTTLE #18  
*Pearl, Chocolate Brown*  
**BBMC18**



ORKUMA BOTTLE #19  
*Pearl, Gold, Shiny Aubergine*  
**BBMC19**



ORKUMA BOTTLE #22  
*Dusty Pink*  
**BBPI22**



ORKUMA BOTTLE #23  
*Shiny Aubergine, Pearl*  
**BBMC23**



**NARROW MULTI TRIANGLE WALL HANGING**  
*Pearl, Chocolate, Shiny Tan*  
HLPCT



**MEDIUM MULTI TRIANGLE WALL HANGING**  
*Pearl, Chocolate, Tan*  
HMPCT



**SMALL PEMBETATU WALL HANGING**  
*Pearl, Chocolate, Shiny Tan, Graphite*  
BTPT0



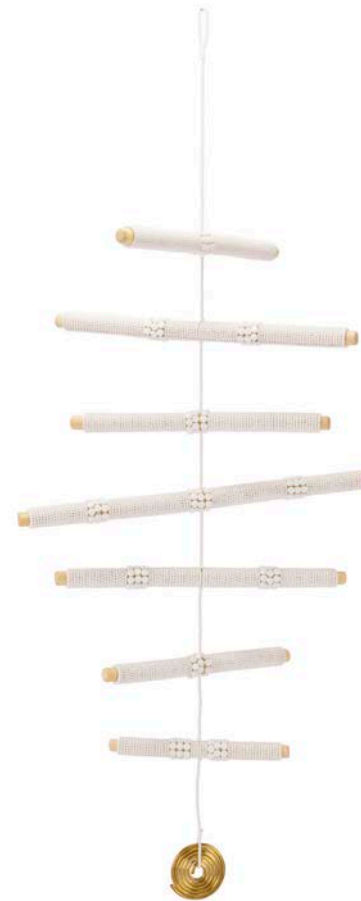
**MINI 6 TRIANGLE WALL HANGING**  
*Pearl, Chocolate, Tan*  
HTPCT



2 STICK HANGING MOBILE  
White, Black  
SDWB2



7 STICK HANGING MOBILE  
White, Black  
SDWB7



7 STICK HANGING MOBILE  
White  
SDWH7



2 STICK HANGING MOBILE  
White  
SDWH2





## NGOZI *collection*



The Ngozi collection was dreamt up from the desire to revive old, time-honoured Maasai beading techniques and bring new life to Maasai artefacts. In this modern world, leather embroidery skills are fast fading and a very specific traditional aesthetic is fading with it, such as decorated leather capes, Olekesana, and leather bags, Olbene.

The Ngozi Collection is inspired by intricate decorative elements seen on every day Maasai objects and translates them into striking art pieces.

The embroidered patterns are done with white beads, to celebrate the signature style of the Tanzania Maasai tribe. The canvas of the pieces is locally-sourced leather from a group of Maasai women who have set up their own village tannery.

Your piece from the Ngozi Collection will become more special with age, serving as a talking point in your home for years to come.

Like a true Maasai artefact, it will live on and become a cherished family heirloom, allowing you to share your appreciation for traditional craftsmanship with future generations.



SMALL CAMEROON LEATHER  
WALL HANGING  
White  
NWWHS



TAPESTRY LEATHER WALL HANGING  
White  
NMWHT



CAMEROON LEATHER WALL HANGING  
White  
NWWHC



ZIGZAG LEATHER WALL HANGING  
White  
NWWHZ



ASSYMETRIC LEATHER WALL HANGING  
White  
NWWHA



DOUBLE V LEATHER WALL HANGING  
White  
NWWHD



MINI CIRCULAR LEATHER WALL HANGING  
White  
NMWHO



MINI CAMEROON LEATHER WALL HANGING  
White  
NMWHC



TRIPLE V LEATHER WALL HANGING  
White  
NWWHU



## ORDERS

Opening Minimum: \$500 USD  
Minimum Re-order: \$300 USD

ORDER ONLINE

## CONTACT

### WEBSITE

[www.sidaidesigns.com](http://www.sidaidesigns.com)

### GENERAL INFO

[info@sidaidesigns.com](mailto:info@sidaidesigns.com)

### ARUSHA CENTER

13 Kanisa Road  
Arusha, Tanzania

Facebook: @sidaidesigns

Instagram: @sidaidesigns

# TERMS & CONDITIONS

## ORDERS

ORDER ONLINE: [www.sidaidesigns.com/wholesale-login](http://www.sidaidesigns.com/wholesale-login)

- Opening Minimum: \$500 USD
- Minimum Re-order: \$300 USD

## LEAD TIMES

- Jewelry: 6-8 weeks
- Homeware: 8-10 weeks

Depending on your location, shipping could take up to 3 weeks.

## ORDER INQUIRIES

- Worldwide: Eszter Rabin - [eszter@sidaidesigns.com](mailto:eszter@sidaidesigns.com)
- Tanzania: Nancie Mshanga - [sales@sidaidesigns.com](mailto:sales@sidaidesigns.com)

## PAYMENT TERMS

- 50% deposit upon placing an order.
- 50% outstanding balance + shipping before dispatching order.

## PAYMENT OPTIONS

Bank transfer or credit card payment (Visa/Master Card)

## CANCELLATION

Upon payment of the 50% non-refundable deposit, customers have 7 days in which to cancel their order, otherwise they will be liable for full payment of the invoice.

## UNITED STATES DISTRIBUTION:

Orders are distributed from Maine via USPS Priority Mail. Shipping starts at \$25. All quoted prices are landed.

## WORLDWIDE DISTRIBUTION (EXCLUDING US)

Orders are shipped directly from Tanzania via UPS or DHL. Shipping and customs charges are the responsibility of the customer and determined by weight and value. Sidai Designs is not liable for any damages or loss occurring during shipping.

Due to the current COVID-19 situation there may be a delay in delivery times due to raw material shortage and shipping delays. We apologise for any inconvenience caused.

## CUSTOM DESIGNS

We are open to collaborations and/or custom-made products in addition to white label and co-branded partnerships. Sampling fee and custom pricing applies. Contact Rebecca Moore at [becky@sidaidesigns.com](mailto:becky@sidaidesigns.com).

## RAW MATERIALS

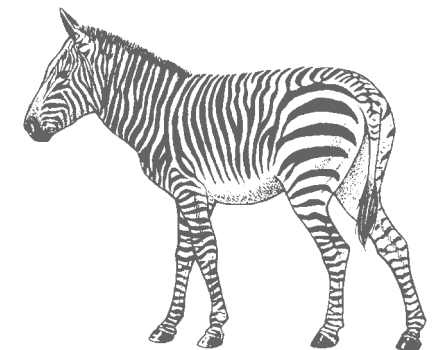
Czech and Japanese glass beads, 24k gold plated glass beads, 14k gold filled and 925 sterling silver findings, suede, faux leather, recycled metal beads, recycled plastic, locally sourced leather and recycled blown glass.

## RETURNS & EXCHANGES

- If merchandise is damaged due to quality of materials or craftsmanship, or if you have received a faulty item, please contact us within 14 days of receiving your order for replacement or credit. Please contact us for return instructions before sending any product back.
- All products have a one (1) year guarantee for manufacturing faults. We will repair or replace product that falls under this guarantee for no cost.
- All prices are quoted in USD.

## A HANDMADE WORLD

- All Sidai Designs products are made by hand. Some of our products may vary slightly due to the nature of this process.
- All our designs are original and owned by Sidai Designs and may not be copied in any form.





[www.sidaidesigns.com](http://www.sidaidesigns.com)