

njinju

by ARREY

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vision



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# CHAPTER 1 - THE VISION

THE NJINJU BAG IS A GENTLE HAND  
THAT ESCORTS YOU AWAY FROM AESTHETIC MASSIFICATION  
AND ANNIHILATION OF INDIVIDUAL EXPRESSION  
IT TAKES YOU ON AN ADVENTURE, WHERE YOU FOLLOW  
THE MYSTIC TRAILS OF A ONCE UPON A TIME,  
LONG FORGOTTEN ANCIENT CIVILIZATION  
TO THE CRADLE OF THE HUMAN RACE

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journey

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## CHAPTER 2 - THE JOURNEY

LIKE ALMOST EVERYONE ELSE THE QUESTION

"WHO AM I"? THE TRUTH ABOUT MY DNA?

WHO MY ANCESTORS WERE? WHAT DID THEY DO?

HOW DID THEY SPEND THEIR TIME? WHAT THEY LOOKED LIKE?

WHERE IS THE REAL SOURCE OF MY CREATIVE ENERGY

WHY DO I MISS MY GRANDPARENTS WHOM I NEVER MET?

ALL THESE QUESTIONS HAVE BEEN MY STEADY COMPANIONS

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WHILE I TRAVELLED IN TIME,  
IN SEARCH FOR LOST MEMORIES AND UNTOLD STORIES,  
I DIDNT FIND THE ANSWERS TO ALL MY QUESTIONS,  
BUT STUMBLED UPON AN IMMENSELY INVALUABLE TREASURE!

A LONG FORGOTTEN ADVANCED CIVILIZATION

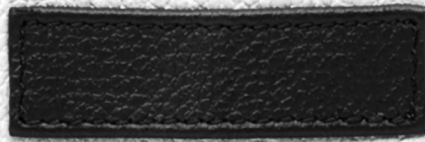
„THE NSIBIDI SCRIPTS“

I COULDNT BELIEVE THIS 4000 YEARS OLD  
SUPER SOPHISTICATED ANCIENT IDEOGRAPHIC SCRIPT,

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HAD ITS CRADLE IN THE HOMELAND OF MY ANCESTORS.  
THIS ENCOUNTER WITH MY DNA,  
HAS BEEN AN EXTREMELY EMOTIONAL, MYSTICAL,  
HIGHLY LIBERATING AND SACRED EXPERIENCE FOR ME.  
THE QUESTION HOW SUCH A HIGHLY INFLUENTIAL CIVILIZATION  
IS BEYOND MY COMPREHENSION.  
HOW DID THE LATIN SCRIPT REPLACE THIS SO EASILY?  
WHY DID THIS HIGH CIVILIZATION  
ALLOW INTRUDERS CALL THEM ILLITERATE AND PRIMITIVE  
BECAUSE THEY COULDNT READ OR WRITE THE LATIN SCRIPT?

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## CHAPTER 3 - INSPIRATION

MY COLLECTION DRAWS ITS INSPIRATION

FROM THE NSIBIDI SCRIPTURES

WHICH OWE THEIR ORIGIN

AROUND THE LAKE EJAGHAM AREA

AND THE IGBO ETHNICITIES.

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NSIBIDI IS AN ANCIENT IDEOGRAPHIC SCRIPT,  
AS WELL AS ONE OF THE OLDEST, MOST INFLUENTIAL  
BUT LEAST ACKNOWLEDGED NON VERBAL WRITING  
AND COMMUNICATION SYSTEMS THE LIKES OF HIEROGLIPHICS.

EMBRACING THIS MIND BLOWING  
CREATIVE ANCIENT CIVILIZATION IN MY HANDBAG COLLECTION  
PROMOTING ITS INCLUSIVENESS IN MODERN AFRICAN ART  
AS WELL AS CONTRIBUTING TOWARDS RESTORING IT  
ON THE MAP AGAIN, EVOKES IN ME A TREMENDOUS FEELING  
OF NOSTALGIA, ROMANCE AND LIBERATION.

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THE INNER FRAME OF THE DESIGN

SYMBOLISES THE HOME.

WHICH CAN ALSO BE THE HOME WE CARRY IN US,  
ALSO KNOWN AS OUR CENTER AND INNER WISDOM,

WHICH FOR MOST PEOPLE MAY SEEM

LIKE A HIDDEN BLACK MYSTERY.

THE DELICATE MINIMALISTIC, YET GEOMETRIC LINES,  
MAPPING OUT AND FRAMING THE CENTER,

SIGNIFY IN NSIBIDI

THE JOURNEY.

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power

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## CHAPTER 4 - THE POWER

NJINJU IS A BAG WITH ITS OWN LOOK AND POWER.  
THIS BAG IS MEANT TO TRANSMIT A SACRED MESSAGE!  
REMINDING US OF THE NECESSITY  
TO FIND OUR OWN INNER TRUTH, WHO WE REALLY ARE  
AND OUR PATH TO ENLIGHTENMENT  
PARTICULARLY IN TIMES  
OF UPHEAVALS AND INSECURITIES.

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WITH THIS BAG, WE ARE ONCE MORE GIVING  
SOMETHING DIFFERENT TO OUR PROTAGONIST  
A NEW PERCEPTION OF STYLE  
AND CONCEPT OF IDENTITY,  
WHERE YOU CAN EMBRACE THE CHALLENGE  
OF NOT COPYING OTHERS LOOK,  
BUT OF CREATING A LOOK THATS ABSOLUTELY UNIQUE  
ULTIMATELY INVENTING A LOOK THATS TRULY YOURS .

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NJINJU IS BOLD, DARING  
AND FREE FROM THE COMPULSIVE UNIFORMISM  
THAT PAVE OUR STREETS.  
IT KEEPS YOUR STYLE IMMUNE TO ANIHILATION OF DIVERSITY  
AND PROTECTS YOU FROM INVOLUNTARY LOSS  
OF THE CONCEPT OF IDENTITY.  
IT EMBRACES WHO YOU ARE,  
BY CONVEYING YOUR AUTHENCITY AND INDIVIDUALISM  
AS A WEARER ,WHILE HIGHLIGHTING YOUR PERSONAL STYLE  
AND HENCE EMPHASIZING YOUR LOVE FOR FREEDOM.

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product

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## CHAPTER 5 - THE PRODUCT

OUR MAIN FOCUS HERE,  
IS GIVING YOU A LUXURY SUSTAINABLE PRODUCT  
TO MAKE YOU DREAM.  
KNOWING HOW WASTEFUL THE FASHION INDUSTRY CAN BE,  
ESPECIALLY IN THE EYE OF THE FAST FASHION INDUSTRY,  
WHICH LOST CONCIUSNESS TOWARDS ABUNDANCE.

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I HEREBY SET OUT  
TO CREATE A BETTER ALTERNATIVE  
BAGS PARTLY MADE OF RECYCLED MATERIALS  
COHERENT WITH ABSTRACT AND FASCINATING  
GEOMETRIC DETAILS,  
FAR AWAY FROM ABUNDANCE AND MASSIFICATION.  
NJINJU BAGS ARE ALL CREATED IN BERLIN,  
WITH PERMANENT PLEATED MATERIALS,  
RECYCLED VEGAN LEATHER  
AND HARDWARE SOURCED FROM ITALY

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THE FINAL ASSEMBLY OF THE BAGS

ARE HAND FINISHED

IN A SMALL FACTORY IN THE NORTH OF PORTUGAL.

THE FRAME, THE COVER, POCKETS, STRAPS AND HANDLES,

ARE FROM RECYCLABLE VEGETABLE TANNED LEATHER.

THE PROCESS USES UP ROUGHLY HALF OF THE WATER

NEEDED FOR CHROME TANNING.

THE LINING IS OF 100% COTTON

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## CHAPTER 6 - THE MISSION

OUR „ONE BAG ONE FUTURE PROJECT“  
IS INSPIRED WITH YOUNG VICTIMS OF DECIMATION  
OF SOUTH WEST CAMEROON  
YOU CAN ACCOMPANY US ON OUR JOURNEY TOWARDS  
GIVING BACK HOPE AND EDUCATION  
TO THE YOUTH OF THE WAR TORN EJAGHAM AREA.

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UNFORTUNATELY IT ISNT ONLY THE SCRIPT  
OF EJAGHAM ETHNICITY  
THAT HAS SUFFERED DETRIMENTATION,  
WHICH IS SUFFERING FROM THE OUTCOME  
OF A BRUTAL CIVIL WAR,  
THAT HAS BEEN GOING ON SINCE 2017.  
MOST PEOPLE LOST THEIR HOMES  
AND HAD TO MIGRATE IN TO THE FOREST  
AND START NEW DWELLINGS  
AWAY FROM THE KILLINGS.

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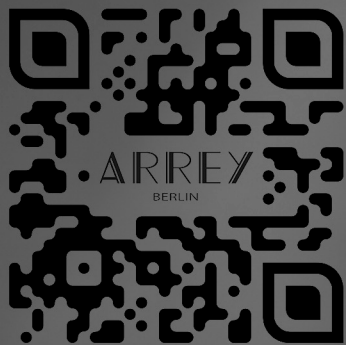
SCHOOLS HAVE BEEN SHOT DOWN IN THIS AREA  
AND MANY SCOLARS HAVE LOST ACCESS TO EDUCATION.  
ONLY THOSE WHO CAN AFFORD TO MOVE TO  
WAR FREE PARTS OF THE COUNTRY  
ARE ABLE TO CONTINUE THEIR EDUCATION.  
FOR MOST OF THEM THIS ISNT AN OPTION.  
WITH OUR „ONE BAG ONE FUTURE PROJECT“  
WE SUPPORT THE YOUTH IN THEIR MIGRATING EFFORTS  
TO WAR FREE PARTS OF THE COUNTRY.  
WE FINANNCCE THEIR EDUCATION

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AND GIVE THEM ACCESS TO SCHOOLS AGAIN.  
WE PAY SCHOOL FEES, RENTS, BOOKS, UNIFORMS, FEEDING..  
FOR EVERY BAG YOU PURCHASE  
2% OF THE NET SALES GOES TO THE PROJECT.  
YOU CAN TRULLY SUPPORT US  
IN GIVING SOME EKOI YOUTH HOPE AND EDUCATION AGAIN.  
BY RECOMMENDING OUR BAGS TO FAMILY AND FRIENDS  
YOU CAN GIVE HOPE  
AND ALSO THE DREAM OF GOING BACK TO SCHOOL AGAIN  
SOMEDAY.

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