



Turning Trash into Treasures

Award Winning / Eco-Friendly /  
Handmade / Customized / Recycled Decor

# Turning Trash into Treasures

*Driven by this theme...*

*Our practical efforts at mitigating climate change  
in our own small way, led us to pursue our  
underlying mission to exploit alternative uses,  
for harmful waste, subsequently leading  
from “RECYCLING to UPCYCLING”.*



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**UPCYCLED** furniture produced  
from used car and motorcycle tyres.

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Daakye (Future) Collection





**Napkin Holders** and candle holders  
produced from reclaimed and drift wood,  
Recycled bottle beads and brass from Ghana.

Turning Trash into Treasures







+00233-24-423 4826  
+00233-24-412 8211



mhcouture77



MatildaHauteCouture



mhcouture77@gmail.com  
myedt2t@gmail.com



in front of Pavilion D,  
within the Trade Fair Centre, La-Accra



Unique  
& Proudly  
GHANAIAN

Award Winning / **Eco-Friendly** /  
Handmade / Customized / Upcycled  
Fashion Accessories Brand



# Necklaces

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Hand sewn beads and sea shells  
on pieces of discarded upholstery leather.



## Turning Trash into Treasures

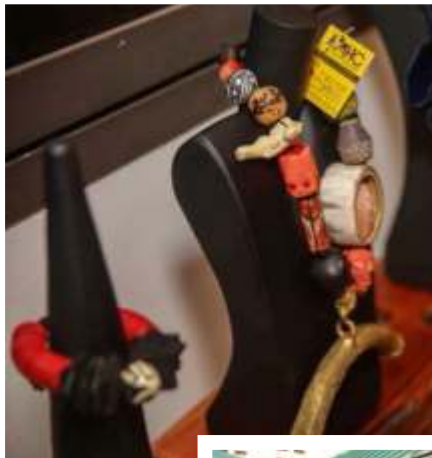


Necklaces produced from  
**RECYCLED MATERIALS**  
such as drift wood and recycled  
bottle beads all made in Ghana



*Turning Trash into Treasures*





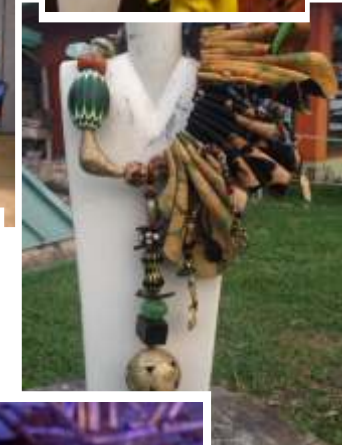
**Necklaces** produced from different beads from countries across the African Continent.

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# Statement Necklaces

using pieces of discarded leather  
from upholstery, Ghana Kente, recycled bottle beads from Ghana and Ghana brass



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Handmade Necklaces from RECYCLED MATERIALS  
such as, Coconut shells. PROUDLY GHANAIAN.

Flamboyant seeds used for jewelry



Coconut Shells used in  
making Necklace



**Necklaces** produced from used car tyre tubes, discarded upholstery leather, recycled bottle beads from Ghana, bones, sea shells and Ghana brass.



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# Bracelets

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Unique and Handmade  
from Ghana Brass and  
recycled bottle beads  
from Ghana.

PROUDLY GHANAIAN.







Bracelets produced from discarded copper wire and stone.

## Earrings produced from used car tyre tubes and recycled bottle beads from ghana



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Traditional Slippers (Ahenema)

# Meet the Innovators

**M**atilda Payne is the Founder of Matilda Haute Couture (MHC) an Eco-friendly up-cycle jewelry and other fashion accessories company. She is also co-founder of M.Y Extreme Decor(MYED) another Eco-friendly up-cycle decor company.

Matilda is a highly motivated, passionate, focused and creative individual, who is giving extra meaning to her life on three levels; working and living enthusiastically as a contributor to halting global climate change to create an environment suitable for all; being an icon of leadership who encourages and supports citizens especially women through mentoring and employment to alleviate poverty, and being a model of an empowered African woman.

A progressive artist, fashion/ Interior Designer, mentor, fashion consultant and a social entrepreneur. She attended Wesley Girls' High School, Cape Coast, where she studied Elective Science (Physics, Chemistry & Biology). She obtained a Diploma in Fashion Design after an 18 month course at School of Fashion & Design in Accra. Furthered her education at University of Science & Technology now Kwame Nkrumah University of Science & Technology (KNUST) at the College of Art Department, where she studied Textiles.

A Ghanaian delegate at 2017 Global Entrepreneurship Summit (GES 2017) at Hyderabad, India.

Ghanaian Alumna of the 2018 International Visitor Leadership Program (IVLP 2018) a multi-regional project, (Women and Entrepreneurship II) in USA.

Speaker at the Conference on Social Enterprise organized by the United States Embassy in Togo and Ecobank Transnational Incorporated (ETI) in Lome, Togo - May 11, 2018.

**E**ric Opoku Boakye -Ansah is a highly motivated and focused Creative Director at Matilda Haute Couture(MHC), Co-Founder of M.Y Extreme Decor(MYED) and an Entrepreneur. He Joined MHC in 2009 and in 2012, Matilda Payne and Eric partnered to set up the second company M.Y Extreme Decor(MYED). Eric attended EMIT Electronics Institute and graduated with a Diploma in Electronics Engineering.

He was a site technician at Transmission Structures, Accra and an Installer at Rex Communications, Accra (Accredited Agent of MultiChoice Ghana) before partnering Matilda Payne.



## CURRENTLY

**B**ased on mentorship, training and ideas Matilda attained from **GES 2017** and **IVLP 2018**, MHC and MYED staff has increased from fifteen to seventy five (15-75).

Both companies are in the process of re-branding and also updating its online status (website and social media handles) to boost their productivity level and awareness.

a youtube channel on Entrepreneurship which will have two (2) local languages and English to educate and encourage young students and the general public with emphasis on females is being created.

Setting up an association to support and empower women in alleviating poverty and creating jobs.



*Matilda and Eric are members of Aid to ARTISANS CRAFT NETWORK ASSOCIATION OF GHANA (ACNAG), NAHE (National Association of Handicraft Exporters) and HANDICRAFT EXPORTERS (GHANA EXPORT PROMOTION AUTHORITY -GEPA)*

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*Together with their chain of workers including collectors, cleaners, producers and marketers they transitioned into innovating modern, alternative and minimalistic artistry in the form of Eco-friendly upcycle jewelry and decor. In making efforts to mitigate Climate in their own small way, they came up with the theme: 'TURNING TRASH INTO TREASURES' which drove them to pursue their underlying mission to exploit alternative uses of harmful waste, subsequently leading from recycle to upcycle!*



*Table made from vehicle parts and glass*



# COMPANY SUMMARY

## Matilda Haute Couture (MHC)

**MHC** is an eco-friendly, upcycle, fashion accessories company. It was established in 2001. Current occurrences like crops not yielding the expected harvest, erratic rainfall patterns and the damaging effect of the scorching sun, calls for an urgent need for us to take drastic measures to save our environment, thereby saving our very existence as human beings.

At MHC, our hallmark, our calling, our belief is to join in the fight to save our environment, and in making efforts to mitigate climate change. We therefore, chose the path of TURNING TRASH INTO TREASURES... (truly the Essence of African Flair). And have been doing so for the past 15 years.

We specialize in the use of waste sustainable raw materials such as used car tyres and tubes, Wires from E-Waste, coconut shells, wine bottle corks, broken bottles (hot fired into beads), drift and reclaimed wood; these we use for producing fashion accessories such as necklaces, bracelets, earrings, anklets, belts, bags etc. All our accessories are custom made and exclusively handmade.

Over the years we have made jewelry for personalities like Mrs Rita Marley wife of the late reggae legend Bob Marley, Konah Tolbert-Karas Community Liaison Officer Coordinator (USAID), Nana Ofei Asamani 1 (Togbe F. Agbelom), Mavis Owureku-Asare, Food Scientist, High-life legend Kojo Antwi and his wife

Rocklyn Antwi, Veteran Actress Joyce Anima Misa Amoah, Tatjana Becker, wife of Coca Cola Commercial Planning Manager, Cairo-Egypt, Nana Ansah Kwao IV, Chief of Akwamu Adumasa and host of That's My Opinion on Joy FM and PM Express on Joy News channel Oheneyere Gifty Anti, Award winning and decorated broadcaster, Gender Activist and Advocate and Host of The Standpoint TV programme, Nana Ansah Kwao IV, Sharon Crome, Mission Director-USAID, Sheryl Lee Ralph, American Singer, Actress and Activities and many others both at home and abroad.

We also use our various networks to encourage people to take good care of the environment and learn to recycle. Preaching the use and patronage of eco-friendly upcycled 'Made in Ghana'

## MY Extreme Décor (MYED)

**MY Extreme Décor** is an eco-friendly artistic company, started in 2012.

The hall mark of our second company is **'TURNING TRASH INTO TREASURES'**. Anyone who still doubts that the climate change has caught up with us here in Ghana, is obviously living on another planet. Plastics, car tires, residue from constructions sites etc. are dangerously disposed of anyhow and anywhere in our country Ghana. The emissions from the burning of these waste materials cause ozone depletion and result in climate change.

My Extreme décor was therefore, established to help in our own small way, to recycle some of these waste products into environmentally

friendly upcycle unique artistic pieces.

As an artistic company, we currently exploit used car tyres and tubes, E-waste, reclaimed wood from construction sites, scraps from vehicle, coconut shells, broken bottles and drift wood to produce chairs, tables, chandeliers, wind chimes, wall hangings, mirrors, napkins holders and general decorations for the home, office, church, halls, studios, gardens etc.

Some of our products are currently displayed in individual homes including houses of former president John Agyekum Kufuor who is a Green campaigner, Mr. Daniel Owiredu who is the Former Board Chairman of Bank of Ghana and Vice President of Golden Star Mining, Rita Marley, wife of the reggae legend Bob Marley, Ahmed Dasuki residents, Hon. Aday Nimo (former MP-Asante Mampong /former Presidential Aspirant NPP), African Regent Hotel, GDA Studio (for the filming of The Standpoint TV programme 2015/2016), the palace of Nana Ansah Kwao IV, Chief of Akwamu Adumasa who is also a Green Ambassador and We have designed and produced unique pieces for VOA and GIZ

## Corporate Responsibilities

5% of the sale of every product from MHC and MYED is donated to the education of underprivileged young but brilliant girls in our society through the GIRL in NEED FOUNDATION (GINF). [www.thestandpoint.gh](http://www.thestandpoint.gh)

We also do advocacy on social media, especially Facebook concerning saving our environment.

We collaborate with a female owned foundation called KALI ETCH which engages artists to create concepts which drive home various messages about environmental sanitation. [www.kalietch.org](http://www.kalietch.org)

We mentor students and all who would like to venture into our field.

We have sponsored décor for some stage performances; including Printex Show 2010, the 'Afia Sireboe' show 2015 and Bc Me Nkcmc Talk show 2017/'18 by KSM, Sapphire Gh., The StandPoint talkshow, 2015/16.

## Achievements/Awards

Their efforts at adhering to policies and practices that promote environmental sustainability; making strides to mitigate Climate Change; and striving to alleviate Greenhouse gases led to their innovation of the "DAAKYE CHAIR" (which means the future chair), produced from used car tyres, scraps and reclaimed wood. This unique innovation which has the theme, "TURNING TRASH INTO TREASURES" earned them the MOST CREATIVE AWARD (out of over 2000 artisans) at one of Africa's biggest Art Exhibitions (SIAO 2016) in Ouagadougou, Burkina Faso.

They also won the ENVIRONMENTAL PROTECTION PRIZE of UNDP at SIAO 2016 in Ouagadougou, Burkina Faso. They presented a series of works such as furniture and jewelry produced from the recovery of used car tyres and tubes, scraps, reclaimed and drift wood. Their objective for that innovative collection is to fight against air pollution, the deterioration of the ozone layer, land degradation, the contamination of ground water, health nuisances and poverty alleviation.

Furthermore, they were recognized with a plaque of merit at the 1st Green Awards 2016 held at the State Banquet Hall, Accra Ghana, for their practical efforts at mitigating Climate Change.



# EXHIBITIONS

- **2016 - till date** American Embassy VENDOR EVENT, Cantonments - Accra
- **2017** -LINCOLN COMMUNITY SCHOOL BAZAAR Abelemkpe - Accra
- **2017** -1st PLASTIC WASTE CONFERENCE 2017 British Council - Accra
- **2017** -NESKAEL CORPORATE FASHION SHOW 2017 Movenpik Ambassador Hotel - Accra
- **2017** - CLO Wine & Cheese Event, Exposure o Ghanaian Art & Culture in Celebration of Ghana's 60th Anniversary - KARAS RESIDENCE
- **2017**, YOOMO BE GA "The Recycled Art Exhibition, Museum of Science & Technology, Accra-Ghana
- **2017** African Cultural and Wellness Festival, Accra, Ghana
- **2016**, International Arts & Handicrafts trade Show of Ouagadougou (SIAO), Burkina Faso
- **2016**, Ghana China Business Summit, Conference Center- Accra, Ghana
- **2016**, International Art Day Bazaar, DuBois Center, Accra, Ghana
- **2016**, Women's Lifestyle Expo, Alliance Francaise, Accra, Ghana
- **2013-2014**, African Regent Hotel, Airport Residential Area, Accra, Ghana
- **2002-2013**, Ghana International Trade Fair, La-Accra-Ghana
- **2012-2013**, Aid To Artisans Ghana (ATAG) Bazaar, Trade Fair, Accra, Ghana
- **2012-2013**, Ghana International Women's Club Fair, El-Wak Stadium, Accra, Ghana
- **2012**, International Arts & Handicrafts trade Show of Ouagadougou (SIAO), Burkina Faso
- **2012**, ECOWAS TRADE FAIR, Accra, Ghana
- **2011**, African Cultural and Wellness Festival , East Legon, Accra, Ghana
- **2011**, Ghana International Women's Conference, National Theatre, Accra-Ghana

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