



A Brand Book by YoShi International

Inspired by Bangladesh.
Crafted For the World.



The Story Begins

YoShi International was founded with a simple belief—that craftsmanship has the power to connect people, cultures, and communities. For years, we worked behind the scenes as a trusted export partner, developing handcrafted products, sourcing sustainable materials, and collaborating with international buyers. Every journey, every exhibition, and every conversation deepened our understanding of global markets while strengthening our pride in Bangladesh's heritage.



Climate is Changing
Why Aren't We?



As our experience grew, so did our vision.

We wanted to create more than products.

We wanted to create stories.

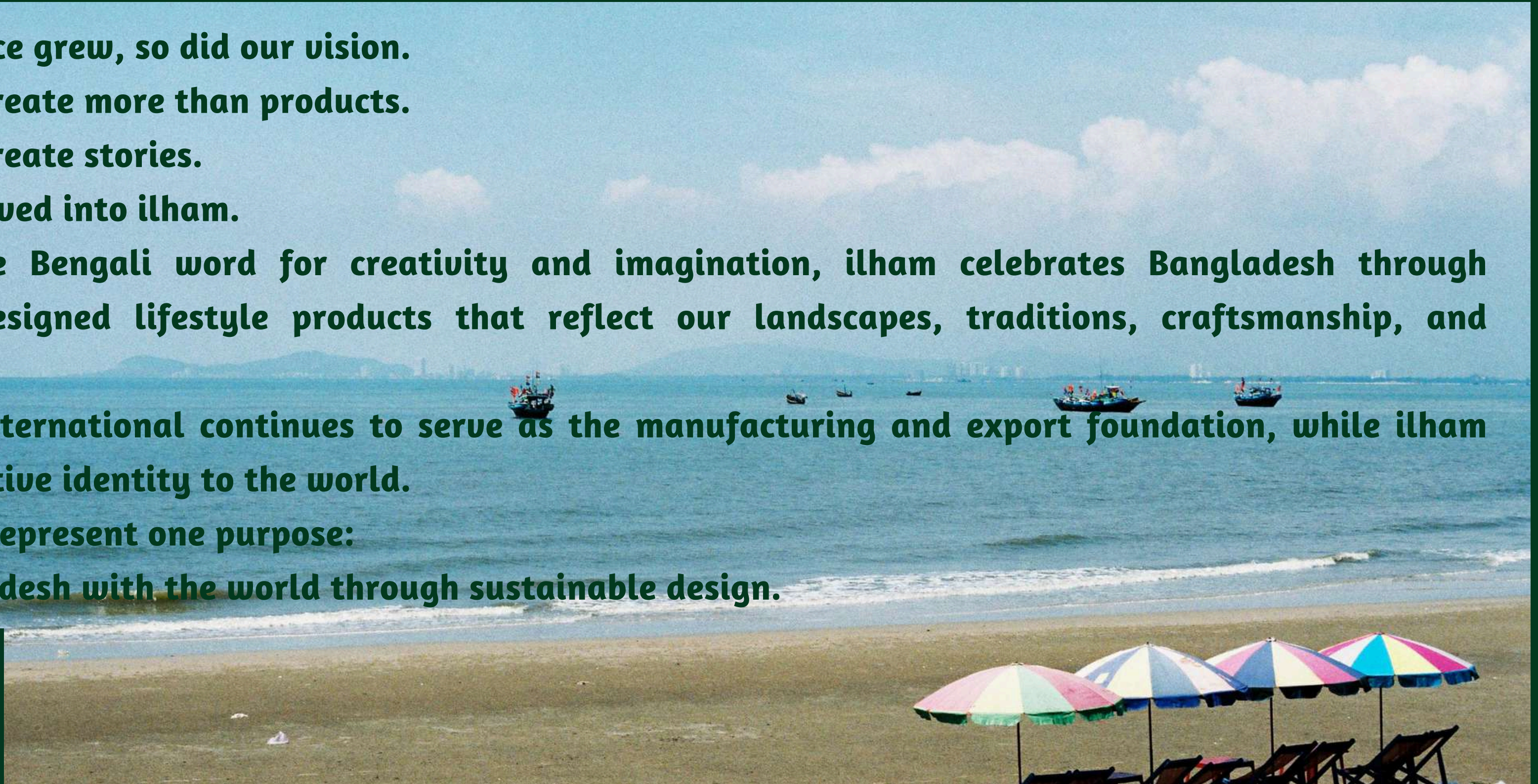
That vision evolved into ilham.

Inspired by the Bengali word for creativity and imagination, ilham celebrates Bangladesh through thoughtfully designed lifestyle products that reflect our landscapes, traditions, craftsmanship, and culture.

Today, YoShi International continues to serve as the manufacturing and export foundation, while ilham carries our creative identity to the world.

Together, they represent one purpose:

To share Bangladesh with the world through sustainable design.



A person in a small boat on a river at sunset, pulling a large net. The sky is filled with vibrant orange and red clouds, and the water reflects the warm light. The person is silhouetted against the bright horizon.

Every river tells a story

In every path, every riverbank, and every courtyard lies a tradition waiting to be transformed into meaningful craftsmanship.





*Every village
inspires a
collection.*

**Where rivers flow gently, fields sway
with the seasons, and generations
preserve the art of simple living, we
discover stories that become timeless
designs.**





*Every craft carries
generations of
knowledge.*

Crafted by nature. Inspired by heritage.





Bangladesh offers

- ✓ World's finest jute
- ✓ Banana fibre
- ✓ Water hyacinth
- ✓ Seagrass
- ✓ Natural leather
- ✓ Skilled artisans
- ✓ Competitive manufacturing
- ✓ Rich cultural heritage



Areca Leaf

**Transforming naturally fallen areca
palm leaves into elegant,
biodegradable tableware and lifestyle
products.**



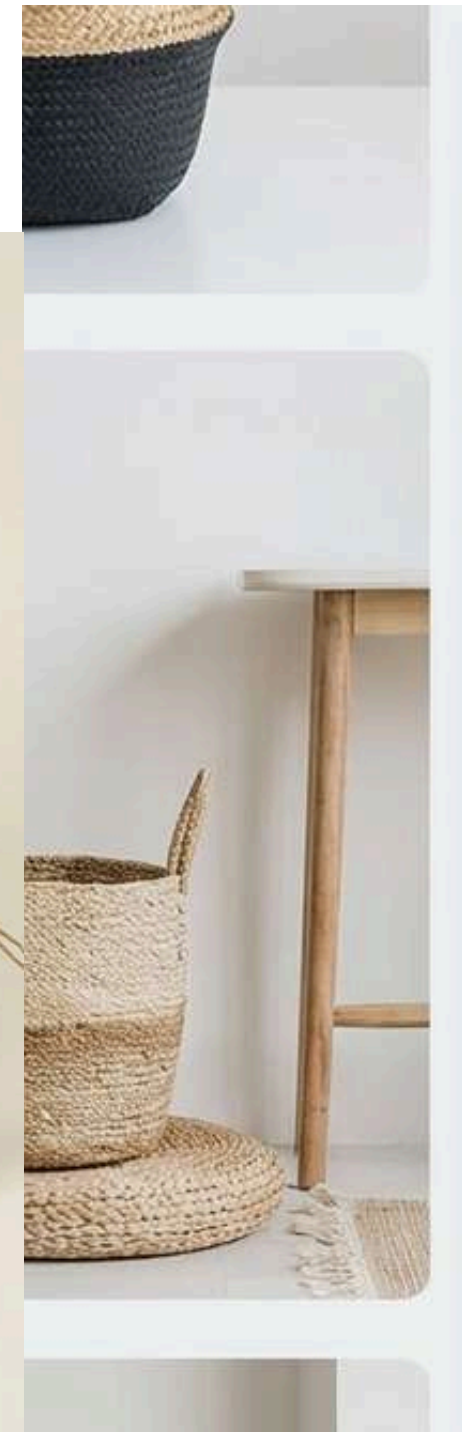


**Bangladesh's golden fibre, reimagined
through contemporary craftsmanship
for fashion, home décor, and
sustainable living**



Banana Fibre

Giving agricultural waste a second life through innovative textile and lifestyle products.



ILHAM HOME

Introducing our Artisan Seagrass Collection.
Nature, inspired.

Posted 2 hours ago



Pineapple Fibre

Exploring next-generation plant-based fibres that combine sustainability with premium design.



Seagrass

**Handwoven textures inspired by nature
for timeless interiors and everyday
living.**



Water Hyacinth

Turning an invasive aquatic plant into beautifully handcrafted baskets, furniture, and décor.



Leather

**Responsibly sourced authentic halal
leather crafted into premium lifestyle
products, fashion accessories, and
luxury details.**



✱ Macramé & Crochet

Handcrafted using wax-polished jute thread, blending traditional techniques with modern aesthetics.

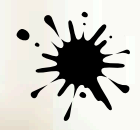




Texture Art

Inspired by
Bangladesh's
landscapes and natural
textures, creating
products that are both
artistic and functional.





Every collection celebrates a destination, a story, a tradition, or a landscape of Bangladesh, transforming cultural identity into contemporary lifestyle products.

- Rivers
- Tea Gardens
- Sundarbans
- Cox's Bazar
- Saint Martin
- Nakshi Kantha
- Jamdani
- Folk Art
- Rickshaw Art
- Bengali Poetry
- Nature
- Historical landmarks

Heritage Collection





Trusted manufacturing partner for internationally recognized hospitality brands including IHG Hotels & Resorts (InterContinental, Crowne Plaza and Holiday Inn), delivering sustainable guest amenities and lifestyle products.



Our Global Journey

Building Partnerships Across Continents

Every exhibition, buyer meeting, and international visit has strengthened our understanding of global markets while keeping Bangladesh at the heart of everything we create.

International Activities

-  International Trade Fairs
-  Buyer-Seller Meetings
-  Product Development Discussions
-  Design Collaboration
-  Sustainable Product Sourcing
-  Hospitality Supply Network

“ Our journey around the world has strengthened one belief — the future of sustainable craftsmanship begins in Bangladesh. ”



Global Exposure



Trusted Relationships



Shared Values



Sustainable Future

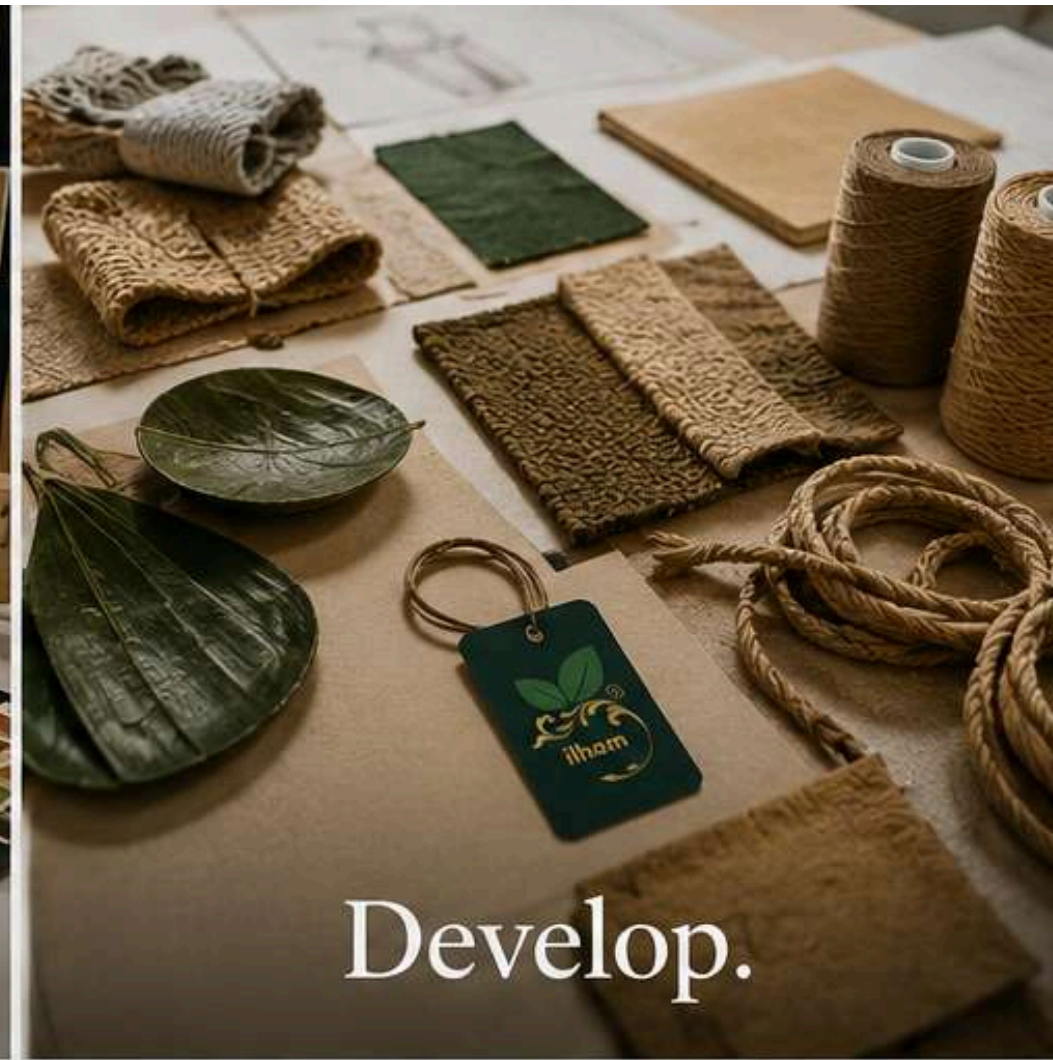




Manufacturing



Design.



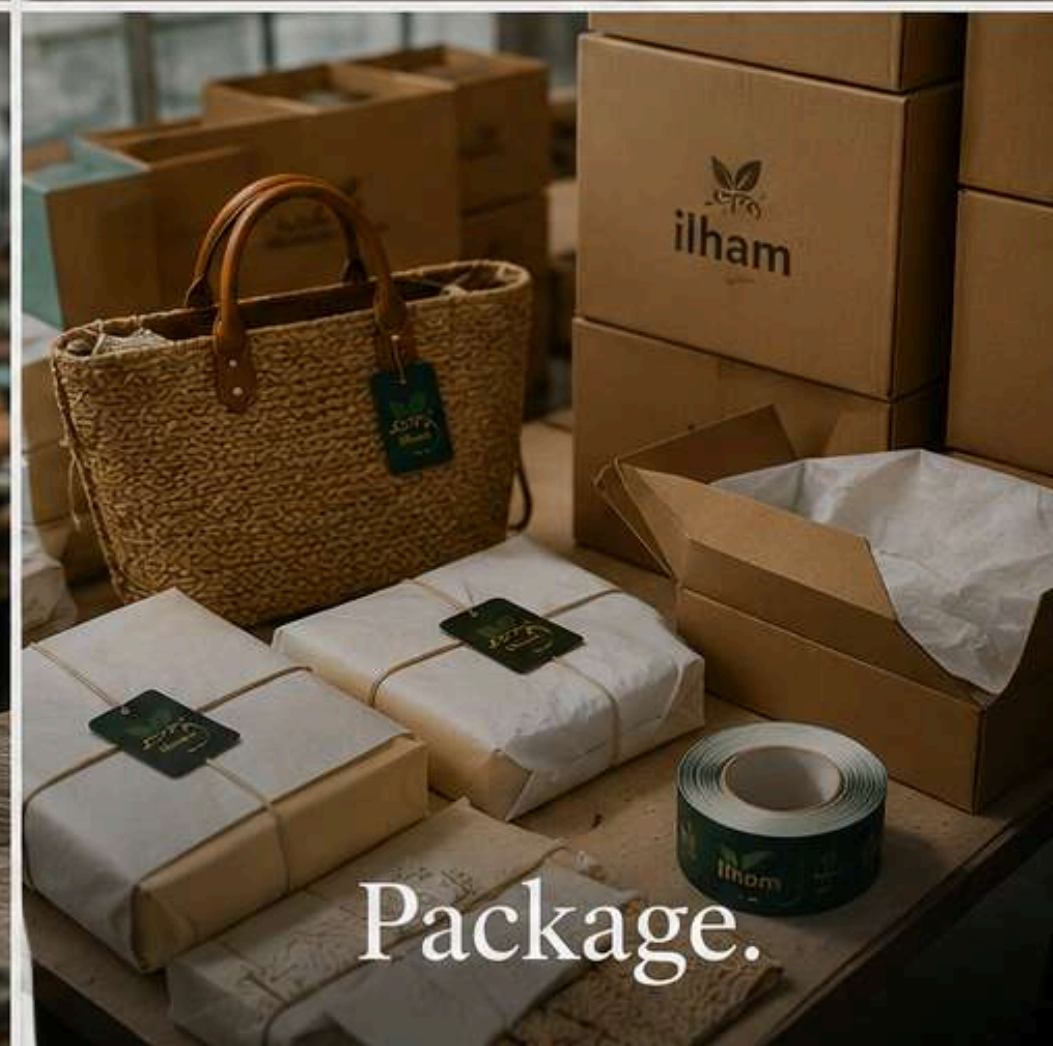
Develop.



Craft.



Inspect.



Package.



Deliver.





Sustainability

Crafting Tomorrow, Naturally



At ilham, sustainability is not a trend—it is the foundation of everything we create. From responsibly sourced natural fibres to handcrafted production, every collection reflects our commitment to protecting nature, empowering communities, and creating products with lasting value.



Circular Design



Responsible Sourcing



Waste Reduction



Low-Impact Manufacturing



Natural Fibres



Community Livelihood



Biodegradable Products



Future Materials



Inspired by Nature. Crafted with Purpose. Designed for a Better Future.



Our Commitment



Nature

Working with renewable, biodegradable, and responsibly sourced materials.

People

Creating sustainable livelihoods for artisan communities while preserving traditional skills.

Craftsmanship

Combining heritage techniques with contemporary design for lasting quality.

Innovation

Developing new applications for natural fibres and eco-friendly materials.

Responsibility

Reducing waste through thoughtful design, efficient production, and responsible sourcing.





Partnership



Let's Build the Future Together

We welcome strategic investors, distributors, retailers, hospitality partners, museums, tourism organizations, and global collaborators who share our vision of bringing Bangladesh-inspired sustainable design to the world.

PARTNERSHIP
WITH
ilham[®]
by YoShi International
Growing Together for a Sustainable Tomorrow

STRONGER TOGETHER
TRUST & COLLABORATION
SUSTAINABLE FUTURE
GLOBAL IMPACT

ilham
by YoShi International
Sustainable • Ethical • Empowering

ECO-FRIENDLY PRODUCTS | **SUPPORTING ARTISANS & COMMUNITIES** | **RESPONSIBLE BUSINESS**

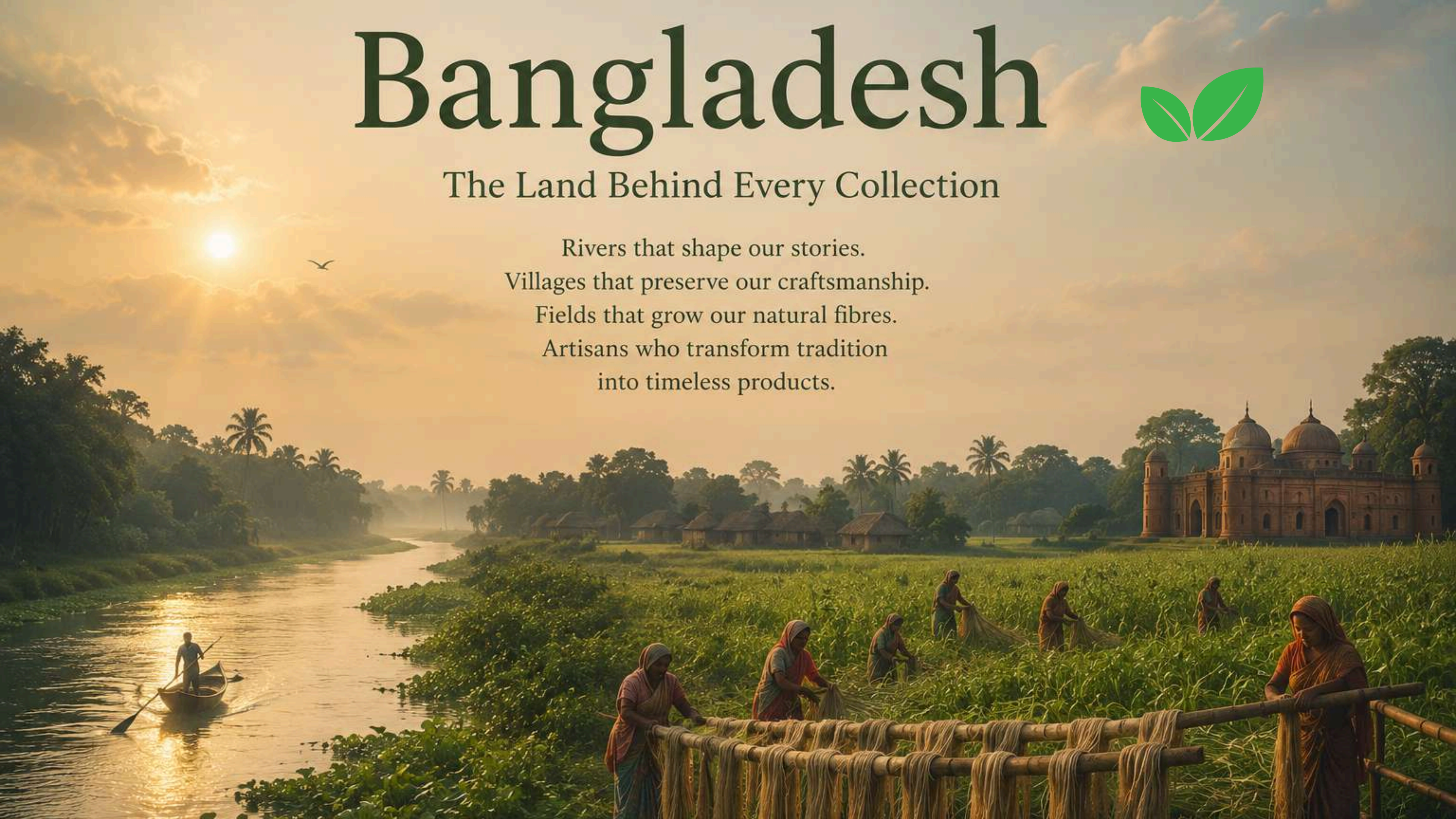
Why Bangladesh?

Bangladesh



The Land Behind Every Collection

Rivers that shape our stories.
Villages that preserve our craftsmanship.
Fields that grow our natural fibres.
Artisans who transform tradition
into timeless products.





STORAGE BASKETS

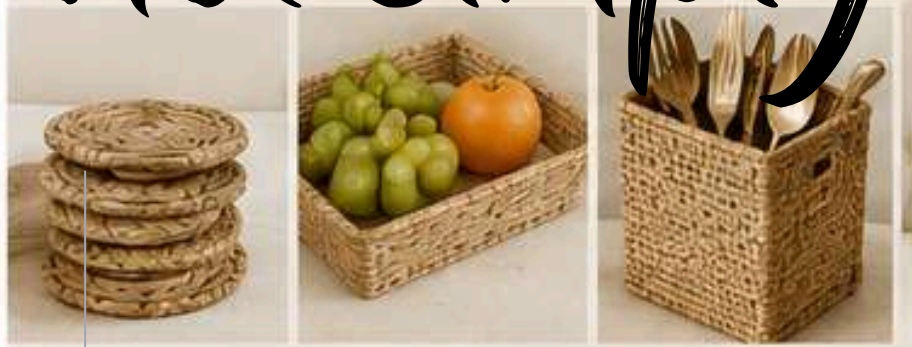
Handwoven seagrass baskets for every space, naturally beautiful and earth-friendly.



- NATURAL MATERIALS
- HANDMADE WITH CARE
- SUSTAINABLE CHOICE
- BETTER FOR OUR PLANET

TABLEWARE COLLECTION

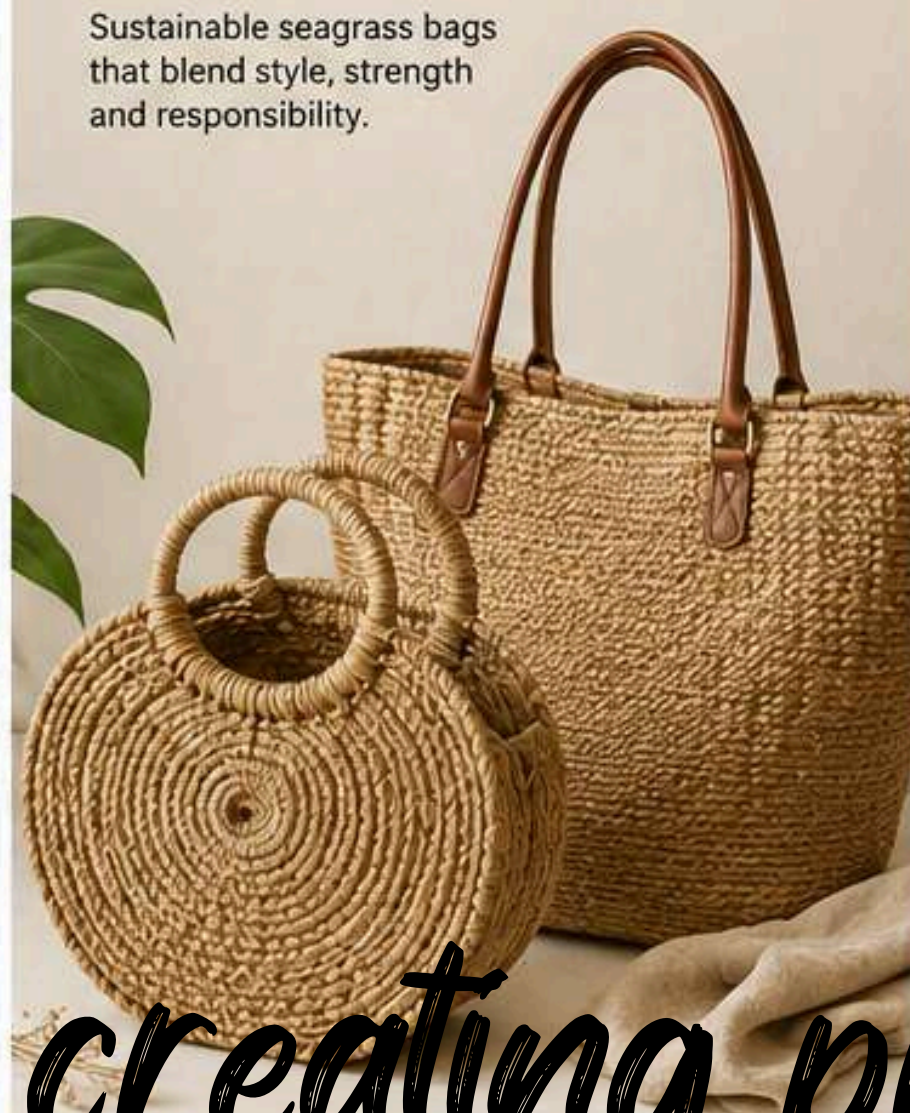
Elegant seagrass tableware for a natural and stylish table setting.



- NATURAL & SAFE
- HANDWOVEN QUALITY
- DURABLE & STRONG
- PERFECT FOR EVERYDAY USE

BAGS COLLECTION

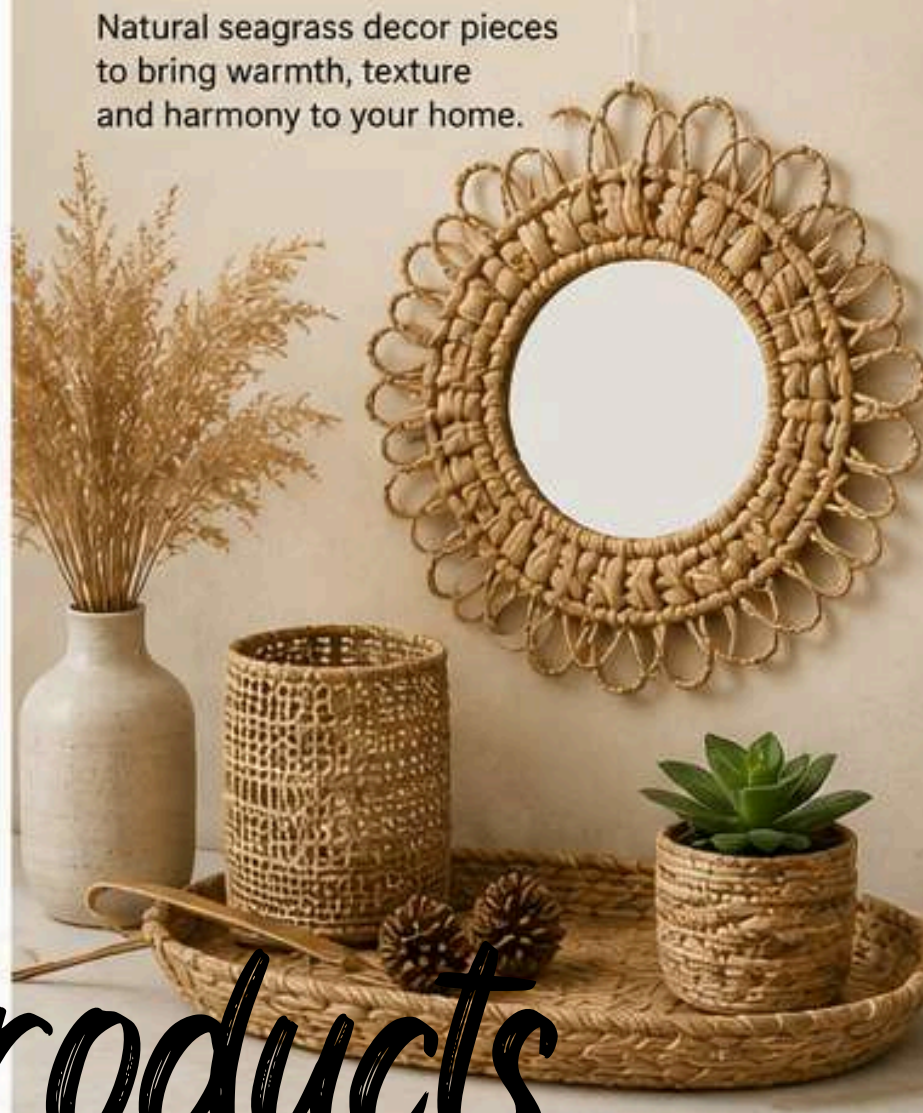
Sustainable seagrass bags that blend style, strength and responsibility.



- ECO FRIENDLY
- ETHICALLY MADE
- LIGHTWEIGHT & DURABLE
- GOOD FOR PEOPLE
GOOD FOR NATURE

HOME DECOR

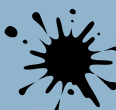
Natural seagrass decor pieces to bring warmth, texture and harmony to your home.



- NATURAL BEAUTY
- HANDCRAFTED DESIGN
- SUSTAINABLE LIVING
- MADE WITH PASSION



We are preserving stories, empowering artisans, and introducing Bangladesh to the world—one thoughtful creation at a time.



Looking Ahead

Our journey continues with ongoing research into innovative natural materials, circular product development, sustainable packaging, and environmentally responsible manufacturing. We believe that every thoughtful product contributes to a healthier planet and a stronger artisan community.

Our Promise

Every ilham product carries the spirit of Bangladesh—crafted with care, inspired by nature, and created for a more sustainable world.



Canada Office
Toronto, Canada

Japan Office
Tokyo, Japan

Asia/Pacific Office
Dhaka, Bangladesh





Inspired by Bangladesh. Crafted For the World.



From the rivers and villages of Bangladesh to homes, hotels, and retailers around the world, ilham transforms natural materials into meaningful lifestyle products. Every collection reflects our dedication to authentic craftsmanship, sustainable innovation, and responsible growth.

ilham by YoShi International

A Message From the Founder

Bangladesh has always been my greatest inspiration. Its rivers, villages, landscapes, artisans, and traditions are filled with stories waiting to be shared. That inspiration became ilham—a brand born to celebrate our heritage through thoughtful design and sustainable craftsmanship.

At ilham, we believe every product carries a purpose. It is not simply an object; it is a reflection of our culture, our people, and our responsibility to the future. By working with natural materials and skilled artisans, we create products that honour tradition while embracing innovation.

Our vision reaches beyond creating beautiful collections. We aspire to position Bangladesh as a respected source of sustainable design, authentic craftsmanship, and meaningful lifestyle products for the global market.

To our partners, customers, and future collaborators, thank you for believing in our journey. Together, we are not only building a brand—we are sharing the spirit of Bangladesh with the world.



Asifa Aziz Poppy
Founder & CEO

ilham by YoShi International





*"We are building a global brand inspired by Bangladesh—
where heritage, sustainability and craftsmanship create
products the world is proud to own."*



Asifa Aziz Poppy

Founder & CEO

ilham by YoShi International



Contact us

**For inquiries or partnerships, please
reach out to us at
Questions? Comments? Concerns?**



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