



Punch Needle Art

Ines Handmade Creations

Turning creativity into handmade beauty

The Art of Punch Needle

Punch needle is a creative embroidery technique using yarn loops to create soft, textured designs. Popular in Europe and trending on social media, it's still new to Tunisia—combining art, relaxation, and home decoration.

Why This Matters

Creative Expression

Handmade art that brings positive energy and beauty to homes.

Sustainable

Eco-friendly materials and personal, artistic products.

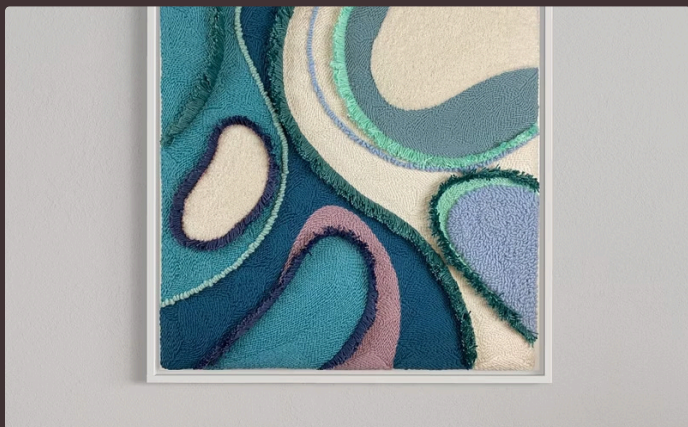
Vision

Build a brand spreading creativity, emotion, and beauty through handmade art.



Product Range

100% handmade, customizable pieces using eco-friendly cotton and wool. Each creation is unique.



Wall Art

Decorative framed pieces for homes and offices.



Home Décor

Cushions, rugs, and decorative panels.



Fashion & Gifts

Tote bags, key holders, pouches, and personalized gifts.



Market Opportunity

Market Trends

- Growing demand for handmade and sustainable products
- Punch needle trending on Instagram, TikTok, Pinterest
- Shift from factory-made to artistic, personal items

Competitive Advantage

- Few local artists in Tunisia specialize in this technique
- Growing interest in creative wellness crafts
- Access to both local and international online buyers

Target Market

Primary Audience

Women aged 20–45: young professionals, mothers, creative enthusiasts.

My Edge

Unique modern designs and specialized punch needle technique competitors lack.



Customer Needs

Originality, authenticity, customization, and handmade quality over mass production.

Gift Seekers

People who value personalized, emotional gifts with artistic meaning.



Marketing & Sales Strategy

01

Social Media

Instagram & Facebook: share creative process, finished pieces, and storytelling behind each creation.

02

Online Store

Etsy shop to reach international buyers and art lovers globally.

03

Local Presence

Craft markets to build visibility and meet clients face-to-face.

04

Brand Message

"Handmade with love—each piece tells a story."

Operations & Production

Setup

Home studio: small, organized, and efficient workspace.

Materials

- Punch needles & frames
- Cotton & wool yarn
- Fabric & packaging

Production Timeline

1. Design sketch
2. Color selection
3. Punch needle embroidery
4. Finishing & framing
5. Packaging & delivery

2–3 days per piece depending on size and complexity.



Management & Growth Plan

1

Current

One-person operation: Ines handles design, production, sales, marketing, and accounting.

2

Phase 1

Collaborate with local artisan for sewing and finishing work.

3

Phase 2

Partner with freelance photographer and social media manager.

4

Ongoing

Learn new textile techniques and expand product offerings.

📌 Core values: Creativity, quality, sustainability, and emotional connection.

Financial Plan

Start-Up Investment

- Tools & materials: €200
- Marketing & packaging: €100
- Online store setup: €50

Total: €350

Monthly Costs

- Materials & supplies: €50
- Marketing ads: €20
- Internet & fees: €10

€25–€80

Price Range

Small items to large wall art pieces.

15–20

Monthly Goal

Items sold in first year.

6–8

Break-Even

Months to profitability.



Handmade with Love

Each piece tells a story. Punch needle art brings warmth, color, and personality to people's spaces—combining creativity, sustainability, and emotion.

Thank You

I hope this project inspires you to see the beauty in handmade art and support creative entrepreneurship.