



A lifelong love of luxurious wool

Since its foundation in 2009 in Hamburg, Etiqueta Blanca stands for high-quality products made out of alpaca wool. The woman behind the idea of bringing the luxurious wool from the Andes to Germany is Eliana Strohbach. Born and raised in Cusco amidst the Peruvian Andes, she is thoroughly familiar with alpaca breeding and traditional wool harvesting and processing.

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“Alpacas have fascinated me since I was a child,” Eliana Strohbach, founder of Etiqueta Blanca, smiles. She adds: “When I came to Germany 30 years ago, the wish to give people an understanding of alpacas and their exceptional wool remained.” Thus, she decided to create her own business to combine her passions for Europe and South America and to give the traditional Peruvian alpaca products a new, modern look. Today, her product range offers everything from accessories, wool for knitting, blankets and knitted goods to basics for the cold winter, such as scarves, hats, gloves, wrist warmers or non-size tops such as ponchos or capes. “My products are different and timeless. My designs are coined by my life in Germany and thus, aren’t entirely linked to traditional Peruvian handicraft. I prefer to use softer colours,” Eliana explains.

With its exceptional quality, alpaca wool impresses with a wearing comfort like no other. Much softer than sheep or cotton wool, the natural product is low-maintenance and comprises of natural temperature regulation. Etiqueta Blanca’s products are also 100 per cent sustainable and support the Peruvian alpaca economy. “I have direct contact to producers, families, women, shepherds and knitters in Peru. I know everyone personally and we guarantee that we don’t work with children,” Eliana notes. Solely importing the wool or products directly from Peruvian small producers, Etiqueta Blanca seeks to improve the situation of local families and to preserve the unique handicraft culture of Peru. “Especially the women of traditional shepherd families receive a safe livelihood through the co-operation,” Eliana adds.

As a direct importer, Etiqueta Blanca can guarantee fair conditions and has full control over the wool’s quality. “Through the direct contact with the producers combined with omitting intermediary trade, our prices are relatively cheap compared to competitors despite the high quality,” Eliana notes. Registered as a brand in Germany and Peru, Etiqueta Blanca carries the Peruvian government’s official certificate ‘Brand Peru’. Etiqueta Blanca’s products are exhibited on trade fairs, in museums, in the label’s showroom in Hamburg or can be ordered over the website via email. An online shop is planned.

www.etiquetablancade

Portrait: Founder Eliana Strohbach.

