

JNC MACRAME

*Handcrafted homeware for
boutique retail & hospitality*

Introducing JNC

JNC is a Vietnamese **handicraft company** creating handcrafted homeware for boutique retail and hospitality.

Since 2019, we have brought together skilled hands, thoughtful design and the natural character of handmade craft.



Our Story

“It started with a simple hope”

JNC began in 2019 with a love for handmade work and a simple hope:

“To bring Vietnamese craft into more places around the world.”

Along the way, that journey also became about creating meaningful work and new opportunities for local artisans

Beautiful things can carry meaningful stories.



Craft & community



For JNC, handmade work has always been about people too.

Through craft training and community programs, we help create opportunities for local women and support education for children in rural Vietnam.

150+ Women Trained

100+ Students Supported

20+ Scholarships Awarded

“What we make travels around the world. Some of the value stays right here at home.”

Our Vision

To bring more beauty, warmth and artistry into everyday life through handcrafted pieces made to be lived with and loved.



Our Mission

To create thoughtful handcrafted products that bring beauty and character to everyday spaces, while creating meaningful opportunities for the artisan communities behind them.



Our philosophy

”

“Made With Care. Made With Purpose. Made Together”

Made With Care

For the materials, details and hands
behind every piece.

Made With Purpose

Creating value for both the maker and
the people who live with our work.

Made Together

Listening, sharing ideas and finding the
right way to make them together.

Who We'd Love to Work With

- Boutique Retailers
- Interior & Lifestyle Brands
- Hotels & Resorts
- Restaurants & Cafés
- Concept Stores
- Product & Interior Designers
- Sourcing & Purchasing Partners



Different businesses. Different ideas. One shared appreciation for things made with care.

Our product

Function

Made for dining, décor, gifting and everyday living.

Craft

Handwoven, hand-knotted and crocheted with texture and character.

Feeling

Warm, natural, with a quiet sense of joy.



“Made to Be Used. Made to Be Felt.”

Materials

Materials We Love Working With



Paper Yarn

Light and textural, beautifully suited to tabletop pieces.



Cotton Rope

Soft and natural in feel, ideal for macrame and décor.



Wool Yarn

Warm and expressive, bringing softness and color to crochet pieces.



PE Rope

Strong and practical, well suited to outdoor handcrafted pieces.



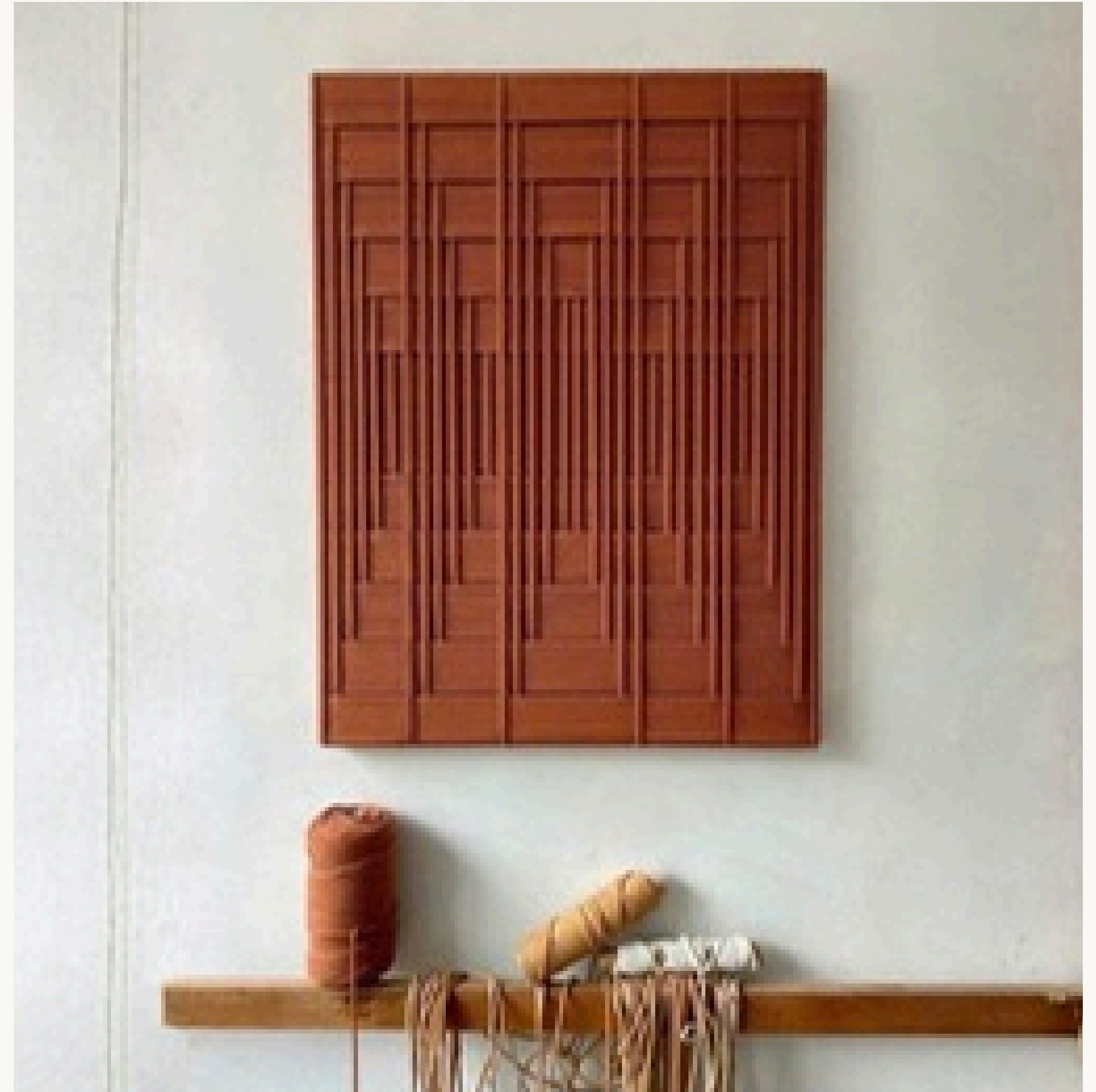
Handwoven Tabletop Collection

Handcrafted pieces for dining, entertaining and everyday living.



Hospitality Décor Collection

Macrame, crochet and decorative pieces that bring warmth and character to a space.



Custom Development

Products developed around your idea, collection or space.



Why choose JNC?

Five Reasons Partners Work With JNC:

01 Craft Knowledge Behind Every Idea

Better product development starts with understanding how things are made.

02 Made Around Your World

Flexible development around your collection, store or space.

03 From One Piece to a Collection

More possibilities from one idea, designed to belong together.

04 Handmade, Ready for Business

Human craftsmanship with capacity for real B2B orders.

05 Care From Making to Delivery

Quality, packing and export experience along the way.



macrame
MACRAME

A woman in a blue polo shirt is leaning over and pointing at a knot being tied in a purple rope by a woman in a yellow t-shirt. The woman in yellow is looking down at her hands with a focused expression. The background is dark and out of focus.

Craft Knowledge

We Know the Craft From the Inside

Our founder and team understand the techniques, materials and practical details behind handmade production.

So we can help shape an idea into something beautiful, workable and ready to make.

The background of the image is a wooden table. On the table, there is a large sheet of paper with a hand-drawn architectural sketch of a building. To the right of the sketch, there are several small rectangular samples of different materials, including wood and fabric. In the bottom left corner, there are three coils of light-colored twine. The overall lighting is warm and natural.

Flexible Development

Made Around Your World

Every store, collection and space has its own character. We can explore colors, sizes, materials, shapes and details around what you need.

Collection Development

From One Piece to a Collection

We like thinking beyond a single piece.
A placemat can grow into a napkin ring, bread basket, candle holder or vase, sharing the same colors, textures and little details.

Production Capability

150 +

Artisans regularly work with JNC

3000+

Paper Yarn Placemats
pcs/month

300+

Premium Macrame
pcs/month

20000+

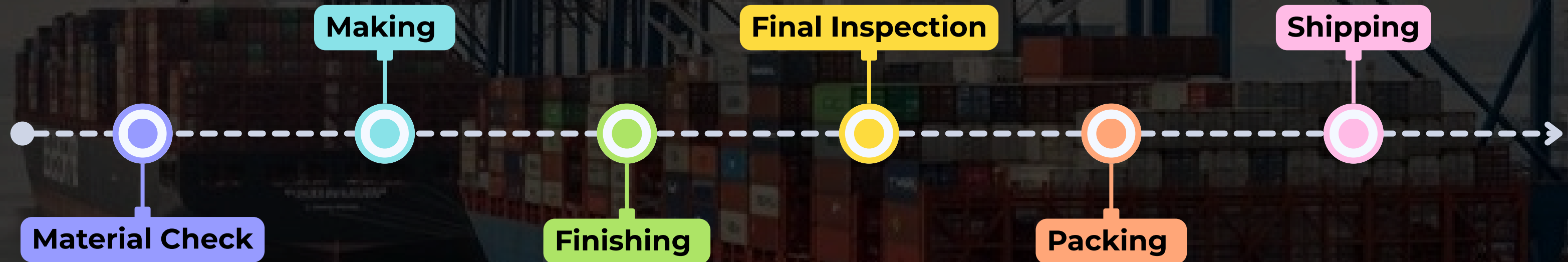
Crochet pcs/month

10000+

Standard Macrame
pcs/month

Quality, Packing & Export

Care From Production to Delivery



With experience in international orders, commercial exports and container shipments, we prepare each order around the product and buyer requirements.

Our Work

A Few Things We've Made Along the Way

Tabletop



Macrame



Crochet



Custom Work



Some started with our own collections. Others with a buyer's idea, a reference image or simply a conversation.



QR to our gallery

Selected Work



Product

[Product Name]



Made For

[Boutique Retail / Hospitality /
Custom Project]



Material

[Paper Yarn / Macrame / Crochet]



Custom Detail

[Color / Size / Pattern / Design]

How We Work

From an Idea to Something You Can Hold



01. Share

Tell us what you have in mind.



02. Explore

Find the right materials, colors, and details.



03. Sample

Turn the idea into the first piece.



04. Refine

Adjust the details together.



05. Make

Bring the approved piece into production.



06. Deliver

Check, pack, and prepare for its journey.



Let's Make Something Together



A sketch.



A photo.



A color.



Or simply an idea still taking shape.

*Send it our way.
We would love to see what we can make together.*



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Thank you