



VALUE CHAIN ANALYSIS

United Kingdom & Ireland

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ART FORM

Traditional Lace Making



Image source: <https://www.theedkins.co.uk/jo/lace/patmidlandintro.htm>

Traditional Lace Making: Design and Production Process

Value Additions	Description	Usage	Dependency
Pattern design	Create or select intricate patterns that dictate thread placement and movement	Bulk volume	Special equipment
Thread preparation	Wind threads onto bobbins or prepare needles with the appropriate thread types.	Batch capacity	Artisan skill
Pinning and tensioning	Set up the lace pillow with pins following the pattern, ensuring proper tension.	Fixed amount	Artisan skill
Lace creation	Manipulate threads by twisting, crossing, and looping around pins to form the pattern.	Custom amount	Artisanal tool

Traditional Lace Making: Distribution Channels

- Specialty textile shops
- Bridal boutiques
- Antique dealers

Traditional Lace Making: Consumer Behaviour

Particular	Description
Appreciation for intricate handwork	Buyers value the meticulous craftsmanship and time-intensive nature of handmade lace.
Desire for unique, high-quality textiles	Consumers seek one-of-a-kind pieces that showcase superior craftsmanship and materials.
Interest in traditional English craftsmanship	Collectors and enthusiasts are drawn to the rich heritage of English lacemaking.
Need for special occasion accessories	Bridal market and formal events drive demand for high-end lace items.

Traditional Lace Making: Market Dynamics

Particular	Description
Declining number of skilled lacemakers	Fewer artisans possess the specialized skills, impacting production capacity and knowledge transfer.
Competition from machine-made lace	Mass-produced alternatives offer lower prices, challenging the market for handcrafted lace.
Niche market for luxury and bridal items	High-end products maintain demand but limit broader market appeal.
Increasing interest in heritage crafts	Growing appreciation for traditional skills creates opportunities for lacemaking.



ART FORM

Strawback Chairs

Image source: <https://www.thewoodworkermag.com/traditional-craftsmanship-creativity>

Strawback Chairs: Design and Production Process

Value Additions	Description	Usage	Dependency
Wood selection and preparation	Choose and season appropriate hardwood, cut and shape components.	Bulk volume	Raw materials
Chair frame construction	Assemble the chair frame using traditional joinery techniques.	Fixed amount	Artisan skill
Seat weaving	Weave the seat using straw or rush in traditional patterns.	Custom amount	Cultural Traditions
Finishing touches	Apply natural oils or waxes to protect the wood and enhance its appearance.	Single item only	Raw materials
Quality check and adjustments	Inspect the chair for stability and comfort, make final adjustments.	Batch capacity	Artisan skill

Strawback Chairs : Distribution Channels

- Specialty furniture shops
- Online boutique platforms
- Craft fairs and markets

Strawback Chairs : Consumer Behaviour

Particular	Description
Demand for traditional Scottish craft	Buyers value the historical significance and regional authenticity of strawback chairs.
Desire for sustainable, natural furniture	Consumers seek eco-friendly options made from renewable, locally sourced materials.
Interest in rustic, country-style decor	Strawback chairs appeal to those desiring an authentic, rural aesthetic in their homes.
Value for durability and functionality	Buyers appreciate the long-lasting nature and practical use of these well-crafted chairs.

Strawback Chairs: Market Dynamics

Particular	Description
Limited number of skilled craftsmen	Scarcity of skilled artisans with both woodworking and weaving expertise, impacting production capacity
Competition from common furniture	Factory-made alternatives offer lower prices, challenging the market for handcrafted chairs.
Niche market for artisanal furniture	Limited but dedicated market across Scottish diaspora for authentic, handcrafted pieces from the highlands
Growing interest in sustainable products	Increasing demand within the UK for eco-friendly, locally made traditional furniture.

ART FORM

Sporran Making



Image source: <https://www.thekiltexperience.com/bspoke-kilt-outfitters/handmade-leather-sporrans-kilt-belts/>

Sporran Making: Design and Production Process

Value Additions	Description	Usage	Dependency
Design and pattern making	Create or select sporran design, prepare patterns.	Fixed amount	Raw materials
Leather cutting and shaping	Cut leather according to pattern, shape as needed.	Fixed amount	Artisanal tool
Assembly and stitching	Sew leather pieces together, attach metal fixtures.	Batch capacity	Artisan skill
Fur preparation (if added)	Clean, treat, and shape fur for sporran flap or tassels.	Custom amount	Artisan skill
Adding clan-specific decoration	Add Celtic designs, metalwork, or other embellishments.	Single item only	Cultural Traditions

Sporran Making: Distribution Channels

- Highland clanwear outfitters
- Kilt makers and retailers
- Online specialty stores
- Scottish/Celtic souvenir shops

Sporran Making: Consumer Behaviour

Particular	Description
Essential component of traditional Scottish dress	Sporrans are necessary for completing traditional Scottish male outfits, driving overall annual demand.
Appreciation for Scottish heritage and craftsmanship	Buyers value the cultural significance and traditional craftsmanship of handmade sporrans.
Quality, durability and likeability of the product	Consumers seek well-made sporrans that will last and look fresh throughout
Aesthetic appeal and uniqueness of design	Unique designs and high-quality materials attract buyers looking for distinctiveness.

Sporran Making: Market Dynamics

Particular	Description
Demand fluctuation in Highland wear	Demand fluctuates with trends in traditional Scottish highland clothing..
Accessibility of mass-produced sporrans	Factory-made sporrans offer lower prices, challenging artisanal makers.
Stagnant market for customised sporrans	Custom and luxury sporrans has a dedicated but very niche market.
Highly seasonal and traditional usage	Sales peak during specific traditional events and inter-clan weddings.



ART FORM

Welsh Clog Making

Image source: Wikipedia

Welsh Clog Making: Design and Production Process

Value Additions	Description	Usage	Dependency
Wood selection and preparation	Choose, season and prepare appropriate blocks of hardwood.	Fixed amount	Raw materials
Carving the clog soles	Shape the wooden sole using specialized tools.	Single item only	Artisanal tool
Leather cutting and shaping	Cut and shape leather for the upper part of the clog.	Custom amount	Artisan skill
Attaching upper to sole	Attach leather upper to wooden sole using staples or nails.	Single item only	Artisanal tool
Finishing and polishing	Sand, polish, and apply protective coatings to the wood.	Single item only	Artisan skill

Welsh Clog Making: Distribution Channels

- Traditional clog makers' workshops
- Regional specialty footwear stores
- Online traditional craft marketplaces

Welsh Clog Making: Consumer Behaviour

Particular	Description
Interest in Welsh cultural heritage	Buyers value the connection to Welsh traditions and history.
Protection and durability of soles	Wooden soles offer unique comfort and long-lasting wear
Appreciation for handcrafted footwear	Consumers appreciate the skill and artistry involved in clog making.
Uniqueness and retro cool factor	Unique design attracts those seeking distinctive footwear.

Welsh Clog Making: Market Dynamics

Particular	Description
Declining number of craftspersons	Few skilled clog makers remain, impacting production capacity.
Niche market mostly for dance footwear	Limited but dedicated market for traditional and dance clogs.
Competition from cheaper modern alternatives	Practical, cheaper alternatives challenge traditional clog usage.
Revived interest in Welsh folk dancing	Growing appreciation for folk traditions boosts interest.

ART FORM

Linen Weaving



Image source: <https://www.linenbeauty.com/blog/how-to-weave-linen-fabric>

Linen Weaving: Design and Production Process

Value Additions	Description	Usage	Dependency
Flax Cultivation	Growing flax in the correct climate to prepare it for weaving	Bulk volume	Raw materials
Harvesting & Preparation	The fibers are harvested and then spun into threads to be weaved	Batch capacity	Artisanal tool
Weaving	Threads are woven into linen fabric using traditional looms	Fixed amount	Artisan skill

Linen Weaving: Distribution Channels

- High-end traditional retail
- Online textile platforms
- Textile super markets
- Garden Exhibitions in Ireland

Linen Weaving: Consumer Behaviour

Particular	Description
Desire for sustainable, high-quality textiles	Consumers value linen's durability and natural production
Growing demand for luxury home textiles	Linen weavers cater to niche high-end markets
Considered a collector's item	Enthusiasts perceive Linen items as collectible items due to their quality, craftsmanship, and cultural significance.
Sentimental Connection to Irish roots	Consumers develop emotional connections to linen items, associating them with cultural identity and familial traditions.

Linen Weaving: Market Dynamics

Particular	Description
Irish Diaspora Market	Popular fashion enthusiasts in Irish diaspora, leveraging trade fairs and overseas retailers.
Strong demand for luxury linens, sustainable textiles	Linen is in high demand for its quality, but production costs are high
Expanding interest in natural fabrics, eco-conscious consumers	Linen is valued for its eco-friendly production and durability



Thank You

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