World Finds
Ethical Style

2022 PRESS KIT

ABOUT THE BRAND

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MISSION: Founded on a platform of social impact and sustainability, WorldFinds' mission is to create economic opportunities in artisan communities while being kind to the planet.

OUR BRAND: WorldFinds is a brand of design-driven jewelry and accessories that empowers women through fair trade. For over 20 years, WorldFinds has worked extensively with women's cooperatives in India to create sustainable designs for retailers throughout the United States, Canada, Europe, UK and Japan.

WorldFinds partners with socially responsible artisan groups to ensure fair trade principles and practices are being met. Equal emphasis is spent on uplifting the artisans' communities, preserving cultural traditions, eradicating child & sweatshop labor, and helping to alleviate poverty.

The jobs created provide fair wages, steady income, health care and child care. Women are empowered, children attend school, and families thrive.

In addition, WorldFinds founded a Girls Education Fund to provide extra support to the neediest of families, to ensure the daughters of artisans have the same access to education as their sons.

Your support creates so much goodness!

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WORLDFINDS BELIEVES:

- That purchasing designs you love can also mean changing the world.
- That fair trade principles make the production of products better for everyone involved.
- That helping the world's economy occurs by offering consumers smart choices.
- In making products that show consumers that fair trade has style, quality, and heart.
- That WorldFinds and our customers together can foster positive change in the world.

BEHIND THE BRAND: WorldFinds began with one woman and a desire to help communities in India flourish while delivering well-designed products to retail stores in North America. Today, the WorldFinds team is comprised of ten members, each with a unique role in the flow of getting our fabulous, fair trade products from the idea stage to our artisans and finally to our over 1600 retail partners across the world. Our women-centric team is a strong example of passionate souls coming together to make a positive social impact.

We'd love for you to join us on our journey! Contact us at **info@worldfinds.com** and we'll provide you with photos, brand stories, founder stories, or artisan stories for your publication or media outlet.

Thanks so much for promoting ethical, sustainable brands!

SPRING 2022

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Westmont, IL — January 2022: WorldFinds is thrilled to introduce a new collection of sustainably handmade jewelry and accessories that combine repurposed textiles with metallic details. Each piece is handcrafted by women artisans in India who bring positive change to their lives through fair trade. We have over 50 new designs for Spring, here are a few highlights:

KANTHA FRINGE COLLAR NECKLACE

NE-5114 ($45 MSRP) • The Kantha Fringe Collar Necklace features a fringe of curled Sari ribbons that drape into a V from a single strand of colorful Kantha beads. Measures 5.5" in diameter with a 6.5" fringe drop. Sustainably handmade by women artisans in India.

KANTHA BAUBLE CHARM BRACELET

BR-3118 ($20 MSRP) • Large & small colorful Kantha textile beads dangle from a gold chain to form this fun update to the classic charm bracelet. Measures 8" long with a 2.5" extender. Sustainably handmade by women artisans in India.

CONFETTI KANTHA HOOPS

ER-1152 ($27.50 MSRP) • Colorful Kantha textile beads form an outline around a hoop of multicolored seed beads. Measures 2.25" in diameter with nickel-free/lead-free posts. Sustainably handmade by women artisans in India.

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New Metallic Styles

SCULPTURAL SCROLL NECKLACE

NE-5107 ($35 MSRP) • A textured piece of hammered metal curls up into itself to create a simple pendant silhouette. Measures approximately 18.5” long with a 3.5” extender; pendant drops 2.5”. Available in gold or silver. Sustainably handmade by women artisans in India.

SCULPTURAL SCROLL POSTS

ER-1144 ($27.50 MSRP) • Hammered brass folds, twists and curls to form these statement earrings. Measures 1.5” long with nickel-free/lead-free post wires. Available in gold and silver. Sustainably handmade by women artisans in India.

SCULPTURAL BOW CUFF

BR-3112 ($20 MSRP) • Matte metallic bands fluidly twist and loop to create an artful bow in this delicate, sculptural cuff.Measures 2” wide. Adjusts to fit most wrists. Available in gold and silver. Sustainably handmade by women artisans in India.

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New Sari & Kantha Accessories

SARI SHOPPER TOTE

SG-8031 ($12.50 MSRP) • A colorful take on the classic shopper tote, this style is made from repurposed Sari textiles and folds up for easy storage. Measures approximately 12" wide by 15" tall with an 11" strap drop. Sustainably handmade by women artisans in Bangladesh.

KANTHA ZIP-AROUND CASE

SG-8032 ($30 MSRP) • Beautifully repurposed Kantha textiles create this colorful zip-around case for cards or other small necessities. Measures 4.25" square. Sustainably handmade from artisans in Bangladesh.

KANTHA CLIP-ON POUCH

SG-8030 ($25 MSRP) • This clever pouch easily clips on to your bag, keychain, or lanyard to keep your necessities close at hand. Measures 4" by 5.25"; snap closure & brass metal clip. Features a 1.5" long tassel. Sustainably handmade by women artisans in Bangladesh.

SCHEDULE

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2022 WINTER TRADE SHOW SCHEDULE:

Atlanta Market
January 12 - 16
Booth #3-2-1301

Las Vegas Market
January 23 - 26
Booth #E-1020

Faire Virtual Market
January 31 - February 4
worldfinds.faire.com

NY NOW
February 6 - 9
Booth #1434

Top Drawer UK
February 20 - 22
Stand #427

MSA Forward
May 18 - 22
Booth #TBD

KANTHA JEWELRY

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KANTHA TEXTILE JEWELRY:

Colorful Kantha quilts are traditional textiles found in abundance in India. Our Original Kantha Jewelry is handmade from cotton Kantha and sari fabric and beads that are hand-carved from a local furniture factory's scraps.

Artisans hand cover the wooden beads with a colorful piece of Kantha or Sari fabric, attaching them securely with a safe adhesive. The beads are mixed together so each piece has a unique array of colors and patterns. The artisans then transform the Kantha beads into our jewelry, incorporating modern elements such as metallic paillettes, brass accent beads, or small seed beads.

Our Kantha designs provide new life to a discarded textile and are as unique as the artisan that crafted it. Colors and patterns vary due to the repurposed nature of the textiles.

ACCESSORIES

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KANTHA TEXTILE ACCESSORIES: WorldFinds collection of repurposed Kantha textile accessories is brought to life by the talented hands of their artisan partners in Bangladesh. They create beautiful and sustainable bags using repurposed Sari and Kantha textiles and jute, an natural resource found in abundance. This practice provides new life for textiles that would otherwise be discarded, and the resulting designs are as unique as the artisans that handcraft them.

The stunning Kantha Textile Collection includes bags, pouches and other small accessories - the brand is continuously designing new styles and introducing new silhouettes.

KUTCH TEXTILE ACCESSORIES: Traditional Kutch Textiles are used to create this incredibly textured collection of accessories. Known for its intricate combinations of mirrorwork, regional needlework and embroidery, the colorful textiles are hand-selected and pieced together to create one-of-a-kind bags and accessories.

SUSTAINABILITY

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WorldFinds was founded on a platform of kindness to people and planet. Our mission is to provide economic opportunities to artisan communities while being protective of the earth. We accomplish this by using repurposed materials for the majority of our products, and always trying to improve our processes - with a goal of zero waste. This journey has been one of progress, not perfection! We are continually trying to improve our efforts.

Artisans use discarded wood from local furniture factories for our bead bases.

Discarded Sari & Kantha textiles are repurposed into our jewelry & accessories.

Our artisans make everything by hand without the use of energy-using machinery.

We import our products from our artisan partners via air cargo or sea freight.

Much of our packaging is compostable or made from recycled materials.

We provide additional support through Cause Bracelet donations & Girls Education funding.