



World Finds

Ethical Style

2023 PRESS KIT



Scan to access full library of
high resolution images &
other press materials



ABOUT THE BRAND

Atlanta Market #3-2-1301

Media Contact:

Kelly Weinberger, founder
kelly@worldfinds.com

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 ETHOS: WorldFinds is a brand of design-driven jewelry, accessories, and gift items that empowers women through fair trade. For over 22 years WorldFinds has worked extensively with women's cooperatives in India to create sustainable designs for retailers throughout the United States, Canada, Europe, the UK and Japan.

WorldFinds partners with socially responsible artisan groups to ensure fair trade principles and practices are being met. As vetted, long term members of the Fair Trade Federation, WorldFinds focuses on uplifting artisan communities through economic empowerment as a viable alternative to sweatshop labor.

The fair wage jobs created through our long term partnerships provide a reliable income, health care, child care and ongoing education. Women are empowered, children attend school, and families thrive.

In addition, WorldFinds has created a collection of Cause Bracelets that provide support to organizations doing good in the world, resulting in over \$95,000 in donations so far.

Your support creates so much goodness!





ABOUT THE BRAND

Atlanta Market #3-2-1301

Media Contact:

Kelly Weinberger, founder

kelly@worldfinds.com

WORLDFINDS BELIEVES:

- Purchasing ethical designs you love can change the world.
- Following Fair Trade principles ensures production systems are better for all.
- Investing in small scale producer groups helps the world's economy.
- Sustainable designs from social enterprises can disrupt a broken fashion industry.
- Together we can make better choices to create 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 nine 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!



Westmont, IL — July 2023: 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 Fall, here are a few highlights:



Kantha Halved Bead Necklace

NE-5146 • \$44 MSRP

Five large Kantha-covered beads have been sliced in half to create a unique statement necklace. The standout center beads are separated with tiny beads for a multi-dimensional look of color and pattern.



Kantha Milieu Wrap Bracelet

BR-3150 • \$29 MSRP

Tiny Kantha beads are separated by brass spacers as they wrap around a memory wire base. Part of our new Kantha Milieu Collection, these are our smallest Kantha beads yet!



Kantha Hera Earrings

ER-1193 • \$29 MSRP

Two layers of repurposed Kantha fabric are crafted into a wing shape and embellished with brass beads for extra allure. With post backs.

New Metallic Styles



Stenciled Leaf Necklace (Gold & Silver)

NE-5151 • \$29 MSRP

Five leaf-shaped medallions are crafted with a cutout abstract pattern decor and are linked together to create a lightweight, statement-making necklace. Available in gold and silver metal.



Crinkled Cuff (Gold & Silver)

BR-3153 • \$24 MSRP

Smooth satiny-matte metal is hand-formed into this dimensional cuff with rounded outer edges and ripped details throughout. The overall aesthetic is reminiscent of an ancient object from an exotic land.



Rippled Leaf Hoops

ER-1205 • \$22 MSRP

This multi-dimensional hoop brings a tropical vibe to your earring game! The smooth, satiny-matte metal has a straight center and rippled edges that taper towards the edges. Available in gold and silver.

New Home & Accessory Styles



Kantha Rainbow Hanging Decor

HM-9012 • \$22 MSRP

Part of our new Hanging Decor collection, this Kantha Rainbow will bring joy to your home all year long, as well as seasonally on your tree. It's crafted of repurposed textile beads & finished with a braided sari loop.



Sari Home Tablecloth

HM-9008 • \$140 MSRP

A must-have for a sustainably boho table! This fabulous piece has a colorful patchwork of repurposed sari fabrics on one side, and a single fabric on the reverse. Can be used as a tablecloth, picnic blanket, beach blanket & more.



Kantha Shoulder Bag

SG-8049 • \$70 MSRP

This sturdy bag will accompany you to so many places! Handmade from repurposed Kantha textiles, it's reversible for different looks. Each bag is one-of-a-kind and sustainably handmade by artisans in Bangladesh.

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.



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, a 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.



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 are always trying to fine tune our processes - with a goal of zero waste. This journey has been one of progress, not perfection! We strive to improve our systems each year.



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



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



Our artisan partners create our designs by hand, without the use of energy-intensive machinery.



Artisans work from their homes or in small workshops, not in energy-consuming factories.



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



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