

# Brand story

“Let’s rise by lifting others”



## A lift for you

Solid organizes your tailor-made production of high-quality fashion and deco items from our workshops in Peru, India and Kenya. We also have our own collections that can be offered directly to retailers with our brands: ♦ Bombyx, Tales of Peru ♦ Bombyx, Tales of India ♦ Hadithi.

Every product handmade for you

- ♦ is of high quality. Skilled women preserving their traditional cultural heritage make your product. They are assisted and coached by Solid to meet your standards.
- ♦ comes with a fair price. You are being offered the best quality yarns, and products produced through fairly paid labour.
- ♦ Super easy to work with: Solid takes care of sales, sampling, a track-and-trace system to the woman who made the product and the logistic organization from raw material to delivery at your door.
- ♦ has a real social impact. By manufacturing or buying from Solid, your company will become an example of responsible and sustainable entrepreneurship.

## A lift for women across the world

The artisan sector is the second largest employer in the developing world, and it particularly employs a lot of women. Therefore, it has a huge potential for positive change, which Solid have set in motion by giving skilled women a safe and fair workplace.

Whole communities can change when women from disadvantaged neighbourhoods are offered employment with fair wages. The women become more confident in their talents and their self-worth, their children will be raised by a strong and empowered woman, and the whole family will benefit from the extra income.

All business with Solid creates a purpose and a source for pride for these women, while making a difference to their families.

## A lift for your customer

The products you can sell to your customers are one-of-a-kind, hand-crafted, high quality and made with real personality.

Along with each product comes the unique story of the strong woman who made it; not only will your customer get a **standout new piece**, but they will know the purchase has made a **positive change in the world**.



## Why? Taking underprivileged women out of poverty and empower them

Our mission is to take poor girls and women in the least developed regions of Peru, India and Kenya out of poverty through sustainable economic development. When women have control over the household money, this has positive impact on the overall well-being of the family. Women will spend their income on their families. Children can go to school, increasing their chances of a better future. It is the way towards breaking the cycle of poverty (World Bank).

## How? By creating fair jobs for girls and women in the poorest regions of Peru, India and Kenya

Solid economically empowers formerly marginalised women in a fair and honest way through qualitative, elevated, sustainable, dignified, authentic and exemplary handicraft workshops.

Financial independence and enhancement of women's well-being is the guiding principle in everything we do. The profit generated by Solid is invested back into the community through social projects such as assisting teenage mothers, supporting refugees and sheltering and nurturing abused children. ([www.solidinternational.be/social](http://www.solidinternational.be/social))

## What? Accelerate sustainable growth and empower women through our fair, social workshops

We bring business knowledge, mentoring and a global sales market to our workshops in Peru, India and Kenya. By improving the business of our partners—and of course the sales range—more products are sold, and more jobs are created. We share strategic and practical knowledge across the value chain, and the creation of sustainable business models and long-term relationships are indispensable to establish successful businesses.

We create lasting impact and give underprivileged women a chance to use their skills and to improve their futures.



## Our core business

Solid offers underprivileged girls and women the opportunity to take charge of their own destinies by boosting their economic, social and cultural opportunities. Solid provides marginalised people in Peru, India and Kenya tools to take agency of their lives and build a better future. Solid works on local community development specialised in local handicrafts.

Solid: Taking underprivileged girls and women out of poverty by creating fair jobs in handicrafts, valorising their cultural heritage and traditional knowledge and experience, in the least developed regions of Peru, India and Kenya—because a decent job means a better life.

## Solid: fashion as a force for good

Fashion can be a force for good. In times where fashion is causing major strain on poor communities and the global climate, women and conscious brands work together to create sustainable, fair trade clothing.

Solid works with local artisans in Peru, India and Kenya to preserve traditions and improve livelihoods of poor but skilled and powerful women. If you empower women, you empower a whole community.



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