

## EMPOWERING ARTISANS

Empowering the artisans to have the freedom and self confidence to make their own choices in life and to be an example and support for the next generation. MYOMY does this in close cooperation with Craft Resource Center, Kolkata and i-did slow fashion movement, Utrecht.



### FAIR INCOME

The artisans earn a fair income to live, save and invest in a sustainable future for themselves, their family and community.



### EDUCATION

The artisans receive education and training to develop their skills.



### HEALTH

The artisans work in a safe working environment. The artisans have access to a healthcare system.



### PACKAGING

All packaging and product information materials will be made from recycled materials.



### MATERIALS

All leather is sustainably tanned by a Leather Work Group-rated tannery. Other fabrics we use are organic or recycled.



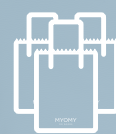
### TRANSPORT

Making use of land and sea transport (minimise the amount of air shipment).



### PARTNERSHIPS WITH RETAILERS

Working closely together with retailers around the world on awareness.



### PRODUCTS

Cutting edge designs and on trend collections.



### MEANINGFUL STORYTELLING

Inspire to become the best version of yourself and leave an unforgettable impression in this world. Be a positive icon.

© GOAL 2020

**200** full time jobs  
within the MYOMY production unit

© GOAL 2020

**100%** sustainable materials and transport

© GOAL 2020

An active MYOMY Positive Icons community of **250.000** ambassadors