

Doing Well By Doing Good

Working with Artisans Around the World

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The Artisans in the World hold The Culture in their Hands



Artisan and craft work is the second largest work source in the developing world next to agriculture.

Parallel to artisan production, there is an increasing global demand for high quality, handcrafted products. With a \$663.9 billion industry in 2019, the trend for handicrafts from developing countries, in artisan products, continues to grow and shows no sign of slowing down.¹

There is tremendous potential for artisan development projects to tap into the International market as fuelers for income generation. These projects are a valuable development tool and viable solution to overcoming poverty and promoting economic self-reliance.

The Role that Product Development Plays in Artisan Based Enterprises

- What is an Artisan-based enterprise
- Who can start an Artisan-based enterprise
- Why is Product Development important
- How Color plays an important role in Product Development

1/ Handmade + Artisan = Provenance

Focus on origin

2/ Handmade + Artisan = Limited Production

Focus on quality

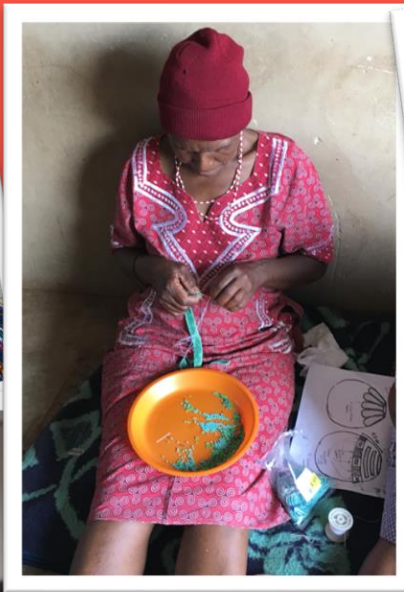
3/ Handmade + Artisan = Preservation of Culture

Focus on community

4/ Handmade + Artisan = Impact

Focus on sustainability, economic development, women

Handmade and Artisan Defined



Who is Maria and what are her craft skills?



Maria is a young woman with two children. She and her family live on lake Atitlan in Santiago Atitlan, Guatemala where Maria grew up. Her husband, Miguel, has a shop at the local market selling food and general supplies.

Maria loves to weave. She can do many types of traditional weaving, but her specialties are on the backstrap loom.

She often weaves new *cortas* and *huipils* for her extended family.

She even wove her sister-in-law's wedding outfit.

People like her fine work and attention to detail, as well as how quickly she weaves things. Once Maria starts something, she doesn't stop. She stays up late until she finishes.

Global Opportunities + Trends For Handmade Products

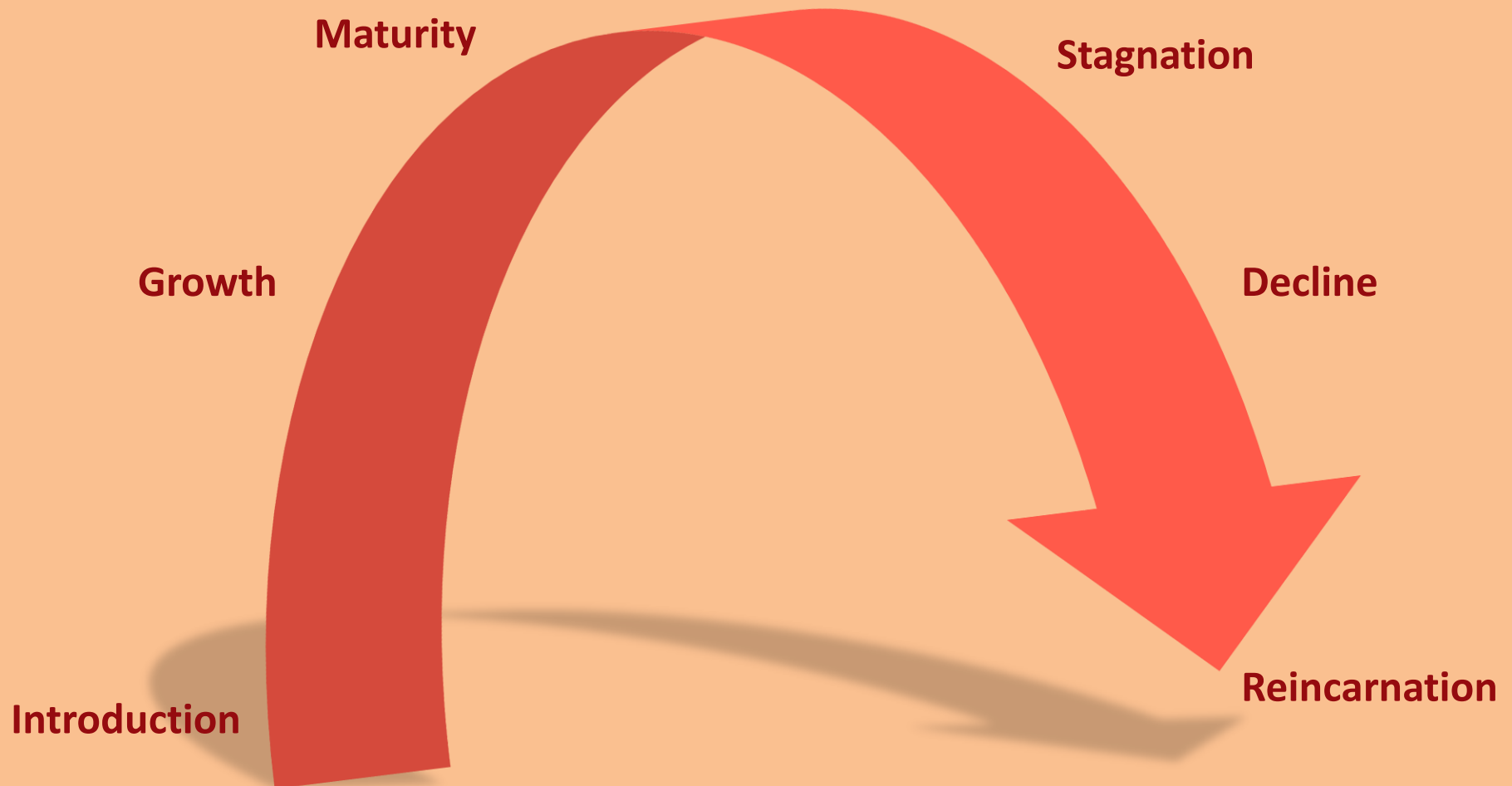
- 1/ Consumers are looking for ways to express their individuality.
- 2/ Retailers are not just selling a product, they are selling information about the product, the story becomes important.
- 3/ Because of Technology, consumers have immediate access to information-no matter where they are, and they pay close attention.
- 4/ Following the Bangladesh Garment Factory events, US consumers increasingly want transparency around their products.
- 5/ A growing portion of US consumers are making purchasing decisions based on social impact. This has increased following the developments of COVID19



Why is Product Development
Essential to a Craft Business?

Product Life Cycle

Some may last for 20 years and become a TREND, and some are a brief FAD. Since all products have a life span, new ideas must continually be generated.



Fads and Trends

Denim Trends



Longevity

Denim Fads

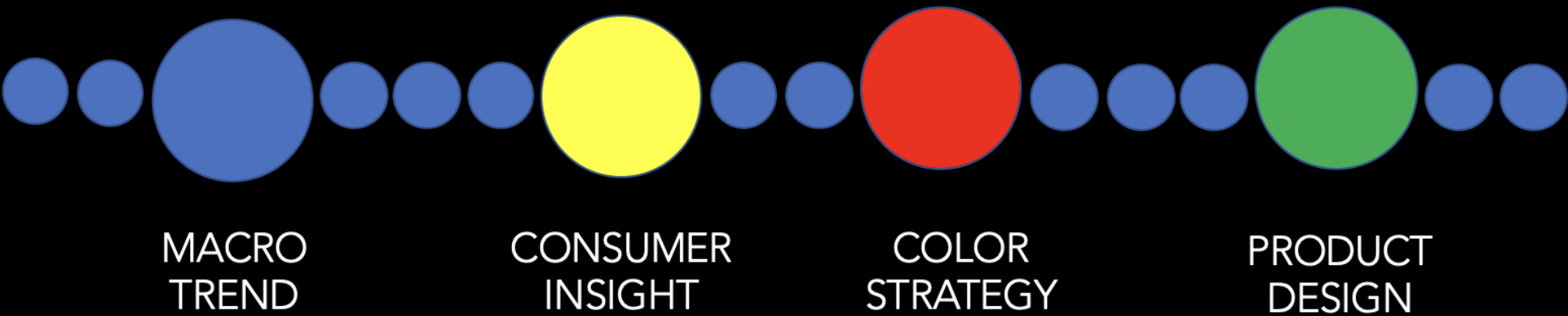


Spontaneity

Artisan work and its impact

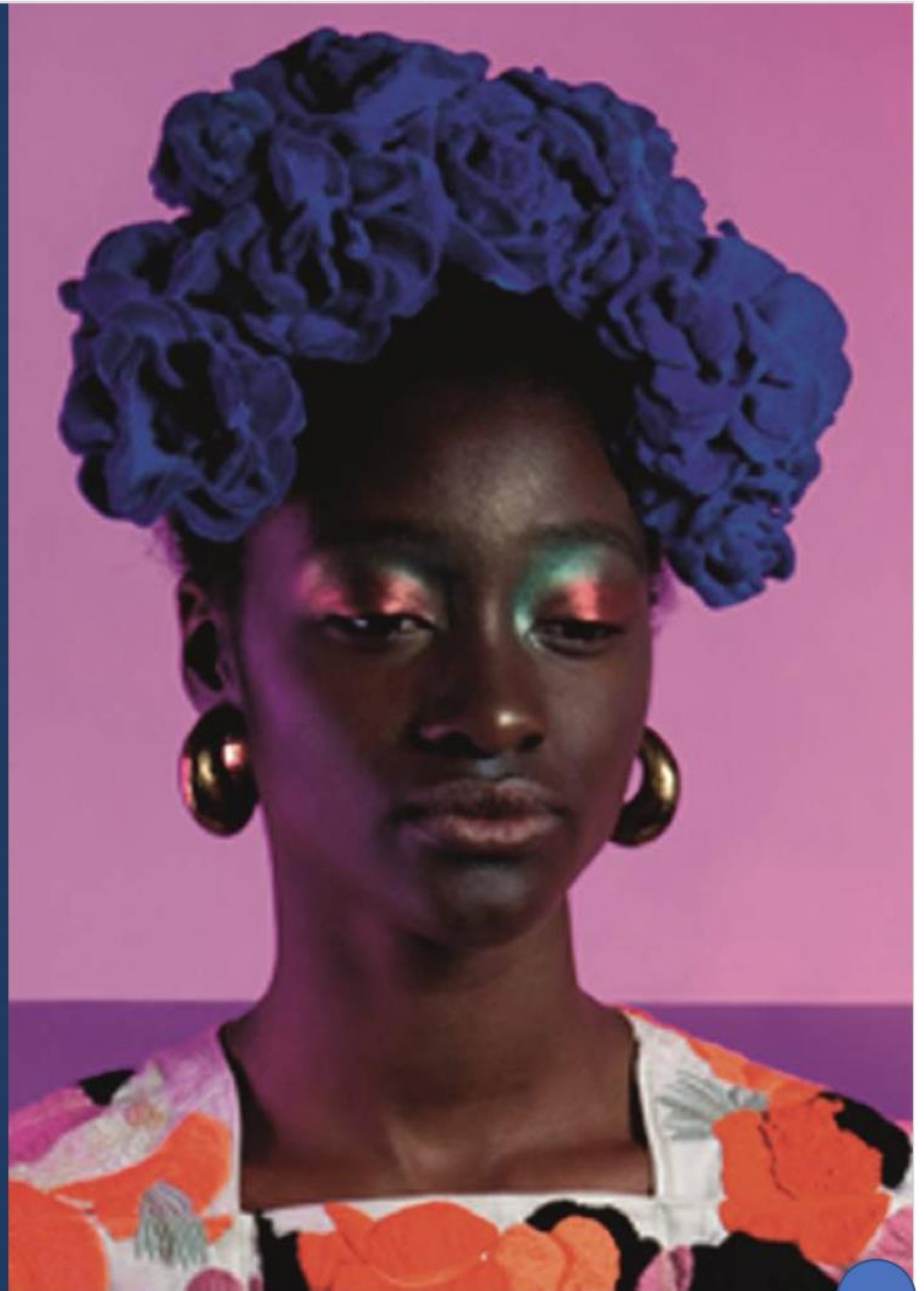
- Good design + product development are the most important ways to differentiate ourselves from our competition
- Maintains the **Interest** of your customers
- Keeps you **Sensitive** to your customers needs
- Increases **Sales** and expands your markets
- Helps to **Penetrate** new markets
- Keeps your **Identity** fresh and moving forward

● CONNECTING THE DOTS ● FROM CULTURE TO PRODUCT



“With 80% of human experience filtered through our eyes, *visual cues* are essential to successfully getting a message across”

Pantone Color Institute Research



COLOR
influences
50% - 85%
product
purchasing
decisions



WARM WINDS AHEAD



MATTE LIP



CORAL GABLES



CLAY AND CRUST

COOL BLUE HUES





LIKING LENTIL

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NEW LEAF

GOING GREEN



GOING GREEN

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WATERY WAVES

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- **FORM-** ALL PRODUCTS ARE RELATED IN FORM
- **SIZE-** PRODUCTS MUST RELATE IN SIZE, USUALLY A MINIMUM OF THREE, TO CREATE A COHESIVE COLLECTION
- **COLOR-** PRODUCTS MUST RELATE IN COLOR
- **PATTERN-** PRODUCTS MUST RELATE IN PRINT/PATTERN
- **TEXTURE-** PRODUCTS MUST RELATE IN TEXTURE
- **PRICE-** PRODUCTS MUST RELATE IN PRICING STRUCTURE
- **STORY-** RAISES THE VOICE + VISIBILITY OF THE ARTISAN PRODUCERS AND CONNECTS TO THEIR GLOBAL COMMUNITY THROUGH SHARED VALUES.

COMPONENTS OF A PRODUCT LINE



NICARAGUA





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VIETNAM + BOLIVIA

Components of a Product Line SIZE

BOLIVIA + GUATEMALA



Components of a Product Line COLOR

BOLIVIA





PERU



GUATEMALA



EGYPT



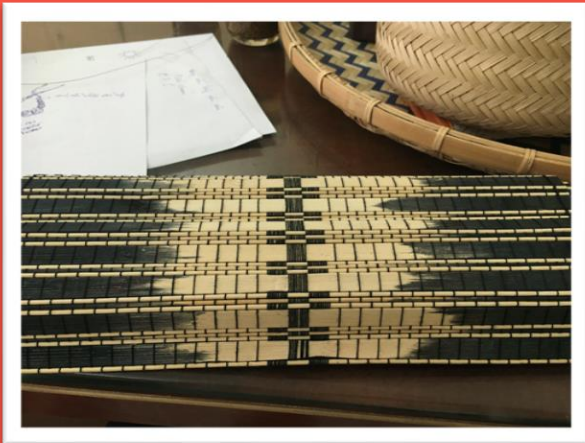
Components of a Product Line PATTERN



PAKISTAN



GUATEMALA



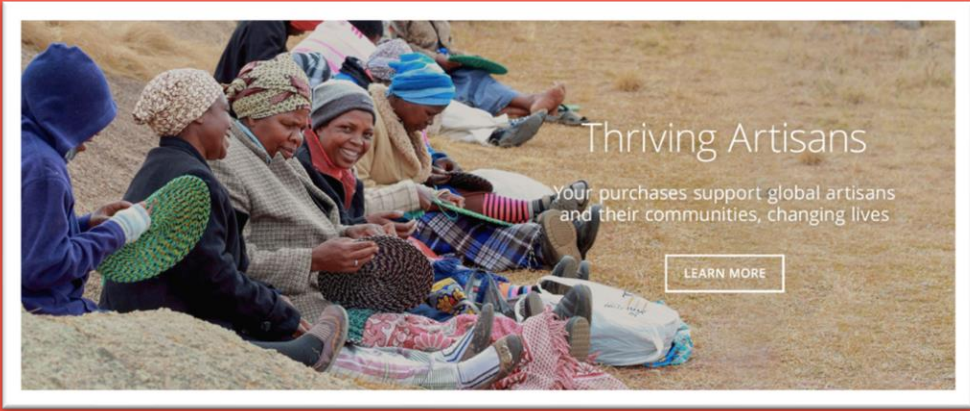
VIETNAM



HAITI



HAITI



Thriving Artisans

Your purchases support global artisans and their communities, changing lives

LEARN MORE



CONNECTING ARTISANS TO NEW MARKETS REVIVES INDIGENOUS CRAFTS

Content + Commerce = Content marketing has gone mainstream.

Narratives connect consumers to other people and places adding a personal and experiential component to a tangible good and giving it an aura of authenticity - NY Times

Consumers feel a desire for the real in an increasingly staged, contrived, mediated world – James H. Gilmore, Authenticity



Raw Material Availability – What is available locally?

The Product Development Process



Analyze production, materials + costs

Clay Glaze Kiln Labor Rent
Packing Rent Utilities Supplies
Profit Margins Clay Kiln Labor C
Labor Rent Packing Utilities Supr

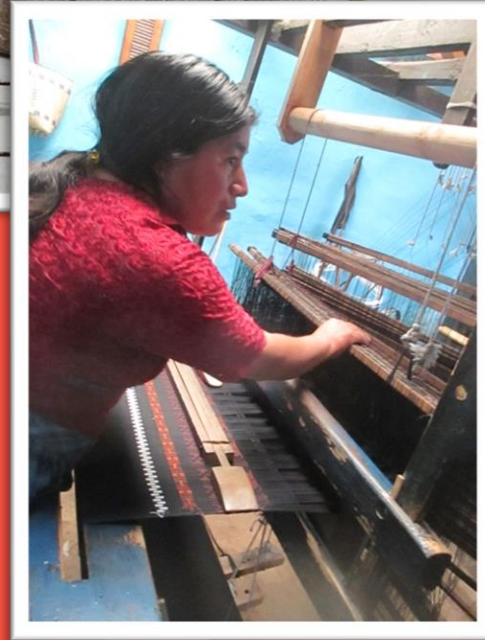
rent Utilit
r Clay Gla

The Product Development Process



Vietnam hand made silk textiles

The Product Development Process



Guatemalan naturally colored grown cotton

The Product Development Process



Develop complete samples + counter samples

Having a clear understanding of variables in each project will help guide and determine your product development strategy.



The Product Development Process

Thank You!



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