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## SUCCESS STORY

### Anthropology.com orders \$60K of Haitian handcrafts

**In August, the prestigious international Anthropologie chain of gift, fashion and home accent stores, chose an exciting line of papier mache animal heads for their trendy stores.**



Aid to Artisans, MarChE partner for the handcraft sector, assisted exporter **Caribbean** Craft showcase these designs at the New York International Gift Fair at the Javits Center



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During the New York International Gift Fair (NYIGF) \$60,000.00 of Haitian crafts was bought on August 2009, to be sold in over 100 Anthropologie retail locations worldwide and over the Internet. Anthropologie is a prestigious international chain of stores, voted in the top five most successful stores in the world by Home Accents

With 2,700 exhibitors showing thousands of product lines that are carefully screened and hand-picked from the industry's best. NYIGF is the largest handcrafts fair in the US where more than 30,000 buyers from 50 states and 77 countries attend.

Haitian handcraft development is one of the three Value Chain Components of USAID's Market Chain Enhancement Project (MarChE). MarChE supported Caribbean Craft's elegant *papier mache* animal heads and figures products which were received enthusiastically by buyers. Caribbean Crafts was one of the most ambitious craft SMEs in Haiti, as an exhibitor at the Aid to Artisans (ATA) booth in the NYIGF.

This good fortune comes "Right in the middle of the slow season" says Caribbean Craft's president. "We have around 100 very busy workers making sure the first shipment leaves for the online catalogue and subsequent shipments for the stores during Christmas season".

Caribbean Craft's young entrepreneurs are committed to artisan training, design and exports and have rendered dignity to more than 500 families in 2008 by creating jobs and incomes. Caribbean Craft is devoted to a green world by finding ecological uses for recycled materials, such as steel drums, empty cement bags, and use local starch in glue.

MarChE/ATA also helped Caribbean Craft win accounts with Vagabond, Stray Dog, Kalaloo and many others major buyers through innovative products, designs and by putting them in touch with the international designers and artists.