



Trinketree

Fashion Accessories & Home Décor

ABOUT OUR COMPANY – TRINKETREE



WHO ARE WE?

We are defined by what we have set out to achieve: To make distinctive and inspirational home & fashion accessories, that not only complete, but also accentuate your home and outfit.

WHAT DO WE DO?

We take inspiration from our travels across the globe and incorporate the traditions, ethnicity and vibrancy of these cultures with our own unique design sense to create one-of-a-kind products that have meaning, utility and durability and are also extremely fashionable and desirable.

WHY DOES IT MATTER?

For long we've witnessed mundane creations bounce around in global markets, which although are affordable in nature, lack creativity and desirability. Hence, we've taken it upon ourselves to spread the joy of colours and cultures, by introducing products and designs which shall be meaningful, fashionable and affordable, too.

ABOUT OUR COMPANY – TRINKETREE



Support Offices:

With our global network of support staff, we work as domestic/landed vendors to our partners in geographies including USA, UK, EU, Australia & Oceania and the Middle East

Warehousing

NJ, Pittsburgh & LA (USA)

Sydney (AU)

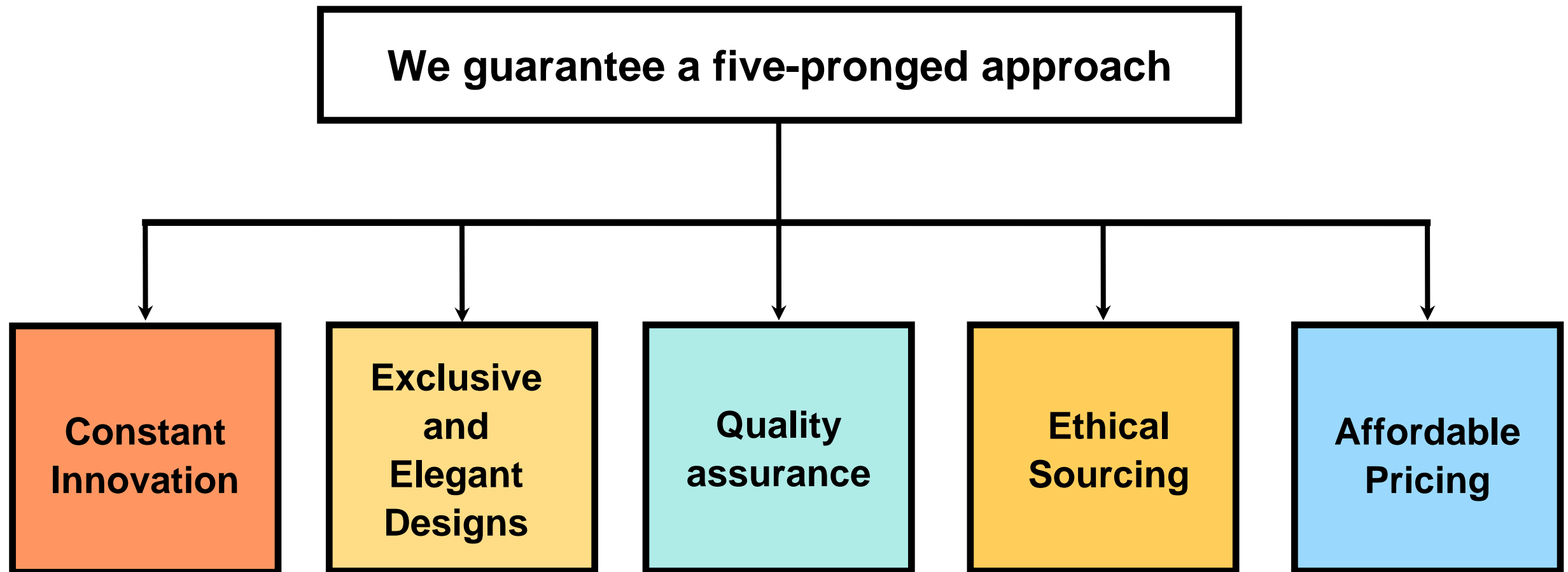
Manchester (UK)

Hamburg (EU)

Why for the where

We have our own warehousing & banking across different geographies to support domestic buys & provide landed pricing for all our products. From the factory floor to the partner's distribution centre, all processes including clearance, customs, duties, etc. are internally handled by us.

Our Foundation



A guarantee of hand-designed, shelf/consumer ready products inspired by the creativity, ethnicity and affordability of the best flea-markets of the world.

Our Brand - “Ushvi”

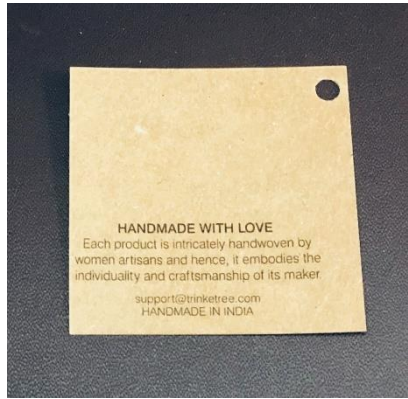


It means “The first ray of sunlight” and our philosophy represents this very definition.

Bring Joy, Bring Happiness and Give the world a way to Shine.

A namesake of our founding partner, Ushvi Shah, our brand is a tangible representation of our founders’ unified belief that every product and design should bring joy to its user.

Social Impact



Handmade with Love:

Each product is intricately handwoven by **women** artisans and hence, it embodies the individuality and craftsmanship of its maker



- Business Counselling for Artisans + Artisan Entrepreneurs

We provide direct business counselling to artisans through our field staff and through our partnership with several artisans in the areas of capacity building, production planning, efficient human resource management, quality control and on-site skills training.

- Capacity Building + Production Planning

Our team spends time with each individual production group helping them to plan each order, monitoring existing production processes, and finding ways to increase efficiency during production.

By providing a 50% advance to producers against each order, we are also helping to increase financial capacity and have enabled our artisans to avoid incurring unnecessarily high debt burdens from local moneylenders

- Human Resource Management

We work with our artisans to help them plan human resource management as per order & counsel them on how to divide up production based on the skill levels of the permanent and part-time artisans in their network.



Social Impact



- On-site Skills Training

This refers to applied skills training administered by our staff during the sample development process when different techniques are required, and also happens on the ground throughout production. The focus is currently on skill-training as directly relevant to our orders, rather than a more generic educational program.

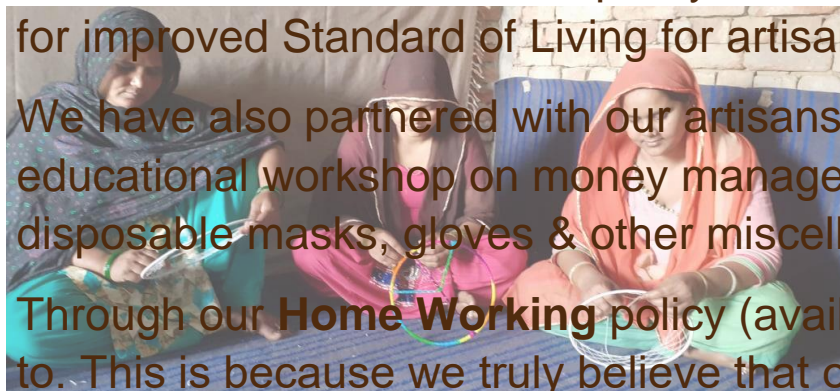
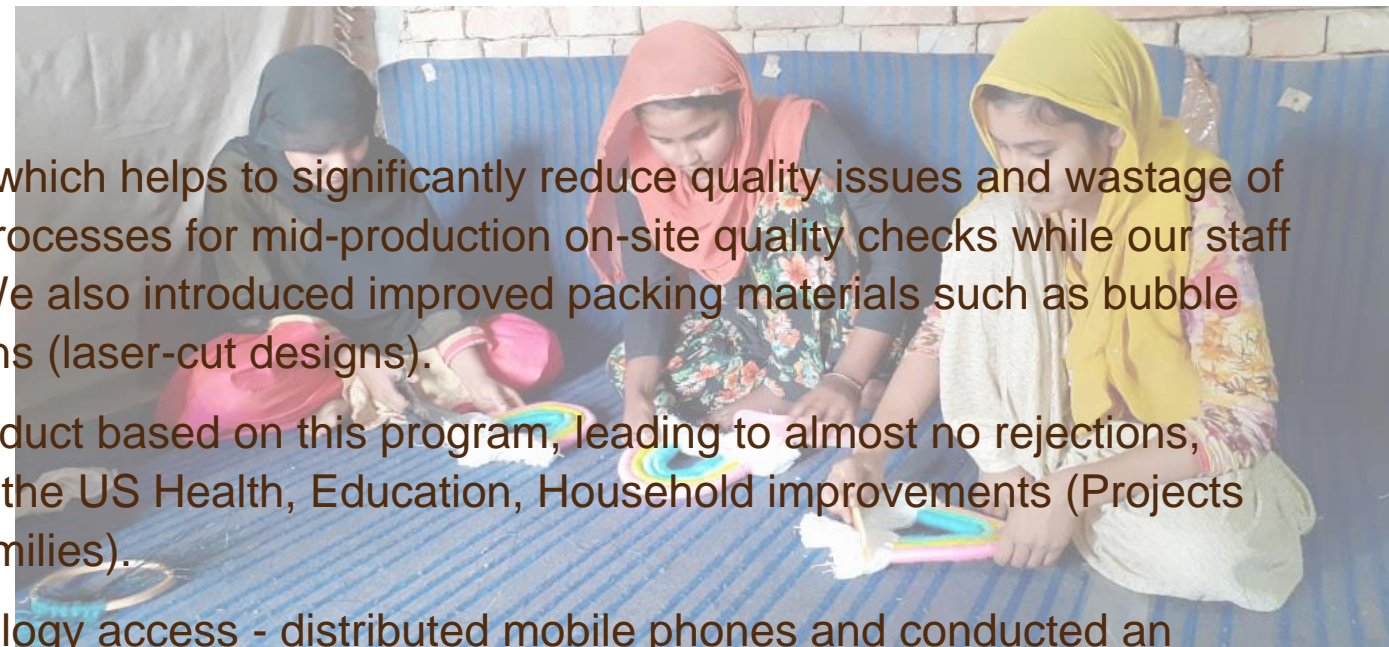
- Quality Control + Packaging

We have instituted new processes for pre-production samples which helps to significantly reduce quality issues and wastage of raw material and labour time post-production. There are also processes for mid-production on-site quality checks while our staff helps to oversee final quality check, labelling and packaging. We also introduced improved packing materials such as bubble wrap to reduce breakage in our more delicate & intricate designs (laser-cut designs).

We have already seen significant improvement in quality of product based on this program, leading to almost no rejections, better time lines, and better quality than competing products in the US Health, Education, Household improvements (Projects for improved Standard of Living for artisan communities and families).

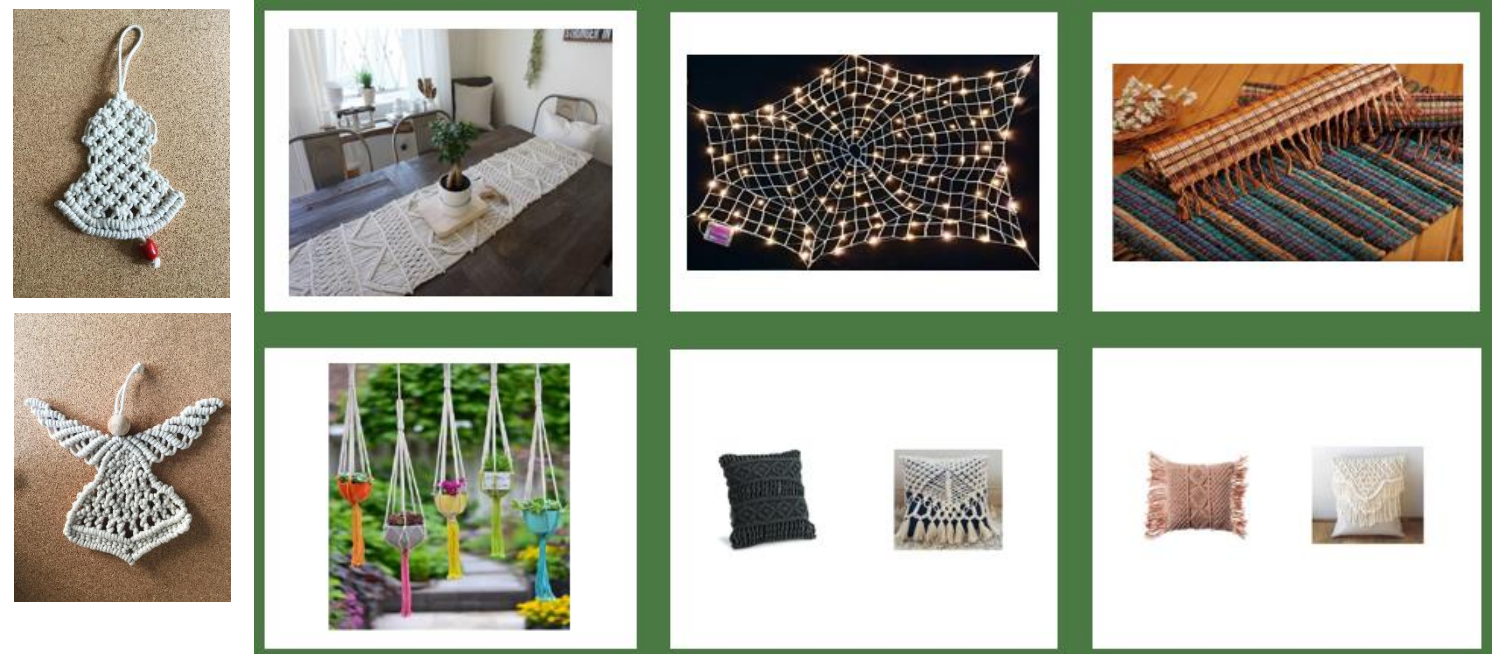
We have also partnered with our artisans for health and technology access - distributed mobile phones and conducted an educational workshop on money management and skill development. In addition, we have funded and distributed daily disposable masks, gloves & other miscellaneous safety equipment & hygiene accessories.

Through our **Home Working** policy (available on request), we monitor & ensure that international labour standards are adhered to. This is because we truly believe that our products are “**HANDMADE WITH LOVE**” and hope for our artisans’ work to get recognized on a global platform.



OUR COLLECTION – HOME DÉCOR

Our products include a range of handmade home & wall décor, tapestries, dreamcatchers, Christmas trims, holiday + seasonal décor, Outdoor décor, soft-home décor, handmade rugs & cushions, home accents, textiles, etc.



OUR COLLECTION – JEWELRY & HANDMADE ACCESSORIES

Our collection comprises of Handbags, Necklaces, Bracelets and Body/Bag Jewellery.

The designs are inspired by various cultures and vibrant colours, thereby appealing to every female age group.





Ushvi

INTERACTIVE JEWELLERY

BY TRINKETREE

OUR PATENT

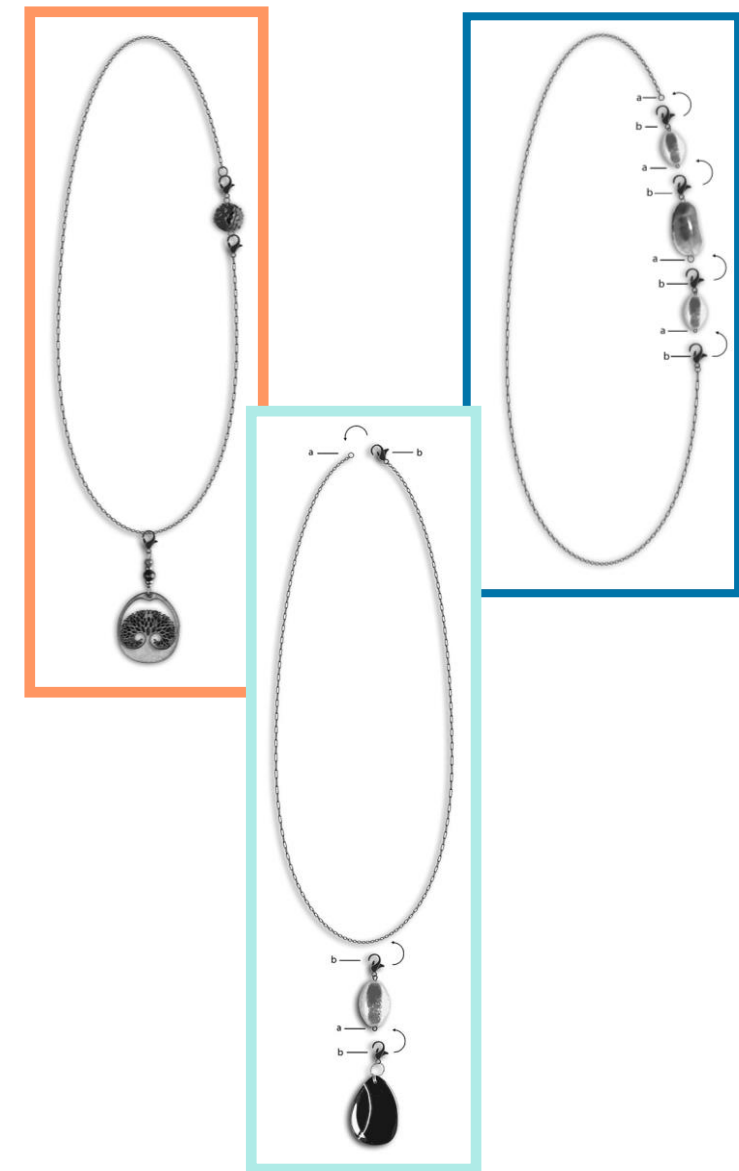
As shown and described below, we have filed and International Patent Application (PCT Application) for a
“Jewellery Storage Kit”

PCT Application No.: PCT/IB2016/056094



Title: “A JEWELLERY STORAGE KIT”

The jewellery storage kit comprises a package box, wherein the package box is configured into one or more compartments. A mirror is disposed within one or more compartments, wherein the mirror comprises plurality of grooves at predefined locations to position at least one customizable jewellery. At least one customizable jewellery is positioned such that, a user image is formed on the mirror in such a way that at least one customizable jewellery is virtually placed on one or more portion on the user image without physically wearing at least one customizable jewellery by the user.



Our Retail Footprint



Our products are available nationwide in USA, Canada, Australia, EU, UK, UAE & India in stores including T. J. Maxx, Marshall's, Winner's, HomeGoods, T. K. Maxx, Le Petit Souk, Tuesday Morning, Gabe's, Ross Stores, dd's Discounts, Urban Outfitters, Gilt/HBC, Sears – The Cut, Walmart.com, The Reject Shop, Trade Secret, Amarsons', Chumbak, etc.



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