Fair Anita was built on a vision—one where women and girls can grow up feeling safe, respected, and valued no matter their geography. That’s why we teamed up with talented artisans worldwide to design ridiculously cute gifts and accessories that invest in women. Now, we partner with 19 cooperatives in 9 countries that employ 8,000 super-talented artisans, striving to build a more inclusive economy for women.

We are named after a social worker in Chimbote, Peru, Senora Anita. Our founder, Joy McBrien, had the tremendous privilege of living with Anita (many times!). She taught her so much about what economic development looks like on the ground and how women can be real changemakers, especially when given economic opportunities.

Find high-quality product, producer, team, + logo images [here](#).
Newsworthy Achievements:

$1.3 MILLION+ PAID IN REGENERATIVE INCOME

We invested over $1 million in regenerative income to 8,000 talented artisan partners since founding in 2015. And in 2021, 35% of our partner cooperatives reported that working with Fair Anita allowed them to employ additional artisans.

$110K+ DONATED TO COVID RELIEF

Since 2020, we have donated 100% of the proceeds from face mask sales and sent them back to our global artisan partners. They have used that money (along with other resources they have access to) to do some incredible work in their communities, including turning workshops into COVID relief facilities, bringing food/supplies to their neighbors, + buying oxygen tanks.

LEADING SUSTAINABLE RETAIL

We are leading the way for sustainable supply chains in the retail industry!

- In 2021, we shipped 100% of orders in reused boxes and bubble mailers. We started to participate in carbon offset programs.
- We use over 80% sustainable materials in our designs.
- Our partners in India have developed a 100% plant-based plastic to send products to the U.S. Each product has to be individually wrapped to make it through Indian customs, so this is a BIG DEAL!!

Interested in featuring Fair Anita? Connect with us today: info@fairanita.com 612-524-9570

Previously Featured:

World Economic Forum

TEDx Talks

TedX: How Women Rise
**INVESTING IN WOMEN**

The United Nations states that for every dollar a woman makes, 80-90 cents goes back to her families and community instead of 30-40 cents by men. By intentionally employing women in some of the world’s most marginalized communities, we are partnering with changemaking women who are on a mission to improve the lives of those around them!

**CONSENT IN STORYTELLING**

We recognize the power dynamics between "buyers" and "producers" in the supply chain. Though our products are made by kick-butt women around the world, we don’t always talk about them a ton because we believe it is important to respect them and their privacy, just the way we would want people to respect ours.

We believe consent in storytelling is essential, this is why we only share stories of women who have given us their full permission to talk about how awesome they are!

**SUSTAINABLE SUPPLY CHAINS**

To create accessories in the most sustainable way possible, our artisan partners use 80%+ sustainable materials in their creations. They use recycled materials such as recycled bullet casings, upcycled telephone wire, fabric scraps, and factory seconds to create eco-friendly designs.

"I believe that we should be working hard to build the most ethical and sustainable businesses we can dream up-- brands that center the full humanity of the makers we partner with, products that demonstrate a rich history of craft made by talented experts, materials that support a more circular economy and sustainable product life."

-JOY MCBRIEN, FAIR ANITA FOUNDER + CEO

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