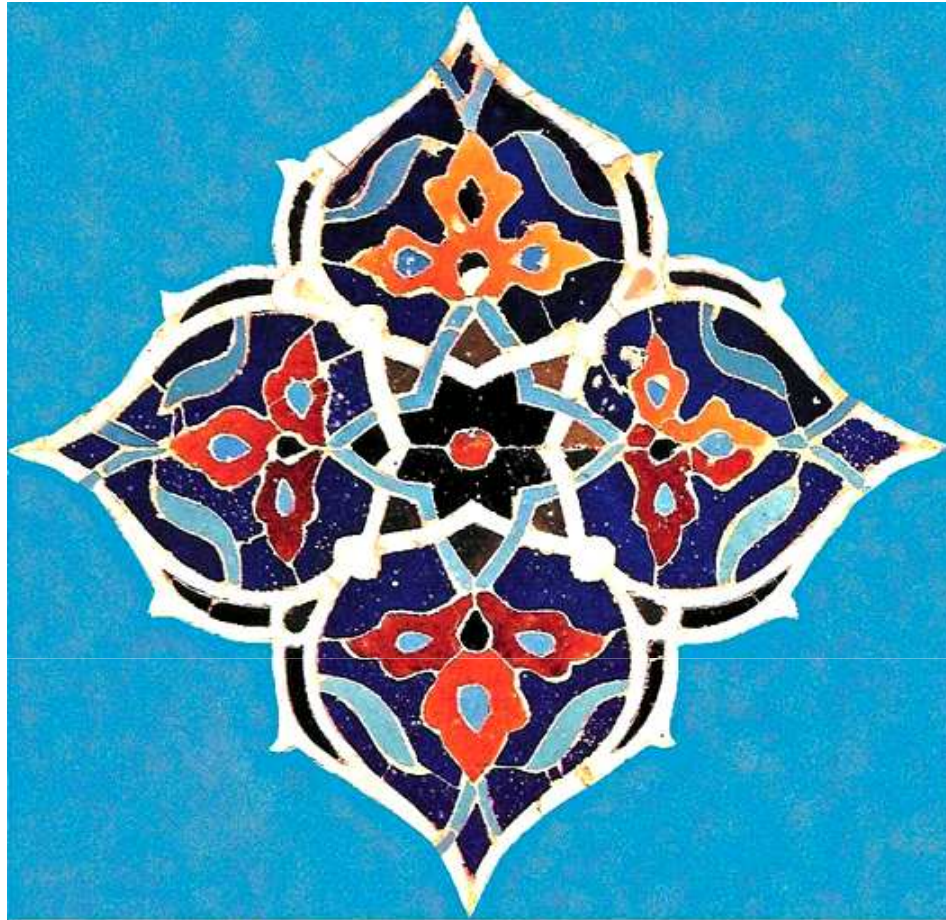




BE PART OF THE EXPERIENCE...

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Artizan Sarai was launched in the U.S. in April of 2007 as an independent label, retailer, and wholesaler.

The name *Artizan* means “Art of Women” in Dari and *Sarai* means “caravan trading post”.



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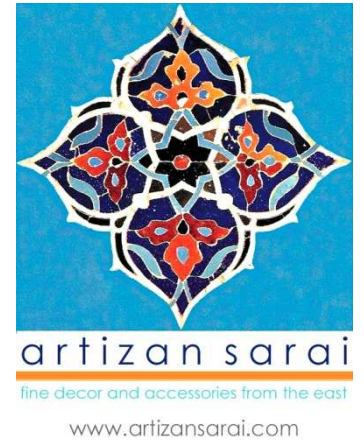
Artizan Sarai
creates
market
linkages
between East
and West.

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Artizan Sarai Launch

Artizan Sarai was officially launched in Washington D.C. in April 2007. The event drew in a crowd of over 200.



Jewels - lapis lazuli



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Unique products include jewelry, accessories, and home decor from economically disadvantaged areas in Afghanistan, India, and Turkey, with more countries to be included.

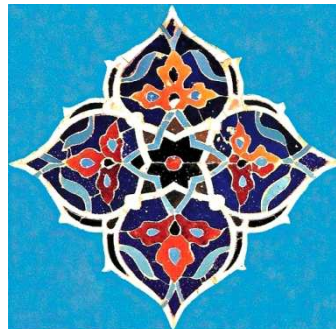
Pottery



SILK ROAD PRODUCTS WITH MODERN APPEAL



Artizan Sarai is a successful brand that is growing in popularity. Products are creatively and professionally branded and packaged.



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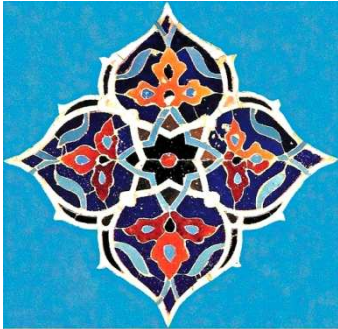
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PRESS COVERAGE

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eastwest
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where she shops

→ the blog

...and who she wants to impress!

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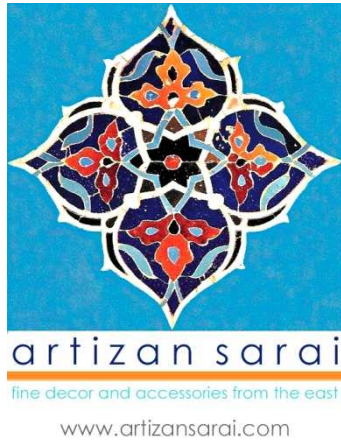
MEET AMIRA! Click here to see the video!



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divine
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**Social
Entrepreneurship:
Creating Cycles of
Good**

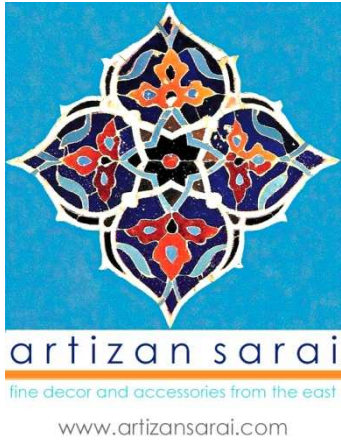
Fair Trade

Organic

Green

WHY IS ARTIZAN SARAI SUCCESSFUL?

- ❖ Beautiful & Unique Products
- ❖ Contemporary Branding & Packaging
- ❖ Design & Product Development Capabilities
- ❖ East Meets West Style
- ❖ Reasonable Pricing
- ❖ Wholesale, Retail and E-Boutique Marketing
- ❖ Fashion and Trade Show Participation
- ❖ Social Networking
- ❖ Media Coverage
- ❖ Raising Awareness for Artisans



WHY IS ARTIZAN SARAI SUCCESSFUL?

Artizan Sarai introduces unique products to the United States in the growing global fair trade market. There is a growing demand for unique products with social causes.

In the U.S., sales for Fair Trade products jumped from \$291 million in 2003 to \$376 million in 2004 (Fair Trade Federation).

You can look beautiful and feel good!

Interest Groups:

Consumers

Artists

Government Agencies

**Multilateral
Institutions**

**Nonprofit
Organizations**

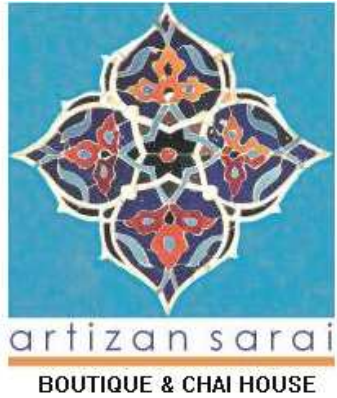


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THE COLLECTION

Artizan Sarai carries original hand-crafted Home Décor, Accessories, and Jewelry from Afghanistan, Turkey, India, and Morocco. Our stylish collection includes:





KEYS TO CONTINUED SUCCESS

- 30 years combined experience in retail and service industries
- Established relationships with producers, vendors, and suppliers
- Unique products and mission
- Opportunity to create markets for artisanal products



- Passion, hard-work, perseverance!