

Fair trade is ...

...developing long-term trading partnerships based on mutual respect and communication



...paying artisans and farmers a fair income considering the true cost of labor, time, materials and skills



...empowering women and marginalized communities by nurturing economic independence and leadership



...using environmentally friendly practices including recycled, upcycled, and natural product materials



...preserving heritage while honoring cultural, racial, and ethnic identity



...sending children to school and providing more nutritious and reliable meals



...fostering a dignified and safe work environment free of discrimination and exploitation



...building skills and future potential through financial and technical assistance



...maintaining transparency and accountability regarding how and where goods are made



...choosing people and planet-first products and gifts instead of mass-produced items



...telling the stories of artisans and farmers through their handmade items, photography, and interviews



...supporting communities around the world by funding local healthcare and environmental initiatives



Why shop with SERRV?



Social Impact

When you shop fair trade, you help artisans and farmers access basic healthcare, education, and skills training that is otherwise inaccessible.



Environmental Impact

Our handcrafts are sustainably made from eco-friendly materials and our partners fund climate change initiatives including reforestation and solar power.



Economic Impact

Your purchase provides a source of vital income in areas with few jobs, allowing artisans and farmers to provide for their families and improve their communities.