



LOVE
is
PROJECT



loveisproject.com





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OUR LOVE STORY

LOVE IS PROJECT IS A REMINDER TO CELEBRATE LOVE EVERY SINGLE DAY.

It grew out of a simple desire to find out what love means to people around the world, and how despite circumstance, or history, love unites us all.

During founder Chrissie Lam's extensive travels around the world, she heard the needs of local communities and saw an opportunity to partner with female artisans to create beautiful jewelry while empowering them and their families.

Having worked in fashion for over a decade, Chrissie understands the need to bring unique products to consumers with an appetite for new and interesting things. A growing group of socially conscious consumers is looking for brands with social impact and inspiring stories.

Love Is Project solves the problem of available socially conscious merchandise for consumers by generating creative, inspiring concepts to help create a mass market for beautiful products with high growth potential. In addition to providing employment opportunities to global artisans and connecting consumers with their goods, Love is Project donates to charities supporting local scholarships, awareness, and disaster relief.

All Love is Project product designs are unique to each country's culture and resources, while each collection evolves the concept of love. The narrative continues from country to country, creating an ethical supply chain of economical empowerment while inspiring and connecting people with a message of LOVE.



CHARITABLE DONATIONS

\$150,000

has been donated to charities and schools, supporting local scholarships, awareness and disaster relief, and agriculture projects.

PAYING IT FORWARD

As we grow we will offer new products from different artisan groups around the world. To date, this model has impacted over 2,000 women artisans globally.

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To date, Love Is Project's "Pay It Forward" model has impacted over 2,000 female artisans worldwide.

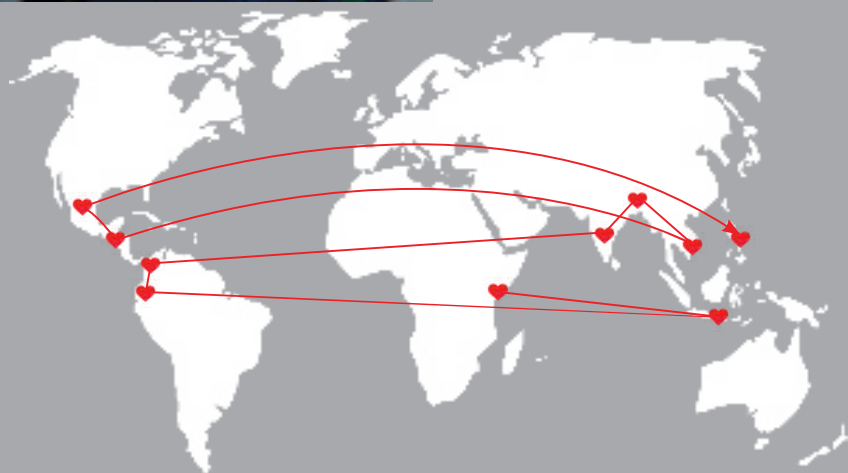


WHAT WE'VE ACCOMPLISHED



ECONOMIC EMPOWERMENT

Through the production and sale of LOVE bracelets, over 2,000 artisans worldwide have been provided with steady employment, fair wages, educational opportunities, and other benefits like healthcare and paid vacation.



A WORLDWIDE MOVEMENT OF LOVE

Every purchase creates a sustainable livelihood for over 2,000 artisans



KENYA
1,400 jobs created



BHUTAN
20 jobs created



INDONESIA
400 jobs created



VIETNAM
11 jobs created



ECUADOR
60 jobs created



COLOMBIA
6 jobs created



INDIA
14 jobs created



GUATEMALA
26 jobs created



MEXICO
20 jobs created



PHILIPPINES
9 jobs created

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MAKING IT PERSONAL

Our most-requested product designs are the ones created by YOU! In 2022 our artisans began creating personalized bracelets, pouches, and heart charms for charitable causes, holiday gifting, and corporate events. Email wholesale@loveisproject.com to learn more.



SOCIAL IMPACT INITIATIVES

We have donated over \$150,000 to support causes close to our heart. Recipient organizations include the Ali Forney Center, partnering with NBC Universal to benefit the Ali Forney Center, National Breast Cancer Foundation, Green School Bali local scholarship fund, Convoy of Hope Hurricane Relief, Kopernik Volcano Disaster Relief in Bali, the Marjory Stoneman Douglas High School, The Lewa Conservancy Marathon, Astungkara Way, It Gets Better, Unicef, NAACP, and AAPI.



AS SEEN IN

You may have seen Love Is Project featured in multiple outlets



PARTNERSHIPS

Love Is Project has partnered with leading brands and other social enterprises



THE WHITE FEATHER FOUNDATION



THIS SAVES LIVES

RESORTS



UNIVERSITIES



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



RETAILERS



LOVE SHACK FANCY
MAGNOLIA



MUSEUMS





2023 TOURMALINE NECKLACE

Oprah is all ❤️
Surrounded by hand
crafted ❤️ shaped
Tourmalines. A
stunning addition to
any jewelry
collection.



2021 LOVE IS LOVE BRACELETS

Oprah embraces
diversity. LOVE IS
LOVE IS LOVE IS
LOVE ❤️💜💙💚



2019 LOVE COLLA

Oprah a
DOGS, T
feel like n
royalty w
LOVE co
with our
Bracelets



2022 FLIP FLOP BRACELETS

Oprah loves our
colorful recycled
Flip Flop
Bracelets, saving
the ocean One
Pound at a time.

OPRAH'S FAVORITE THINGS



PET AR

and her
They all
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llars. Bond
LOVE



LOVE
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
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CELEB SIGHTINGS IN LOVE IS PROJECT



Alessandro Michele

  alessandro_michele



Michael Franti



Ali MacGraw



Anne Hathaway



Jeff Bridges



Brooke Shields



Julian Lennon



Bella Thorne



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AWARDS

2018 - Tory Burch Foundation Fellows Finalist

2018 & 2020 - Good Morning America, The View, Today Show

2019 - Best New Product - Corazon Bracelets - NYNOW

2019, 2021, 2022, 2023 - Oprah's Favorite Things (4x)

2020 - Best New Product: Photo Book and Spread the Love cards - NYNOW

2020 - Finalist Best New Product - Mindanao Bracelets - NYNOW

2021 - ABC's Shark Tank - Season 12, Episode 10

2021 - Forbes List - Next 1000

2021 - Featured by Facebook for Women's History Month

2022 - Best New Eco-Product - Flip Flop Bracelets - Museum Store Association

2022 - Finalist Best New Jewelry - Frida Bracelets - Museum Store Association

2024 - SuperBowl 58 VIP gifting partner

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WHOLESALE INQUIRIES

wholesale@loveisproject.com

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