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ACCOMPANY



Exclusive Retailer:
Ten Thousand Villages

Accompany, NBC Universal Collaborate on First Ever Mission-Driven Capsule Collection in Partnership with a Film Franchise, *Jurassic World*

NEW YORK, May 20, 2022 – This summer, humans and dinosaurs will learn to coexist in Universal Pictures and Amblin Entertainment's *Jurassic World Dominion*, and a new collection, *Jurassic World x Accompany*, takes inspiration from this theme. Launching in May, the first-of-its-kind licensed product line inspired by the blockbuster film franchise will feature mission-driven, fair trade homewares and accessories for adults and children, all handcrafted by artisan non-profits in India and Nepal.

Accompany, a leader in socially impactful, design-driven commerce, hopes to appeal to *Jurassic World* fans and conscious shoppers alike with a product line that empowers marginalized artisan communities and advances their socioeconomic status while preserving the legacy of their cultures and crafts. The playful yet sophisticated collection celebrates traditional techniques from wood carving to hand weaving and includes *Jurassic World*-inspired home, living, and kitchenware as well as children's items for mealtime, movie nights, bath time, picnics, and summer BBQs. While some of the *Jurassic World* influence is unmistakable—think cotton pillows hand-printed with the film's iconic T. rex skeleton, children's terry cloth towels featuring a dinosaur hood and tail, and a wooden dining plate in the shape of a T. rex footprint—other items in the collection take a more design-driven approach, evoking the *Jurassic* era in a more nuanced, elevated way. Tote bags feature abstract dinosaur texture and teeth prints, and earthy tie-dye pillows showcase spike-like patterns.

The ***Jurassic World x Accompany*** collection, which ranges from \$12.99 to \$100 USD, will be sold at [AccompanyUs.com](https://www.accompanyus.com) and at exclusive retail launch partner Ten Thousand Villages, a nonprofit fair trade organization that markets ethically made, handcrafted products made by artisans in over 25 countries that experience economic disempowerment and marginalization. Ten Thousand Villages will offer the collection across 49 stores in the U.S. and on [TenThousandVillages.com](https://www.tenthousandvillages.com).

Jurassic World Dominion, the sixth installment in the *Jurassic World* franchise and the third film in the trilogy, explores themes of coexistence and legacy. To that end, the *Jurassic World x Accompany* collection proves to be a natural fit. Crafted using traditional techniques, each piece in the collection not only benefits artisan communities, but also contributes to a brighter, more positive shared legacy on Earth.

“Inspired by the theme of coexistence, *Jurassic World* and Accompany are releasing a first-of-its-kind collection that celebrates the traditional crafts of local artisans around the world. This unique and beautiful line showcases the wonder and awe of *Jurassic World* in a curated homewares collection,” said Marc Low, senior vice president and general manager, global lifestyle products for Universal Brand Development. “Together, with Ten Thousand Villages, we’re highlighting the beauty and legacy of our shared past and support efforts for a positive future.”

Additionally, drawing on *Jurassic World*’s feminist themes of trailblazing women in STEM, the *Jurassic World x Accompany* collection works to protect and empower women’s rights in underserved communities around the world. Accompany, in partnership with Ten Thousand Villages – a leader in the global fair-trade movement, has connected with artisans through two nonprofit fair trade networks: Sasha, which supports more than 5,000 skilled artisans in India, over 70% of whom are women; and Nepal’s Finest, which works to advance the socioeconomic status of thousands of marginalized craftspeople and their families across Nepal.

With its handcrafted, impactful *Jurassic World* merchandise, Accompany thinks the collection will spark a different approach to branded licensed product, first in the Entertainment vertical but hopefully beyond. Values-based shopping is more relevant than ever—consumers are four to six times more likely to buy from, trust, champion, and defend companies with a strong purpose, according to [The 2020 Zeno Strength of Purpose study](#), commissioned by Zeno Group, which surveyed 8,000 global consumers and evaluated over 75 companies and brands. Moreover, Accompany hopes to offer a new approach to licensed movie merchandise – thematically linking a social impact strategy to a film’s story, making the movie’s meaning tangible in a new, lasting way.

“We are so grateful to Universal and Amblin for collaborating with us on this pioneering collection. At Accompany, we see a huge opportunity to make a positive social impact on disempowered communities and non-profits worldwide through mission-driven merchandising. By harnessing the powerful pull of an Entertainment property like the *Jurassic World* franchise, and connecting it, the demand for purposeful, artisan goods in the home décor, fashion and

gifting categories, we believe we can spark a new, meaningful era in licensed consumer goods. With our team's branded design and storytelling expertise at our affiliated creative agency, Accompany Creative, we were able to translate the core DNA and spirit of Jurassic World into the design language of artisan craft and purposeful lens of community empowerment." **Jason Keehn, Founder of Accompany**

"We are thrilled to partner with Accompany and Universal for this Jurassic World collection. Ten Thousand Villages just celebrated 75 years and is a proud co-founding member of the Fair Trade Federation and World Fair Trade Organization. We partner with 20,000 makers, 60% of whom are women. With \$99 million in international artisan investments over the last 16 years, we are confident that the Jurassic World X Accompany collection will continue to highlight the incredible impact of the maker-to-market movement that ignites social change and breaks the cycle of generational poverty, bettering the world for us all." **Lauren Wennell, Brand and Marketing Director Ten Thousand Villages**

Accompany's sister creative agency, Accompany Creative, also developed the campaign for the collection, which includes storytelling that brings its artistry & product value to life. Planned strategy includes videos featuring Indian and Nepalese artisans demonstrating the ancient techniques used to create the product line, underscoring the ways in which these communities are able to thrive economically while preserving their arts and skills. To further link the Jurassic brand with the meaningful message, footage from the social impact content takes cues from the Jurassic films, including the iconic T. rex stomp that is now mimicked by the percussive hits of the handcrafted process; the renowned Jurassic theme song by John Williams recreated with instruments local to the culture and sounds captured in the artisan workshops; and overall visual references that evoke a wild world, a sense of adventure, and optimistic wonder.

The first drop hits shelves this May 20, just in time for dinosaur-loving fans to see *Jurassic World Dominion*, which opens in theaters on June 10, 2022.

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About the JURASSIC WORLD Franchise

From Universal Pictures and Amblin Entertainment, *Jurassic World* immerses audiences of all ages in a new era of wonder and thrills where dinosaurs and humankind must learn to coexist. *Jurassic World* is more than a film franchise. At every turn, this \$5 billion film series delivers a larger-than-life destination for exploration, discovery, and epic adventure. Dinosaurs live again and they live in *Jurassic World*. *Jurassic World: Dominion* debuts in theaters June 2022.

About Accompany

Accompany is a sustainable fashion and lifestyle brand with human impact at its core. Accompany supports indigenous artisan communities, fair trade workshops and non-profits in over 50 countries around the world. Fusing modern design trends with authentic handmade craft, Accompany creates covetable consumer products that fuel economic empowerment, cultural preservation and community advocacy. In 2013, Accompany launched its online store for social good (AccompanyUs.com), which was named by the press as "The Whole Foods of Fashion;" and in 2017 Accompany received its B Corp certification and launched its first ethical design collaboration with Target; and today. ACCOMPANY -- Design on a Mission.

About Accompany Creative

Accompany Creative is a social impact agency that focuses on transforming brands into change agents through inspiring, mission-led creative and storytelling. The team is a collective of socially conscious branding, marketing, pr, product design, merchandising, and sourcing leaders that work together to help brands authentically connect with values-driven consumers throughout the entire brand experience. As a partner, Accompany Creative combines expertise in both impact-minded product design and aspirational campaigns to serve as a turn-key purpose partner to clients. Accompany Creative's client roster includes 1 Hotels, ABC Carpet & Home, God's Love We Deliver, Levi's, Michael Kors, NBC Universal, Nespresso, Target and the YMCA. www.accompanycreative.com

About Ten Thousand Villages

As a global maker-to-market movement, Ten Thousand Villages US connects artisans in developing countries with conscious shoppers in the United States by offering ethically sourced gifts, homewares and fashion accessories crafted by hand. Every product and donation generates sustainable income — and impact — for 20,000 makers in 25 countries who earn a fair, living wage in safe working conditions. That means families are able to build homes and save for the future, their children stay healthy and go to school, and their communities develop and thrive. Partnering with people often excluded from the marketplace, particularly women, Ten Thousand Villages US shares the craft, culture and stories of makers through a network of over 45 branded stores and 300-plus retail partners, as well as an e-commerce shop. As a pioneer of fair trade, Ten Thousand Villages does business differently, putting people and planet first — since 1946.