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Contents.

WEARSOS

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DISCOVER: <https://wearsos.co/>

Who we are

Wearsos stands at the forefront of sustainable innovation, dedicated to transforming societal challenges into opportunities for growth and empowerment. As a socially conscious brand, our mission is intricately woven with the goals of waste reduction, promoting education, and fostering economic empowerment in Turrialba, Costa Rica. Through the art of upcycling we transform airline leather seats into a range of high-quality products, from backpacks to fanny packs. Our commitment extends beyond creating products; it's about crafting a narrative of positive change. Each of our unique products is a testament to sustainable practices and a catalyst for social impact, aligning closely with several United Nations Sustainable Development Goals, including no poverty, gender equality, and responsible consumption. At Wearsos, we believe that businesses can and should be a force for good. Our approach is a blend of solutions and tangible impact, contributing to addressing economic inequality, social injustice, and environmental challenges.





Our Mission

At Wearsos, our mission is to inspire every individual to envision and embrace a brighter future while making a tangible impact – wearing it.

& Vision

We aspire to build a socially conscious brand that not only diminishes waste but also generates opportunities for income, empowerment, and educational support in rural areas through the creation of exceptional upcycled goods.



Products and Services



WEARSOS



DISCOVER: <https://wearsos.co/>

Sustainable Development Goals

In a world where change is imperative, we believe in businesses that prioritize people and the environment. That is why we're aligned with the United Nations **Sustainable Development Goals (SDGs)**. The SDGs represent a universal call to action, a roadmap for a better, more sustainable world for all. Adopted by all United Nations Member States in 2015 as part of the 2030 Agenda for Sustainable Development, these 17 interconnected goals address a wide range of global challenges. Here are the 7 goals that align with our project:





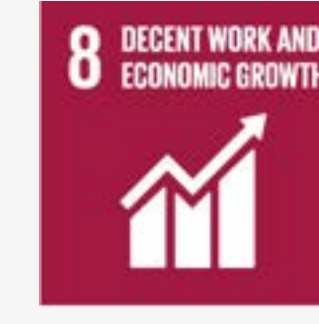
We Reduce Poverty by providing economic opportunities and employment to women in Turrialba, Costa Rica.



We support building Quality Education by creating educational spaces for our employees, supporting schools, inspiring global youth, and educating them about our initiatives to address pressing issues.



We empower women and men, addressing job security and economic disparities, fostering Gender Equality through skills development and inclusive practices.



We advance Decent Work and Economic Growth by offering employment opportunities and skills development, promoting community empowerment and economic diversification in a region with limited opportunities.



We drive Industry, Innovation, and Infrastructure through innovative upcycling practices, fostering sustainability and reducing environmental impact.



We actively Reduce Inequalities by offering employment opportunities to women in rural communities who face many barriers to employment.

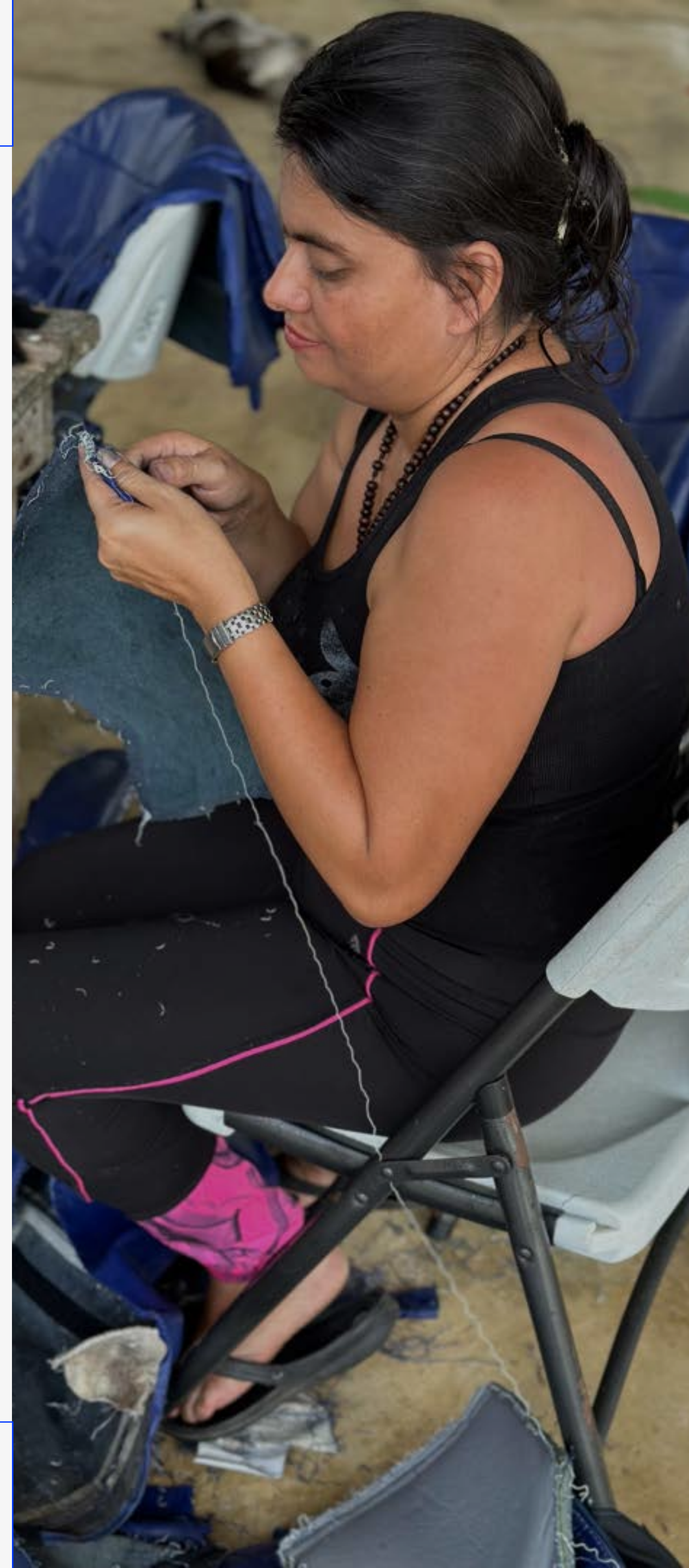


We champion Responsible Consumption and Sustainable Production by upcycling discarded leather seat covers and utilizing sustainable fabrics in our creations pressing issues.

Sustainability and Impact

At Wearsos, we're not just creating products; we're crafting a better future. Our three guiding principles - **waste reduction, rural economic activation, and support for educational spaces** - are the pillars of our mission, shaping every decision we make.

The fashion industry's impact on the environment, particularly in leather production, is undeniable. **Wearsos** confronts this challenge head-on with a steadfast commitment to sustainable practices, primarily through upcycling – Unlike recycling, which breaks down materials into their base components, upcycling is about transforming waste into something of higher value.



Repurpose with Purpose

Our collaboration with Southwest Airlines® 'Repurpose with Purpose' initiative allows us to breathe new life into leather airline seats, diverting tons of waste out of landfills, and using sustainable materials like ELeather and Piñatex.

Southwest partners with organizations to reimagine thousands of pounds of materials into new products every year. Since 2014, Southwest has donated more than \$1.3 million dollars in grants and more than 1,4 million pounds of leather to provide employment, skills training, and other social benefits for communities

Our impact extends beyond environmental sustainability. We offer pathways for individuals, particularly women, to gain new skills and improve their livelihoods. Our commitment is to foster safe, ethical, and reliable work environments that empower our artisans, both personally and professionally. In the heart of Turrialba, Costa Rica, Wearsos is a beacon of hope and opportunity for those who would not have it otherwise.





Education is the cornerstone of transformation. At Wearsos, we believe in empowering lives through learning. All of our artisans go through a skills training program, which is led by a leather teacher who has 30 years of leather-working experience. Through this program, our artisans start by learning the basics, such as how to safely use a sewing machine, and progress to more advanced skills, such as creating complicated bags and designs. Through this initiative, many of our artisans have progressed from having virtually no sewing skills, to now being proficient sewers. In addition to educating women artisans through our training programs, we also seek to spread Wearsos' mission through education initiatives with students from around the world, who are the future generation of change-makers. We have engaged with hundreds of students from schools such as Abilene Christian University, Verto Education, University of Toronto, CATIE, and Jorge Debravo Elementary School.

In each of these endeavors, **Wearsos** is more than a brand; we are a movement towards a more sustainable and equitable world. Every product, every stitch, and every partnership is a step in this journey, one that we are proud to share with our community and the world.

Collaborations and Partnerships

Current Partnerships: Southwest Airlines, Generation Phoenix, The Hub, The University of Toronto, Abillene Christian College of Business Administration, CATIE.

Community Engagement: Our engagement with local communities is at the heart of what we do at Wearsos. By partnering with organizations like **Mollejones ADI (Asociación de Desarrollo Integral)**, we extend our reach and ensure that our impact is both deep and broad. In the Mollejones community, we've found more than just skilled labor; we've discovered a group of individuals whose dedication have been instrumental in advancing our mission. This partnership has provided the community with valuable employment opportunities and skills development.



Partnering with Wearsos.

At Wearsos, we believe in the collective power of businesses to forge a path of positive change.

Our doors are always open to partners who share this vision and are eager to amplify their community impact through thoughtful and practices.

We take pride in offering a diverse selection of upcycled products that can be customized for corporate gifting. These gifts are more than mere items; they are tokens of a shared commitment to sustainability and social responsibility.

Together, we can broaden our impact, weaving the story of positive change into every product we craft. Let's collaborate!



Achievements and Milestones

We know that tracking our impact is important that is why focus on cultivating well-being, and personal and professional development. Here are some of our results:

57%

of Wearsos artisans are single mothers and have suffered from various forms of physical and/or psychological abuse.

100%

of Wearsos employees reported to financially support other family members such as brothers, sisters, parents, and more.

50%

of Wearsos employees have only completed primary school, and the other 50% have only completed up to high school.

100%

of employees were either unemployed or employed in the informal sector before joining Wearsos.



100%

of Wearsos artisans agree that their stress levels have significantly improved since joining Wearsos.

100%

of Wearsos employees are either 'satisfied' or 'very satisfied' with the support offered to them at Wearsos.

100%

of Wearsos employees reported an increase in their ability to participate in leisure activities after work.

86%

of Wearsos artisans state that they are now in a better position to provide for their families

100%

of employees report an improvement in their sewing skills since beginning their job at Wearsos.

100%

of Wearsos artisans state that they have learned skills that they can apply to their personal lives.

100%

of Wearsos employees would recommend working for Wearsos to others in Turrialba.

100%

of Wearsos artisans agree that Wearsos gives them a strong sense of community and belonging.

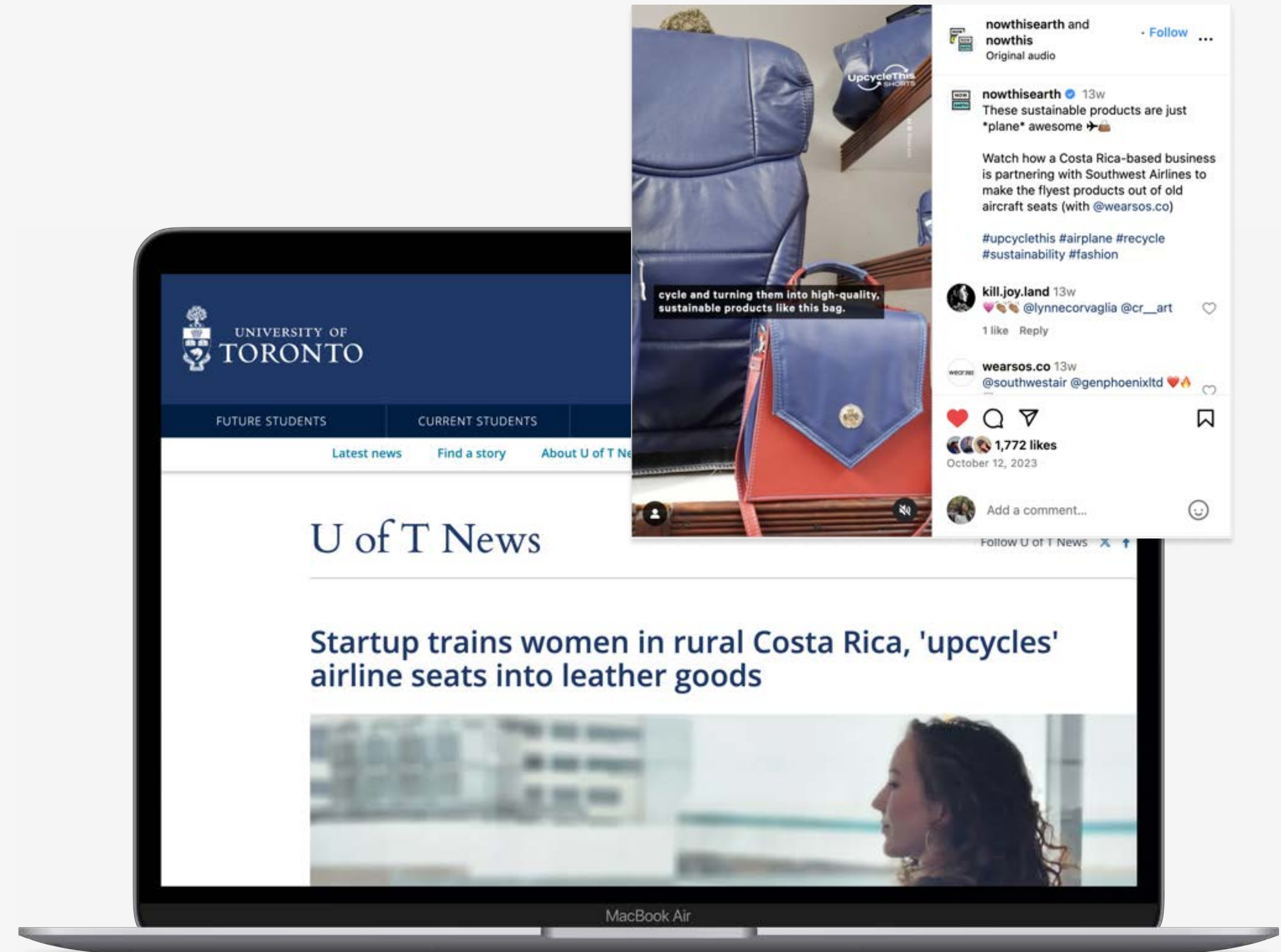


Media Coverage

Press Features: NowThis Feature and UofT

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Appendix | Products



TOTE BAG



BACKPACK /
MOCHILA



CROSSBODY



FANNY PACK

Appendix | Workshops

