Since we started in 2015, MINNA has set out to create ethically made textiles with a contemporary edge. We employ a cottage industry approach by partnering with master weavers and artisan collectives, which helps ensure craft preservation and job creation. Every product we make is handmade by our artisan partners in Mexico, Guatemala, and Uruguay. The artisans set their own wages and we maintain a sustainable workflow by placing regular orders that they can depend on to support themselves and their families. Consistency has always been a priority: even when sales are slow, we consistently place orders by focusing on product development instead of production.

We believe the artisans we work with are some of the best in the world and are thrilled that we can help bring their work to a wider audience outside of their communities and local markets. We value the relationships we have with each of our artisan partners and feel lucky to be able to work with them to make products we are proud of. We see our approach to production as a direct investment in the lives of the artisans we work with. We depend on each other to be successful, and by choosing to make products in the way we do, we directly create jobs that encourage growth and financial stability. The following pages outline our direct financial investment and the number of jobs our products have provided for all of the communities we worked with in 2017. Transparency is important to us and we plan to share this with our audience every year. There are more ways to measure direct impact and we plan on expanding our metrics for 2018.
Guatemala
Momostenango, Totonicapán GUATEMALA

Wool Weavers

WAGES TO ARTISANS  ARTISANS  PRODUCTS
$33,320  16  18

including coordination fees

With the help of a production coordinator, we have been working with two groups of wool weavers since 2015 on our Guatemalan pillows and rugs. Each season we have expanded our product offering and thus have been able to grow the network of artisans that work within the groups. The investment reflects orders paid for and completed in 2017 as well as production coordinator fees. We anticipate to more than double our investment in this group in 2018.
Cotton Pedal Loom Weavers

WAGES TO ARTISANS    ARTISANS    PRODUCTS
$23,800           6           11

including coordination fees

With the help of a production coordinator, we have been working with Manuel’s family in Nahualá since 2016. He leads a group of five to eight weavers depending on production size. Manuel’s wife and adult children help with the production of orders and he has been able to prioritize college education for all four of his children. The investment reflects orders completed and paid for in 2017, including production coordinator fees. We anticipate growing our product assortment with him in 2018.
Mexico
Backstrap Weavers

WAGES TO ARTISANS  ARTISANS  PRODUCTS

$5,660  12  5

including coordination fees

With the help of a production coordinator, in the fall of 2017 we developed a collection of five backstrap woven pillows with a group of women in San Juan Cancuc for our Spring Summer 2018 line. The group is led by three sisters who normally work with their families in the coffee fields. Weaving provides them with an independent source of revenue to support themselves and their families. The investment reflects product development, coordinator fees, as well as half of the first production, which will be completed in 2018. We are hoping to train two additional groups to weave these products to expand our impact in 2018.
Backstrap Weavers

<table>
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<th>WAGES TO ARTISANS</th>
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<th>PRODUCTS</th>
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<td>$13,446</td>
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including coordination fees

Polonia and Sylvia, a mother-daughter duo, lead the co-op of backstrap weavers we work with in Pantelhó. Each throw is woven in three panels and stitched together, providing work for both weavers and sewers. We started with two throws for our Fall Winter 2017 collection and added an additional colorway for Spring Summer 2018. The investment reflects all production completed in 2017, the first half of production for 2018, and production coordination fees. We are hoping to train an additional group to weave these throws in 2018.
San Cristóbal de las Casas, Chiapas MEXICO

Pedal Loom Weavers

$3,150 7 6

including coordination fees

With the help of a production coordinator, in the fall of 2017 we developed a pillow collection made in collaboration with artisans trained to weave with fabric waste. These pillows mix cotton thread with strips of fabric that would have otherwise gone to landfills. The project employs a studio assistant who makes the fabric into strips, three weavers, and a sewing workshop. The investment reflects product development, half of the first production order to be completed in 2018, as well as production coordinator fees.
Zinacantan, Chiapas MEXICO

Pedal Loom Weavers

$9,321 9 13

including coordination fees

Marcolino leads the family workshop of cotton pedal loom weavers in Zinacantan. We’ve been working with this group since early 2016 on our towels and napkins and added pillows to the product assortment in 2017. Their workshop employs both weavers and seamstresses. Investment reflects production completed in 2017, product development, and production coordinator fees. In 2018 we plan to develop additional pillows, new throws, and expanded colorways for our kitchen towels.
Cotton Pedal Loom Weavers

WAGES TO ARTISANS  ARTISANS  PRODUCTS
$25,995   8   15

We have been working with Arturo’s family since early 2015 and manage the relationship directly. Together, we have been able to grow their workshop from four looms to eight. They expand their artisan network depending on production sizes and employ weavers, knotters, and sewers to produce our products. They were export ready when we met, but together we’ve created SKU, labeling, and ordering systems. They ship monthly and we place orders bi-monthly. We are currently training another workshop on several products to expand production and impact in the Mitla community.
In Teotitlán de Valle we work with two family-run co-ops of traditional Zapotec rug weavers. We divide the production amongst them and manage the relationship directly. We’ve been collaborating with Luis’ family since 2015 and Porfirio’s family since 2016. They use 100% naturally dyed yarn. Since there is no production manager or co-op fee, all wages go directly to them. Luis had never exported before, and in the almost three years we’ve been working together, we helped him set up a system for processing orders and shipping. In 2017, Luis was able to expand his workshop with the addition of a new roof. With the help of a production manager, we are currently training a third family to weave our rugs and expand our impact in Teotitlán de Valle.
Uruguay
Knitters & Weavers

WAGES TO ARTISANS  ARTISANS  PRODUCTS
$23,650  15  5  

including coordination fees

In Uruguay we work with a Fair Trade certified non-profit that has worked to provide jobs for craftswomen living in rural Uruguay since 1968. Each product we make here provides work for multiple types of artisans — knitters, weavers, felters, and seamstresses. The investment reflects orders placed and completed in 2017, as well as production coordination fees. We anticipate doubling our investment in these groups in 2018 with the addition of several new products and product categories.
## 2017 in Numbers

<table>
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<tr>
<th>COUNTRIES</th>
<th>PRODUCTION TRIPS</th>
<th>COMMUNITIES</th>
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<table>
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<tr>
<th>NEW PRODUCTS</th>
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<th>WAGES TO ARTISANS</th>
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*including coordination fees*