

Have an Ethical Christmas

When it comes to Christmas shopping – how many of us truly consider how the gift actually got to the shop? Where it came from and how it was sourced has risen in our awareness over the last decade, but what with the recent recession has Fair Trade been pushed to the back of our minds?

Recent figures documented by The Guardian suggest not and appear to 'contradict previous surveys which have indicated that British consumers are turning their backs on organic, fair trade and eco-friendly goods in favour of cheaper shopping bills.' This is refreshing news and would suggest that many shoppers are seeking higher quality Fair Trade goods over cheaper, throwaway items. It hasn't been easy though, when the recession initially hit many retailers suffered and the Fair Trade market was no exception.

However, Shared Earth are a prime example of a Fair Trade company that is recession proof, having been established since 1986 and still growing with 2009 seeing two more shops opening, proving that if the goods are of a high quality and varied, consumers will still spend on good, built to last, from an ethical background. So, as you do your Christmas shopping this year, consider the origin of the product you are buying to ensure your Christmas is an ethical one.

Pictured available at www.sharedearth.co.uk



www.wintersweet.co.uk specialises in niche boutique jewellery labels from designers and craftsmen around the world. Our pieces are rarely seen on the high street. They are crafted from gold, silver, Venetian glass crystal and semi-precious stones.

All our jewellery uses natural materials and includes a range of Fair Trade pieces. These are handmade by craftsmen in Asia and Africa using brass, gold and silver and also recycled materials such as glass.

We sell our jewellery to customers across the world, who appreciate the beauty and uniqueness of the designs as well as the quality of the craftsmanship. And we have been encouraged by the growing demand for our Fair Trade pieces.

WINTERSWEET
JEWELLERY & GIFT
BOUTIQUE

Buy ethically this Christmas with Shared Earth



When it comes to finding a gift, Insight understands that it's not easy at the best of times to be trawling round shop after shop to find that ideal gift, let alone one that is produced in an ethical way. However, since discovering Shared Earth we feel we have found the solution to your whole Christmas shopping list- with them no one can argue that this hasn't been achieved!

Today, there are ten highly successful shops and counting across the country, specialising in gifts for any occasion and taste with handmade cards from the Philippines, silver jewellery from Indonesia and hand-carved wooden boxes from India to name but a few. Importing unique jewellery, fashion accessories, homewares, stationery and children's ranges, Shared Earth is the largest retailer and wholesaler of Fair Trade gifts in the UK.

Helpful gift ideas are individual and unique and really show thought and consideration unlike anything else they will get from another. From beautifully hand crafted embroidered frames for Mum to VW beetle car models for Dad, and a whole host of gifts for children and friends. By buying from Shared Earth you can not only give lovely gifts, but also help to encourage economic progress and support sustainable industries.

With a strong focus on environmental issues, the shop is also a fantastic arena for publicising them; *"Addressing environmental issues is high on the agenda and the shop provides a perfect way of producing recycled goods and publicising them, and of course, we always aim to achieve the fairest working relationship with artisans from all over the world; from the start this as well as providing quality gifts has been a sole priority for us."* Jeremy told us.

So with shops in York, Birmingham, Leeds, Brighton, Manchester, Stratford-upon-Avon, Liverpool, Cardiff, Bristol and Canterbury, plus the opportunity to shop online - what are you waiting for? Visit www.sharedearth.co.uk to shop online and find out more.

