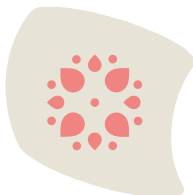


Maven Magazine

by *GlobeIn*



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Revitalize Box



Click here to join the Mavens Group!

Welcome Mavens!

Community is so important for us at GlobelN, and this year, community has been more important than ever.

From getting excited for spoilers every month to watching the Theme Reveal together, Mavens are truly special.

As we've all adapted to more time at home, we've shared our concerns, voted on product polls, swapped products with other Mavens, scheduled FB Virtual Meetups instead of in-person

Maven Meetups, and bonded over our excitement about finally receiving that tracking number!

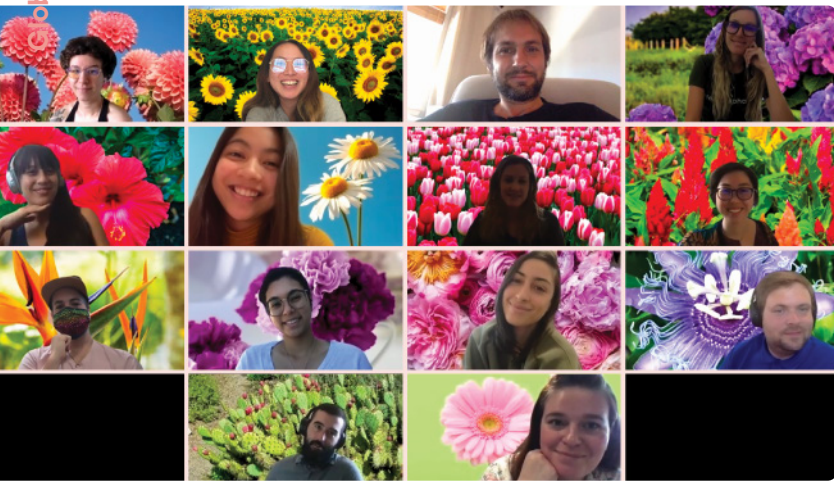
Like many businesses and individuals, GlobelN has faced a lot of challenges this year, but we appreciate your patience with us, your positive attitude, and our wonderful GlobelN community.

Thank you for being on this journey with us! This year, the Mavens Facebook Group has grown from 7,000 members to more than 17,000 members and

counting! We look forward to continuing to make it a place for positive community engagement as it continues to grow, where we can all share our love of GlobelN and support for Fair Trade.

We hope you enjoy this year's edition of our Maven Magazine. We'll let you in on some behind-the-scenes secrets, hear from one of our artisan groups we work with, introduce you to some fellow mavens, and much more!

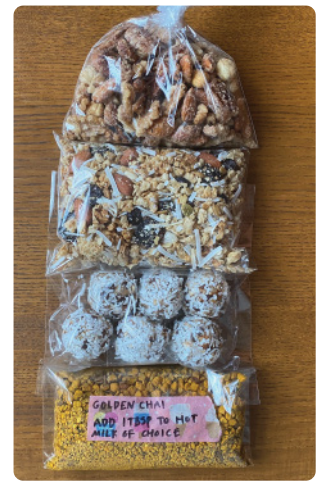
*love,
hanna* ♡



Globeln Team
All Hands Zoom Meeting



Missing our beloved office snacks, we each got a special delivery of snacks at home.



Behind the Scenes at Globeln HQ

by Sophie McAulay

2020 started out exciting for the Globeln HQ team. Having grown our HQ team to 13 full-time staff in 2019, it was time for us to move into a new office in San Francisco that had enough space for us all. Little did we know, we'd only be able to work there for a few months before everything changed!

Like everyone, we've had A LOT to adapt to since then. Our weekly All Hands meetings moved from the conference room to Zoom. Our Office Manager Eve helped make these more interesting by choosing different colors for us to wear each week, or different images to use as our Zoom backgrounds (favo-

rite flower was one of the most beautiful themes!). We shifted our regular happy hours to Zoom too, and used the time to discuss movies we watched for our virtual film club.

To keep our photoshoots safe, we minimized the number of people involved and asked members of the Globeln team to stand in as models (with masks on in between shots).

We learnt how to onboard new team members remotely, and did what we could to adapt to huge shipping delays or long pauses on exports from some of our biggest supplier countries.

Our product team spent countless hours sourcing products from Fair Trade suppliers with stock available within the US. They curated last-minute themes to ensure we could deliver you beautiful Artisan Box choices even though some of our planned products were not going to arrive on time. We planned a move to a new fulfilment center so we can get you your products sooner.

It wasn't what we expected, but it's been a year full of big challenges which have helped us all grow and learn, and we are so grateful that you've joined us as part of this journey.



Photography Production Team & Models (left to right: Robert, Maria, Reese, Manali, Imah, Vilma, Angela, and Johanna) July Photoshoot



Hanna, Social Media Manager, and Kelli, Front-end Developer, August Photoshoot



Sophie, Director of Growth Marketing, June Photoshoot



Angela, Head of Product Operations, May Photoshoot



Meny, Social Media Intern, September Photoshoot

What's Changed for Artisans This Year?



Covid-19's impact on Mayan Hands in Guatemala

Mayan Hands, an artisan group GlobeIn sources from in Guatemala, shared their story with us about how COVID-19 has impacted them and what they've done to address it.

Maria Ana, Mayan Hands Weaver

ABOUT MAYAN HANDS

Mayan Hands is a Fair Trade nonprofit organization, partnering with more than 200 female artisans in 15 communities in the Guatemalan Highlands. They are dedicated to providing economic and educational opportunities to Mayan women so that they can bring their families out of extreme poverty as they continue to live within the culture they cherish.

Like most countries in Latin America, the situation of COVID-19 in Guatemala is serious. COVID-19 is intensifying the hardships of a population already suffering from extreme poverty, violence and years of drought due to climate change. Guatemala lacks social safety nets and an adequate medical system to confront the pandemic.

Many Guatemalans have lost their jobs or cannot do their work due to strict lockdown measures. For a population that already lives in extreme poverty and has a childhood malnutrition rate of up to 80%, the effect has been devastating. In poor neighborhoods in Guatemala City, people hang white banners in their homes to signal that they need food and many are now begging on the streets.



The country went into drastic lockdown in mid-March—with no public transportation, all non-essential businesses closed, and a strict curfew—but by the end of July, due to tremendous economic pressures, many restrictions had been lifted even though a high level of risk remained.

Thankfully, in most of the 15 villages where Mayan Hands' artisan partners live, the level of infections has been minimal, due to the strict measures of local authorities. Outsiders are not allowed into their communities, nor are community members allowed to travel outside unless absolutely necessary. Local authorities have been able to set up small markets where people can buy their food without having to leave their communities.

Before the lockdown, Mayan Hands organized a workshop on COVID-19 for the leaders of the cooperatives, facilitated by an educator from a local health center. Their artisan partners speak three different languages as their primary language, so Mayan Hands' field workers helped with simultaneous translation from Spanish.

Some of the women did not know about the virus. Others had recently learned about it from the news, or from pickup trucks which drive around their communities with men making announcements through loudspeakers in the back.

At the workshop, the women learned about the virus and how to keep their families healthy, and went back to their communities with masks, soap and educational materials for all the cooperatives' members. The in-person workshop was vital because many of the women don't read or write, and the educational materials feature text as well as images. Some of the daughters of the women who attended receive scholarships from Mayan Hands, so they were able to read the material to their mothers while they stayed home from school (which was closed).



Unfortunately, Mayan Hands' sales in the United States have plummeted by 70% this year, as stores that normally purchase from them were forced to close. This means they have been able to give only small product orders to their artisan partners. Thanks to the generosity of donors, all 200 artisan partners received stipends, one in April and one in June, with another planned for early fall. These have made up for a good portion of their missing income.

"Our artisan partners tell us that while they are following all safety protocols, they continue to be terrified by what they call 'a mortal illness'", says Anne from Mayan Hands. "They lament not being able to work with the other women in their group and being restricted to their homes. In many cases, their husbands and other family members have lost their jobs. The women have expressed deep gratitude for the income that has enabled them to purchase corn and beans, rice and sugar—their daily needs. A few purchased hens to have eggs to eat, and some bought fertilizer for their corn plants."

"But the artisans stress how much they miss having work, work that has sustained their families and supported their children's education," Anne says.

Weaver Maria Ana Lajuj, the leader of the Flores de Algodon cooperative in Rabinal, has partnered with Mayan Hands for more than 30 years. She says, "We are here having a difficult time. Last year we had a drought so there was no corn crop, and now this year it is the same. We are grateful that we have some work now. That is what makes us hopeful. And we also hope that we will stay healthy and that everyone in our family and in our community will stay healthy. That's what I pray for. I'm grateful for all of the support we've received from Mayan Hands, for the love for us you demonstrate with all the help you've given us."

Anne says, "We are committed to supporting our artisan partners through this challenging time. They have worked hard for many years to create unique, excellent quality products, gaining the respect of customers in the global marketplace. As their partners on this journey, we are committed to finding new ways to increase our sales and get the women back to work and to support them with subsidies until the situation normalizes."



The 9 Fair Trade Principles

Curious to learn more about Fair Trade? Get to know each of the Fair Trade Principles and how GlobeIn is working towards them.

As proud members of the Fair Trade Federation since 2017, we are continuously working towards the 9 Fair Trade principles.



Create Opportunities

Members create opportunities for economically and socially marginalized producers through trading partnerships.

GlobeIn has a vetting process for working with artisans or other producers, both in the United States and abroad. Organizations or individuals that we work with must offer safe working conditions and a living wage for workers.



Build Capacity

Members help producers build capacity through proactive communication, financial and technical assistance, market information, and dialogue.

Our monthly Artisan Fund is designed to support producers' businesses. Through the generous donations from our customers, we have been able to provide our artisan partners with workshops, trainings, and health sessions, or provide the tools they need to grow their businesses.



Promote Fair Trade

Members promote Fair Trade by raising awareness about Fair Trade, educating customers and producers, and inspiring other businesses to adopt Fair Trade practices.

We love sharing information about Fair Trade with our customers, and we encourage customers and producers to ask questions about conventional and alternative supply chains so they can make more informed choices.



Develop Transparent & Accountable Relationships

Members develop transparent and accountable relationships with producers to ensure that relationships are open, fair, consistent, and respectful.

GlobeIn creates regular supplier newsletters to share information about market trends and the products our customers love. We also visit our artisan partners when we can. Our visits signify our seriousness about our purchasing partnership, and help build transparent relationships.

More information here:

 www.globein.com/impact



Pay Promptly and Fairly

Members pay producers promptly and fairly by discussing costs and pricing openly and honestly so that producers are able to earn a fair wage.

Unlike traditional which pay when products are received, we pay 30% of the total cost of products to producers upfront to assist with covering the costs of production.



Respect Cultural Identity

Members respect the cultural identity of producers by celebrating the cultural diversity of communities, while seeking to create positive and equitable change.

GlobeIn celebrates the cultures and lives of artisans around the world and we love sharing this with our customers through our products and artisan booklets.



Cultivate Environmental Stewardship

Members cultivate environmental stewardship by actively considering the implications of our decisions on the environment.

We strive to offer products that are recycled, upcycled or are made from by-products. Some of our most popular products are made from sustainable materials, like our recycled colorful glassware collection made by the artisans from Cristaluc.



Support Safe & Empowering Working Conditions

Members support safe and empowering working conditions that are free of discrimination and forced labor, and empower producers to participate in decision-making.

Part of our vendor vetting process ensures that the artisans we work with prioritize the safety of their workers.



Ensure Children's Rights

Members ensure the rights of children by never using exploitative child labor. All children have the right to security, education, and play.

All our vendors must report if they work with anyone under the age of 18.

As we continue to expand as a company, the values of Fair Trade will always be of primary importance. Thank you for joining us in this mission.

GlobeIn: How It All Began



Vlad Ermakov, CEO and Co-Founder of GlobeIn, reflects on how it all got started and what's changed for GlobeIn

In the past few years, GlobeIn has evolved from three people shipping products from a tiny office, to a company that sources products from over 10,000 artisans in more than 50 countries. I've been taking some time to reflect on what's been a whirlwind of a journey.

The idea for GlobeIn started back when I was working as a robotics engineer. I was building a smart vacuum cleaner, which was an exciting project, but I realized that I was spending a lot of time solving math problems, when what I wanted to do was solve problems that affected people's lives directly.

At the time, I was really interested in the ideas of Muhammad Yunus, a Bangladeshi social entrepreneur who was awarded the Nobel Peace Prize for founding the Grameen Bank and pioneering the concepts of microcredit and microfinance. The Grameen Bank gives loans to entrepreneurs who are too poor to qualify for traditional bank loans, and has helped bring millions out of poverty. *(If you're interested, I'd suggest reading Muhammad Yunus's book, [Creating a World Without Poverty](#)).*

Muhammad Yunus' ideas taught me that business can be used as a tool to transform people's lives. It was inspiring. I always thought business was just a means to make money, but that wasn't interesting to me. Realizing that it was a tool to make social change made me want to start a business with social purpose.

Soon after, I met Muhammad Yunus at a conference and had a conversation with him. One of the big ideas that we discussed was that there are many small businesses in the world—artisans, farmers, and manufacturers—and they create great

products, but they often can't grow their business without access to bigger markets. At the same time, there are customers in the US and Canada who want to spend their money in better ways. They don't want to decorate their home with things that were made in a sweatshop or that don't have a soul behind them. They want products that last a long time, are well made and beautiful, and are a talking point for people who visit their home. So we set out to make a company that would ethically source home goods, while connecting amazing entrepreneurs to a bigger market for their products.



Our first idea was to build an online marketplace where artisans could sell their products directly to customers. We travelled to many different countries to find these artisans, starting with Mexico and Central Asia—Uzbekistan, Tajikistan, and Kyrgyzstan. We took photos of artisan's products, uploading them to our website. We helped them ship their products and transferred the money when a customer purchased something. We started a network of Country Managers, and they helped the artisans in their region.

There were a lot of issues with this approach. It took a very long time to ship products, we couldn't guarantee orders for the artisans, and transferring small sums of money is very inefficient. And although we had a marketplace of tens of thousands of products, we realized that people were more interested in a curated, or even surprise experience, than in picking out the products themselves.



So next we launched a subscription, which offered an experience of 'travelling the world', featuring souvenir-style products from a different country each month. But soon we discovered that customers were more interested in products that they could fit into their lifestyle. We started curating themes that would offer items for the kitchen, the bathroom, or for experiences like going on picnics or hosting dinner parties. We used the information we learned about our customer's preferences to help the artisans develop products that were a better fit for our customer's needs. We introduced artisan brochures, and it made the subscription a much richer experience, where customers could get to know the artisans who made their products, just as we did.



Vlad, Liza and Genna (3-person team) discovering new weaving skills and meeting the Oaxacan weavers, 2017.



“It was incredible to think that this was the wedding of Marina’s dreams, and the work we provided had made it possible.”



Though the company has evolved a lot since our initial idea of providing an online marketplace for artisans, everything we’ve been doing has been following the same original mission. This year we’ve been taking everything to the next level; bringing in more expertise for marketing, product development, operations and fulfilment. Our team is still small but hard working—we’re like a 20-person family who all believe in working towards the same goal. We hope to improve our customer’s experience and set ourselves up to continue growing in an efficient way, so that we can impact the lives of more and more artisans around the world. Of course there have been many unexpected challenges, especially those brought about by COVID-19. While it hasn’t been perfect, I am proud of our team and how they have constantly adapted to new and uncertain circumstances, always looking for new strategies to address issues that arose. It’s humbling to work with people who are much better than me at most things, and to be able to trust the team to make the right decisions. Reading our annual Impact Report is amazing, as it allows me to reflect on all the hard work that’s happening behind the scenes to achieve every single number in the report.

One of the earliest artisans that we worked with during our first prototype of Globeln was Marina, a weaver from Oaxaca, Mexico. We started sourcing baskets from the region and they were so popular that we sourced more and more. The operations grew from 1-2 weavers to over 200 people, and Marina became the community leader there, organizing these 200 women. We still work with her to this day.

Marina worked hard so that she could save for a house and have a big wedding, and about two years ago, I had the privilege of being invited to her wedding. It was exceptional. It started at a church, and when the ceremony was over, the band started playing Banda music (a genre of regional Mexican music) and we walked through the town as the band followed along, playing in the street. We stopped off at several houses, and at each one there were hundreds of people already waiting to celebrate with Marina and Leo. We had

lunch at one place, and dinner at another, with the band following and playing Banda all the time. When we got to one of the houses, there was a tarp in the courtyard with gifts underneath it—including everything from dishware to tables and chairs, and a cow with a bow on it. We spent a couple of hours there—the band playing Banda all the time—and then all the guests picked up the furniture and walked back to Marina and Leo’s house, dancing with the furniture. We did all kinds of activities and had dinner. They cooked huge amounts of food, using shovels inside huge cauldrons. Finally, the band went home and a DJ came and started playing more Banda. Myself, my wife, and Pamela, our Country Manager, were invited to sit on the main table with the husband and wife and their families, drinking mezcal. The whole day was an amazing experience. It was incredible to think that this was the wedding of Marina’s dreams, and the work we provided had made it possible.



Personally, it’s really exciting to see how much Globeln has evolved over the last couple of years. We are always looking for new ways to continue to change and improve according to our customers’ desires, so if you have any feedback you’d like to share with us, please always feel free to head to globein.com/maven-feedback. Our team reviews this feedback regularly and looks for the next changes that we need to make as a company to improve your experience.

I truly feel that this is just the beginning. We have so much more potential to increase our impact, with your continued support. Thank you mavens!

Meet our Country Managers

Globeln's Country Managers have the important role of being our local liaison on the ground in some of the countries that we source many of our products from. Meet Idriss, our Morocco Country Manager, and Pamela, our Mexico Country Manager.



Idriss

Morocco Country Manager
since 2019



Tell us a little about yourself!

I was born and raised in the high Atlas Mountains. I love hiking, reading, and playing and watching soccer and basketball. I've been working at Globeln for more than a year. Prior to working at Globeln, I had worked with cooperatives in my town, and I really wanted to work with artisans. So when I heard of Globeln through a returned peace corp volunteer, it sounded like the perfect opportunity.

What is your role as our Country Manager in Morocco?

I work directly with the artisans and I try my best to advocate for them. I ensure our payments are on time, help with organizing and managing shipments (which has been much more difficult this year!), and take photos of products and their packaging to check the quality and provide information to our product team. I make sure that we get samples as soon as possible, and update the Globeln team every two weeks about the status of the products the artisans are working on to make sure they are on track for deliveries. I also try to anticipate anything the artisans might need. When I see something that we could help them with I reach out to Wynn, our Director of Impact. Last year, we did an eye examination for the artisans of Abdeslam as part of the Artisan Fund, and I found out that one of the artisans needed surgery for an eye condition that he has. He can't afford the surgery, so I asked Wynn if we could help him. Now Wynn is working on an Artisan Fund project to raise money for his surgery.

What is it like working with the artisans in Morocco?

It's heartwarming to see the artists making money from doing something they love. I love how they stand and support one another when something happens. One thing that touched me is how Abdeslam provides unlimited support and help to his artisans. I witnessed this last year during the Eid Al Adha holiday. I was there in the week before the celebration day, 15 days before Eid, people buy sheep. I went for a walk with Abdeslam and he told me he was giving a sheep to each of the artisans to celebrate Eid.

I also interviewed the artisans, and saw how they had tears in their eyes when they talked about Abdeslam. He always helps and supports them. If any of them has a marriage or funeral coming up, Abdeslam helps them out with their added expenses.



What is your favorite thing about working at Globeln?

Everything honestly! I truly love how we try to help the artisan groups to be independent. It's a wonderful journey where you meet a lot of people who are poor, but really happy and really good people. When you see what they're making you say 'wow'—if they had had the opportunity to go to university and get a design certificate, imagine what they could do. Despite the fact that they have never been to school, never learnt any other languages, they are really smart and really creative, and the things they make are so beautiful. They do what they love, and they put their background and culture into everything they make. It's amazing to see how happy they are even though they have so little. Meeting them in person is a beautiful experience because I've always wanted to understand their perspective on life and to get an idea of how they strive with their businesses. I've had that opportunity because they respect me and I can sit with them and talk and learn.

On the business side, I love that every day I am learning something new. I can't wait to sit with the artisans and tell them what I learnt in a recent training about trending colors and designs. I have grown on a personal level and developed a lot of knowledge and passion for artisanal goods.



Pamela
Mexico Country Manager
since 2015

Tell us a little about yourself!

I was born in Yucatán, but I have lived in many different cities in Mexico, which helped me get to know my country from different perspectives and enjoy its different traditions. I enjoy traveling and visiting new places, especially those that are full of history. I love taking photos of the landscape but also I'm always looking for the small details around that make me feel connected with the place. Reading a good book, drinking good coffee, and having a delicious plate of food in front of me are things that make me feel happy.

How did you first hear about GlobelN?

I went to visit a friend, and she happened to be packing products that she had made to send to GlobelN. I helped her take some photographs and she mentioned that GlobelN was doing something huge, and I should visit them if I had the opportunity. I happened to be going to San Francisco soon after, so when I arrived I sent a message to Liza [GlobelN's Co-Founder] on Facebook. I didn't expect to receive a response, but I did—only she told me there

would be no one in the office for the next two weeks. I thought they didn't want to see me. I had this idea that they were huge—I never thought that it was just three people working really hard. After two weeks, Liza messaged me back and said I should come and visit if I was still in San Francisco. It was a very small office. One person was in charge of packing products into boxes with the GlobelN logo on it. I showed them the photos that I used to take in Mexico because I wanted to share more artisans with them and invite them to come and visit. They took me to lunch and told me about GlobelN, and I was excited to see how excited they were to tell me about the products. I felt special that they spent time with me and shared information with me.

I ended up staying for 5 months and helping them with photography. Two or three months after I came back to Mexico, Vlad [GlobelN's CEO and Co-Founder] reached out to ask if I could go to Oaxaca to take some photos of the artisans. It was a challenge to go to the hills and visit the community, who didn't speak Spanish. Soon after I was offered the role of Mexico Country Manager.

What is it like working with the artisans in Mexico?

I am so proud of how Marina and Leo [the lead basket weavers in Oaxaca] have grown over the last five years. They are a very strong couple, and they are doing their best every day. After working very hard, they built a house and had a huge wedding. I've learnt a lot from them about how important it is to focus on your goals.

I love watching the artisans who really want to grow—as soon as they start working, they start to be very quiet, but when you talk to them directly you can see how empowered they are.

I loved the experience last year when we took a holistic teacher to the artisans. They learnt about meditation, self care, and female health. The artisans were very excited but also it kind of blew their minds, as these are things they don't usually talk about in their village. It was good to share with them another perspective about breathing and how it can help you feel relaxed. Maybe it will help them with the weaving process.

It's also nice to see how we are impacting many artisans in small ways. For many of the artisans, eating meat has been a big change in their lives. Usually they wouldn't be able to buy meat because it's too expensive. Now they are able to eat the things that they want and have more food available, as well as have more time to be with their kids instead of going out to sell their baskets. These things that are important for them also started to be more important to me.

I also learnt from the artisans how to drink mezcal the traditional way! They use it not for fun, but to make you feel stronger and more connected to the land.



Meet our Moderators

We are so grateful to have members of our community who offer up their time to help make the Mavens Facebook group a great place to be. As the community has grown, we've also added some new maven moderators to help out. Here, meet two of the maven moderators who have been helping out for many years.



Laura
Maven Moderator

Why are you a maven moderator?

I originally started as a maven moderator in order to help and have fun with a group I love. As time has passed, I really try to be helpful to the mavens and encourage community. I love posting about products and helping new mavens navigate where to go to get their questions answered and feel like part of the group.

What has changed this year in the mavens group?

The biggest change I have seen in the group is the size of the group. We have over 16k members now so it is a challenge to try to make it still feel like a community. However, I have to give credit to the mavens, as they are so eager to jump in and help each other out and be supportive.

What is your favorite part about the mavens group?

My favorite part about the group is when members, especially new mavens, share their packages. I love to see how excited everyone gets to share their love for Fair Trade items and the impact they are having in the world, while also having beautiful items in their home.



Shana
Maven Moderator

Why are you a maven moderator?

First and foremost because I love the company and secondly I enjoy helping others.

What has changed this year in the mavens group?

For one, the size! The group is HUGE now. I remember when the group just had 100 members. I also believe the group has changed it's focus from sharing parts of our personal lives with each other and making some incredible friends to helping each other navigate the site and giving us some great tips and tricks on how to create beautiful environments with our GlobeIn purchases.

What is your favorite part about the mavens group?

Getting the sneak peeks! I love seeing what the future items will be.

 [Click here to Join the Mavens Group!](#)



Melinda, Laura, and Shana at GlobeIn MavenCon 2019



GlobelN Gatherings

Maven Meetups Go Virtual

In 2019, we started Maven Meetups, where Mavens scheduled a meet and greet with other Mavens in their respective cities to get to know each other, exchange GlobelN items and purely have some fun together. We sent them some GlobelN goodies to enjoy too!

This year, there were Maven Meetups held in Toronto and Florida before COVID-19 hit and we needed to postpone some of our scheduled Maven Meetups. Since then, we started taking Maven Meetups virtual! From gift and gardening ideas to cocktail making and cooking to crafting and repurposing, Mavens are surely creative!

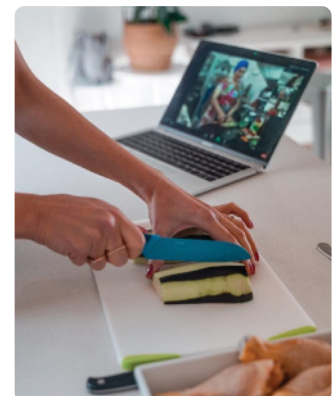
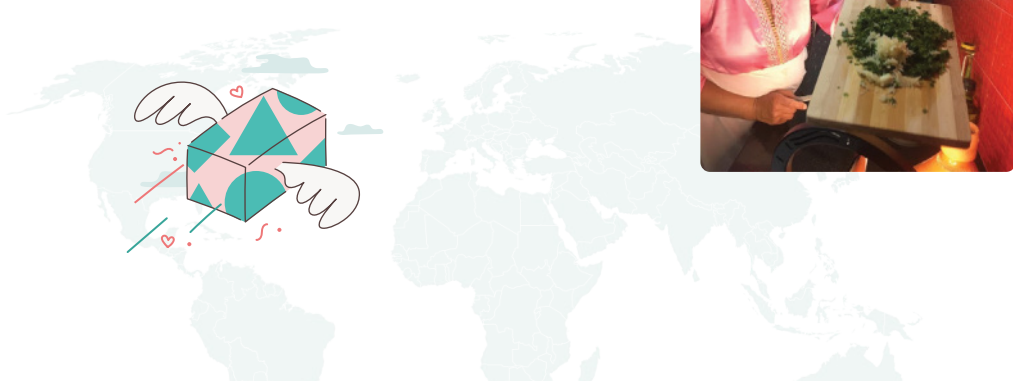
Want to host your own?

If you are interested in hosting your own Virtual Maven Meetup, on a specific topic or just to show your gorgeous GlobelN collection at home, email our team at ambassadors@globein.com and they will be more than happy to help you schedule your meetup in the Mavens Facebook group. We can also provide some fun ideas for your event to keep it upbeat. Instead of physical goodie bags, we are giving hosts Add-On credits as a gift, so you can shop for more GlobelN goodies in the Add-Ons sale! We are hoping that in 2021, we can continue our live Maven Meetups in your cities so we can continue to foster relationships within our community.



GlobelN Adventures

Another exciting virtual experience to launch this year is GlobelN Adventures. Keep an eye on your inbox for cooking classes and other cultural experiences that you can join online.



Celebrating Holidays Around the World

by Tigran Demurjian

You may share our passion for travel, exploration, and learning about how other people live around the world. While you can learn a lot about a culture from the artforms practiced by its artisans, handicrafts are just one piece of the cultural pie.

As we approach the holiday season in North America, we thought it would be fun to reflect on how holidays are celebrated around other countries in the world throughout the year. You might find inspiration for new ways to celebrate, or find yourself compelled to travel to these countries someday!

Eid Al Adha in Morocco

To learn a little about holidays in Morocco, we asked our Country Manager Idriss how he celebrates Eid Al Adha. Eid Al Adha is a holiday celebrated in many Muslim communities around the world. It marks the beginning of Ramadan, a month-long form of fasting, where people only eat and drink before sunrise and after sundown. It's celebrated according to the lunar calendar, so its celebration date varies from year to year. A similar celebration occurs after Ramadan, called Eid Al Fitr.

According to Idriss, "Eid Al Adha is the main celebration in the Islamic world, also known as the festival of sacrifice. In Eid, Muslims sacrifice sheep following the tradition of Abraham. During the holy days, Muslims all over the world salute everyone on the streets and wish them happy Eid, and welcome their neighbors, acquaintances, or even random people to their houses and serve them tea and cookies as well as meat if they want it. In my region we always have couscous on the first day of Eid. It's the only time of the year where you can meet everyone in your little community, because they all come back to celebrate with their family. People talk, bond, and feast together. Everyone is friendly and they tend to help each other, especially poorer people in the community."



Diwali in India

In India, Diwali is one of the major holidays celebrated across the continent. It's also known as the "Festival of Lights" for the dazzling array of candles and lamps that light up nearly every city.

Diwali is celebrated by many of India's faiths at the same time. Hindus, Sikhs, Jains, and Buddhists have their own specific traditions associated with the five-day holiday. Though Diwali celebrates different events in the histories of various faiths, many aspects of the celebration are similar across India.

Diwali is generally celebrated sometime from October to November, in accordance with the lunar calendar. The name comes from the Sanskrit word dipavali, which means "row of lights". People celebrate by decorating their homes and temples with candles and oil lamps. They also float these candles down rivers, making for a mesmerizing visual display. People visit each other's homes and exchange gifts and sweets. The fourth day of Diwali is considered the beginning of a new year.



[Click here to shop the curated Diwali Collection](#)

These are just a few of the holidays celebrated by the many countries GlobelN items come from. We hope that these beautiful holiday traditions have sparked your curiosity and an appetite for discovery.



Dia de los Muertos in Mexico

On the other side of the world, in Mexico, there's a celebration some of you may be familiar with: Día de los Muertos. Translated as "Day of the Dead", this multi-day holiday commemorates the passing of loved ones and their spiritual journey onwards. The celebratory mood comes from the belief that, on this day, lost loved ones awaken and celebrate with the living.

This celebration has roots that extend back thousands of years. Traditionally, it was celebrated in the summer, but after Spanish colonization, it was moved to November 1st and the days around it to coincide with All Saints Day.

According to Pamela, our Mexico Country Manager, "Day of the Dead is different in every city in Mexico. The food and traditions change depending on where you are. In Yucatan we focus on sharing the food, and it's more about the spiritual aspect of family members who have passed. There is one place where they fill boats with candles and flowers, or take food and go to eat in the cemeteries. We celebrate death."

In general, the holiday has a very social and festive atmosphere: people gather in large groups to commemorate the dead, march in public places, and hold festivals with live music and dancing. Many celebrations incorporate a beautiful mix of both indigenous Aztec and Spanish influences.

One central part of the celebration are ofrendas, or altars created to celebrate the memory of a loved one. Family members typically place the deceased's favorite foods and beverages, a picture, and a candle to welcome their loved ones back to the living world. People also lavishly decorate grave sites of loved ones, with yellow marigolds being the traditional Day of the Dead flower.



Creating a Festive Table This Holiday Season



There's one place we've found to be a universal place of celebration during the holidays: the table. There's something special about sharing food with one another. In one way, it's the act of giving and receiving life. It's no surprise that many holidays around the world are celebrated at the table!

While the holidays are sure to be a little different this year, holiday-inspired home decor will help infuse your home with the cheer of the holidays, even if it's not as full as usual. Special table settings will bring the celebratory mood to your holiday meal. Here are a few helpful tips to consider when setting your table for the holidays:

1. Flowers or candles make a beautiful centerpiece. You can match them to your chosen color scheme!
2. Find a thread of consistency in a color, shape or type of material. Matching dinnerware and serveware can help bring everything together.
3. Neutral colored cloth napkins and placemats offer added elegance and work with every color scheme.

We hope you enjoy this inspiration for beautiful table settings using some of our favorite GlobelIn products.

Look out for the Malika and Gold Accented Serving Collections in Add-Ons and the Artisan Shop!



Get **20% OFF** your
Artisan Shop order
with coupon code
MAVENMAGAZINE
when you spend \$100+

Harvest Fall Salad



Ingredients for Chicken:

- 1 lb (or 2 large) chicken breasts, trimmed and halved lengthwise
- 1/2 tsp garlic salt (or to taste)
- 1/8 tsp black pepper freshly ground
- 1 tbsp olive oil
- 1 head romaine lettuce (8 cups chopped), rinsed and dried
- 2 pears, cored and sliced
- 1 cup dried cranberries
- 1 cup pecans lightly toasted on a dry skillet
- 1/2 cup feta cheese (4 oz) crumbled

Ingredients for Balsamic Vinaigrette:

- 3 tbsp balsamic vinegar
- 1 tbsp Dijon mustard
- 1 garlic clove pressed or finely minced
- 1/2 cup extra virgin olive oil (regular olive oil also works)
- 1/4 tsp salt
- 1/8 tsp black pepper

Procedure:

- 1** Cut chicken breasts in half lengthwise so you have 4 thin cutlets. Season chicken cutlets on both sides with garlic salt and black pepper. Place a large skillet over medium heat with 1 tbsp olive oil. Add chicken cutlets and sautee 3-4 minutes per side or until fully cooked through. Transfer to a cutting board and let chicken rest while preparing the salad, then slice the chicken into strips.
- 2** Meanwhile, in a medium dry skillet, toast pecans over medium heat for 5 minutes, tossing frequently or until pecans are fragrant and lightly golden. Remove from heat and cool to room temperature.
- 3** In a large mixing bowl, combine chopped romaine, sliced pears, dried cranberries, toasted pecans, crumbled feta and cooked sliced chicken.
- 4** Combine dressing ingredients in a small mason jar. Cover with lid and shake vigorously to combine. If any separation occurs, shake again just before using. Drizzle balsamic vinaigrette over the salad, adding it to taste then toss to combine.

Thank you to **Valerie Fears** for sharing this recipe in the Maven's Facebook group! Recipe from: natashaskitchen.com.

Gingerbread Cookies



Ingredients:

- 2 1/4 cups flour
- 2 teaspoons ground ginger
- 1 teaspoon baking soda
- 1 teaspoon cinnamon
- 1/2 teaspoon ground cloves
- 1/4 teaspoon salt
- 3/4 cup butter, softened
- 1 cup white sugar
- 1 egg
- 1 tablespoon orange juice
(to bring out the flavor)
- 1/4 cup molasses
- 1/4 cup sugar

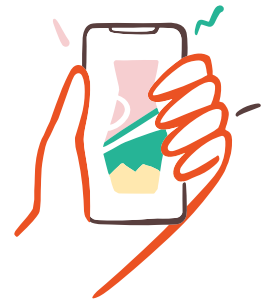
Procedure:

- 1 Preheat oven at 350 degrees.
- 2 Sift together all the dry ingredients (flour, ginger, baking soda, cinnamon, cloves and salt).
- 3 Cream the butter and 1 cup of sugar. Add the egg and beat until fully incorporated.
- 4 Add the orange juice and molasses (Karena recommends to use light molasses) until combined.
- 5 Add in the dry ingredients in small batches until just combined.
- 6 Refrigerate for 2-3 hours. If you can't, at least put it in the freezer for a half an hour.
- 7 In about 2 tablespoon balls, roll into the 1/4 cup sugar and flatten so it looks like the thickness of a Double stuff Oreo, really thick but clearly flattened.
- 8 Bake for 9-11 minutes. Serve and enjoy!

Holiday Gift Guide

Find the perfect Fair Trade gift for everyone on your list'

The Artisan Shop is always open at shop.globein.com and is a great place to pick up some unique gifts this holiday season. Your friends and family will love hearing that their gifts are making a change—not only to their homes but to the lives of the artisans who made them.



Use code **MAVENMAGAZINE** to get 20% off your Artisan Shop order when you spend \$100+.
*Not valid on already reduced items or in conjunction with any other offer. Limit one use per customer.

Curated Gift Sets



Bathe Box, \$60



Tea Party Box, \$60



Cozy Box, \$60



Limited Edition Market Box, \$132



Hydrate Box, \$60

Plant Lovers



Henna Treasure Watering Can, \$38



Whitewashed Terracotta Llama Planter, \$42



Large Hanging Lantern - Celeste, \$25



Ushas Golden Dawn Wind Chime, \$48

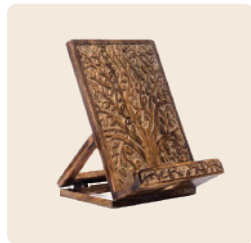


Small Dipped Terracotta Planter, \$24

Foodie



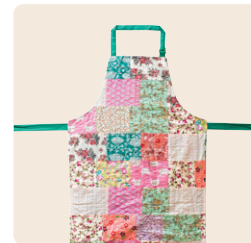
Large Enamel Colander - Cyan, \$32



Aranyani Recipe Stand, \$90



Blue Pottery Pinch Bowls - Set of 4, \$45



Kantha Patchwork Apron, \$60



Fair Trade Cocoa Powder, \$5

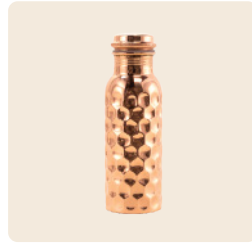
On-the-Go



Square Tiffin
- Green Floral, \$29



Sari Produce Bags
Set of 3, \$15



Copper Water
Bottle, \$30



XL Sari Netted Crochet
Produce Pouch, \$35



Market Basket
- Assorted Green, \$60

Fashionista at Heart



Chindi Clutch, \$39



Shell and Bone
Inlay Hair Pin, \$18



Fair Trade Scarf -
Grey, \$22



Elizabeth Cuff, \$32



Petal Turquoise
Earrings, \$28

Home Decor & Organizer



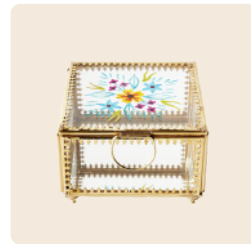
Sarkanda Rattan
Stool, \$60



Hanging Wall
Basket, \$31



Metal Stool or
Side Table, \$38



Floral Glass
Shadow Box, \$28



Gallito Palm Leaf
Basket - Purple, \$15

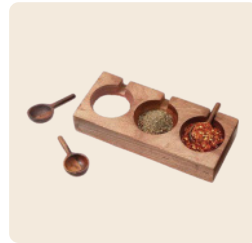
Entertainer



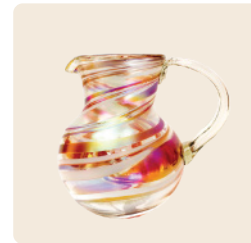
Dice Box
- Set of 5, \$24



Bicycle Cutter
with Stand, \$25



Mango Wood
Spice Tray, \$75



Large Iced Tea Pitcher
- Tropical Swirl, \$55



Table Runner
- Green, \$35

#DIYProjects

Give Back this Holiday Season with DIY No-Sew Blankets

It's easy to get caught up in the fast pace of the holidays. And it's even easier to get lost in the shopping that goes along with it. All this can make it hard to keep in mind that the spirit of the holidays is about giving. But just as there are a million ways to celebrate the holidays, there are a million ways to give!

You can give thanks, and you can give your time. You can give money, or you can give your effort. Big or small, giving can make an impact in someone's life, and in the process, give you a good feeling too.

DIY projects are a fantastic way to bring the family together, and they're easy to integrate into your existing traditions. Plus, many things you can easily create at home are in-demand at charities and organizations around the world. Here's an easy idea to get you started: create a DIY no-sew blanket!

You don't have to be a skilled craftsperson to make a useful and beautiful blanket. Anyone can participate in this easy, no-sew project. Once you've made the blanket, there are plenty of places to donate it. You can check with national organizations like Project Linus or Binky Patrol for local drop-offs. Local hospitals, charities, shelters, and police and fire departments also sometimes accept blankets.



Let's get started!

MATERIALS

1



Pair of Scissors

2



2 Pieces of Fleece (2 yards long)



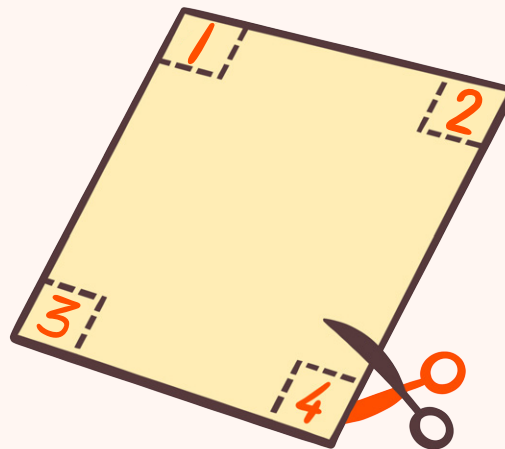
TIP FOR SKILLED SEWER:

If you're more skilled with sewing or knitting, you can certainly make a more ornate blanket, and donate it just the same. The gift of warmth in the winter means a lot to people around the world!

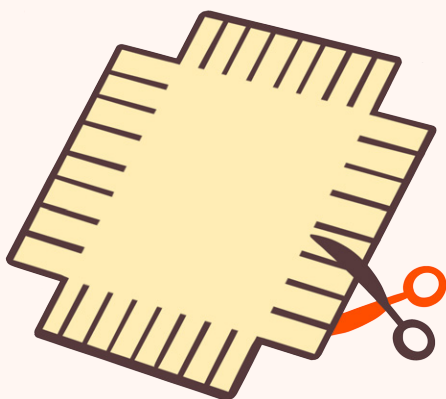
STEP 1 Lay both pieces of fleece on top of each other, and cut the raw edges for clean edges all around.



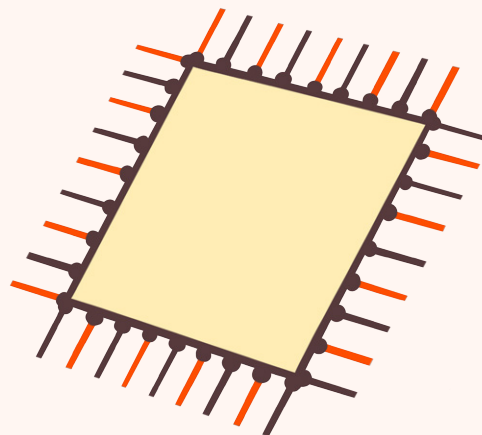
STEP 2 At all corners, cut a square of 4 x 4 inches out of the fabric



STEP 3 Starting at a corner, cut into the fleece, making strips one inch wide and four inches long. Continue down the edge to the other corner, and repeat on all sides



STEP 4 Tie the strips of both pieces of fleece together with a simple knot. Continue until the blanket is finished. Ta-da!



Love Globeln? Share the love.



**YOU EARN \$30.
YOUR FRIENDS SAVE \$30.**

When you refer a friend to sign up for their own Artisan Box subscription, you earn Add-On credit and they get \$30 off their subscription.

Access your unique referral link here:

 globein.com/profile/referral

*Offer is only valid for friends from different households. Valid only on new 3-month or longer subscriptions.

Earn Rewards When You Purchase From the Artisan Shop



Join our Maven Rewards program to earn points every time you:



place an order in our Artisan Shop



follow us on Instagram



write a product review (attach an image for more points!)



plus, refer friends to get a \$10 off coupon!

Use the Impact points you earn to purchase your favorite products! Use code MAVENMAGAZINE for 20% off your order.

 [Click here to learn more](#)

The Year of Self-Gifting



This year, self care became more important than ever. If you're looking for the gift you deserve this year, we have plenty of options that make treating yourself easy. Here are some of our favorite products for a little self-lovin'.



Organic Lip Balm

Made in Zambia, \$5.00

Refresh your lips with your Zambeezi lip balm. With a wild gingery lemon-grass flavor, it's made with Fair Trade, organically-grown ingredients.



Block Print Robe - Mint & Pink

Made in India, \$75.00

This elegant block print robe is the perfect lounge wear. You'll feel regal but comfortable relaxing in this handmade beauty.



Citrus Face Towel

Made in India, \$15.00

Block printed in India with a citrus pattern, this soft cotton towel is designed specifically for drying your face after applying your favorite face wash.



Collapsible Breakfast Tray

Made in India, \$45.00

From Mango and composite woods, this collapsible breakfast tray is perfect for treating yourself to a leisurely morning of breakfast in bed.



Silk Face Scrub

Made in Turkey, \$10.00

Made from 100% raw cocoon silk, this antibacterial facial mitt gently purifies the face & neck, eliminating lifeless cells and boosting collagen production in your most vulnerable areas of skin.



GlobeIn Subscription Box

Made around the world, \$33+ / mo.

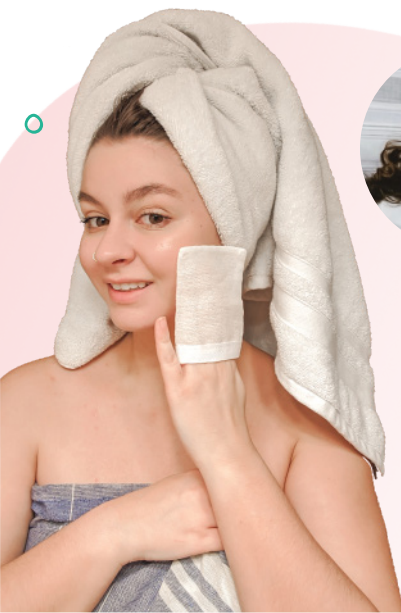
The ultimate self-gift is receiving a box of handmade goodies every month!



Conscious Coconut Oil

Made in Thailand, \$15 for a set of 5

Keep it in the kitchen, keep it in the bathroom, keep it on you at all times. The myriad capabilities of this "multi-tasking" miracle make it as essential to your day as its essential oils are to your body, particularly your skin.



 shop.globein.com

5 Ways to Use a Turkish Towel

Turkish towels are a big trend these days (if you're like us, you're seeing them all over Instagram). It's no surprise, because they're so much more than just a towel. They're versatile, lightweight, and durable. And they look good no matter how you use them.

Made from long-strand premium cotton fibers, the Turkish towel has been traditionally used in Turkish bathhouses, called a hammam. We source our towels from the small town of Denizli in Turkey, which has been home to hand-loom artisans for generations. Working with our Fair Trade partner Atlas, we're able to help the artisans who make the towels earn a living through sharing their ancient craft with global customers.

A single Turkish towel can take several days to go from raw cotton fibers to a finished product. Because of the long strands used in making these towels, there are fewer joints in the weave, making for an extremely soft and absorbent, but very thin towel.

This means that if you're traveling, the Turkish towel is ideal as it packs away into a small package, but also dries in a flash. From pool to picnic (and inevitable beverage spill), your Turkish towel will be dry and ready for its next use quickly.

But what's our favorite part about Turkish towels? They get better with age! Each wash softens the cotton fibers, making your towel fluffier and more absorbent.

Whether you received a Turkish towel in our best-selling Bathe box or are looking to purchase one from the Artisan Shop, you'll find plenty of uses for this crowd favorite. Here are just five of our favorite ways to use them!



Scarf: Drop a dash of color and texture into your outfits by wrapping the towel around your neck a couple times or pulling it over your shoulders like a shawl. Warm and soft, they're sure to keep you classy all winter.



Wall Tapestry: Love your Turkish towel's design? Pin it to the wall for warm, homey vibes this winter.



Tablecloth or Table Runner: Lay out your towel for a casual dinner party with beachy vibes.



Sarong/Dress: Wrap it around your waist or torso, and tuck or tie it for casual and comfortable loungewear.



Yoga Mat Cover: Put your towel over your mat to prevent slips and keep yourself and your mat clean as can be.

There are plenty more uses for your Turkish towel! Use for baby care, as a hair towel, or drape it along the bottom of the bed. Share your other uses for the Turkish towel on Instagram with the hashtag #GlobelnYourWay.

Thank you, Joanne O. for the photos!

5 Ways to Use Coconut Oil

Deliciously fragrant, coconut oil is extracted from the kernel or meat of mature coconuts. In recent years it's gained something of a cult status among celebrities—many calling it a superfood with endless health benefits. But while these health benefits of eating coconut oil are still being debated, there are several external uses that make it the most versatile beauty tool out there.

Inspired by just how much the coconut has to offer, our supplier Conscious Coconut addresses each phase of their production line with love. They donate a meal to a child with each purchase, employ and empower developmentally disabled adults to package the product, and prepay their farmers to ensure their basic needs are met during the production process.

So whether you keep it in the kitchen, keep in the bathroom, or keep it on you at all times... The myriad capabilities of this “multi-tasking” miracle make it an essential addition to every home.

Here are five ways you can use coconut oil:



Body Scrub and Body Oil: Part of the magic of coconut oil is its natural ability

to moisturize your skin. Just slather on your coconut oil after a shower, after doing the dishes, or any other time your skin is feeling dry and tight. Use it regularly to get rid of cracked heels and to soften calluses.

You can also take this natural moisturizer and make a scrub for a spa-worthy treatment from the comfort of home. Mix equal parts coconut oil with coarse salt or sugar for a delicious-smelling and inexpensive scrub. The scrub will exfoliate, and after a rinse, the coconut oil remains to provide all-day moisturizing power.



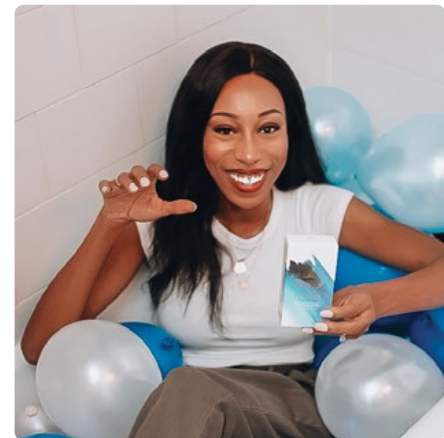
Winter Chest Rub: If you're struggling with colds this season, try this natural chest rub recipe. Mix a couple tablespoons of coconut oil with five drops of eucalyptus oil and three drops of peppermint oil. Rub it into your chest, hands, feet, and nose for a soothing cold remedy.



Makeup Remover: Those waterproof mascaras are great when you don't want them to run, but getting them off your face can be a challenge. Skip the disposable makeup removal pads and wipes. Coconut oil quickly rubs off the toughest makeup, helping you avoid harsh chemicals and cut down on waste.



Dandruff Treatment: It happens to all of us: you shake out your hair, and see an embarrassing shower of snowflakes fall from your head. But it doesn't have to be that way. Dandruff is simply a symptom of a dry scalp, and coconut oil will be your best friend here. Gently rub it into your scalp before bed for a perfectly hydrated scalp and no dandruff the next day. Plus, it's said that coconut oil can stimulate hair growth, too!



For Whiter Teeth: If you're looking for a natural alternative to fluoride and other chemicals contained in toothpastes, coconut oil can work wonders. Its antibacterial properties handle bad breath, and its delicious taste will make you want to brush more often. Just mix half a cup of oil with a couple teaspoons of baking soda. Add food-safe essential oils for some extra flavor, and you're ready to brush!

Thank you, Brianna for the photos!

#GlobelIn Your Way

We love how creative our mavens are! From their monthly Artisan Box items to the actual boxes, they are always finding new uses for GlobelIn products. Take a look at some of our faves!



Berry Basket (from Prep Box) as Planter by Tami R.



Turkish Towel (from Bathe Box) as Wall Tapestry by Melissa F.



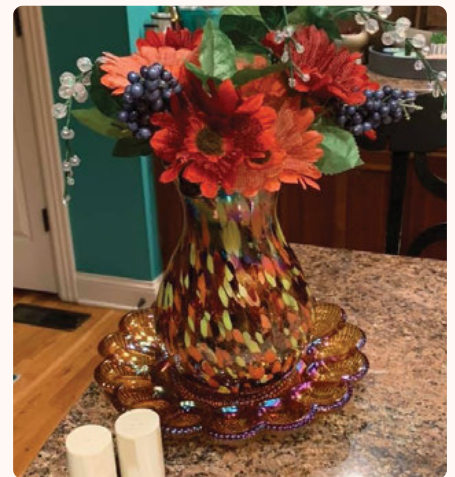
Llama Planter (from Bud Box) as Candle Holder by Claire Z.



Raffia Coasters (from Oasis Box) as Decorative Wreath by Katy R.



Oaxaca Basket (from Bathe Box) as Brochure Holder by Karen R.



Colorful Pitcher (from Fiesta Box) as Flower Vase by Susan P.



Use the hashtag #GlobeInYourWay on Facebook & Instagram for your chance to win a monthly giveaway!



Globeln Box as Gift Wrapping by Megan N.



Globeln Box as Cat Home by Lisa M.



Globeln Box as a Party Banner by Jennifer B.



Globeln Box as a Makeshift Pool for a Doll by Gina A.



Globeln Box as Vinyl Records Storage Box by Skyllar D.



Globeln Box as a Cake Box by Ann R.

Heart-Warming Stories From Our Community

We love hearing the incredible stories of community, support, and excitement that come from our mavens every day. Thank you to these lovely customers for sharing their GlobelIn stories with us!





**Teri Lynn
from Arizona**

“In my first month, I was trying to get the Cold Brew Box in Add-Ons for days, and I even waitlisted for it. I posted in the Mavens group for mavens to let me know if they were going to release one that they had in their cart. Everyone was so nice and trying to help me by letting me know when they were releasing one, so I could go in and grab it. This happened 3 times, only for it to be snatched up immediately! Low and behold another customer contacted me to ask if I ever got it. She went above and beyond to grab one and put it in her cart, so she could release one to me at a timed drop and grab. I got it! Thumbs up to Audrey who went out of her way to help my first box experience! It was also her first month and she wanted to help me! I extended the same this month with one of the trays which I released to someone who desperately wanted it. What a great helpful group! I’m looking forward to all the beautiful handmade gifts from all over the world and helping give back to the GlobelN community. I did some major damage in my first month!”



**Carolyn C
from Hawaii**

“I met my wonderful friend Vera through GlobelN. I think there was a post in the Mavens community one day asking if anyone had a home business and we both posted that we were hypnotherapists. I live in Kona, Hawaii and Vera lives in Phoenix. I had booked to go to a conference in Phoenix so we decided to meet. Vera picked me up in her yellow car and we went for a private tour of Milton Erickson’s house (a famous hypnotherapist). We hit it off immediately and went for a lovely meal after our tour. We’ve been friends ever since, we connect via FaceTime at least once a week.”



Carolyn and Vera, Maven Friends



**Tammy C
from Kansas**

“I took my first flight in 15 years going to MavenCon [an in-person conference for GlobelN customers] last year. A small town Kansas girl going to San Francisco by herself! I thought I was brave and had rented a car, but I sat at the airport for 2 hours trying to get Enterprise to convince me it was a good idea. I canceled the car, rode vans, taxis, buses, trains, and UBER! We don’t have those around here! I walked a lot, went to the beach on Saturday all by myself and collected sea glass, and realized I had nothing to put it in, so being a country girl I improvised and used my sock. I met lots of people I had talked to online. I went on a boat ride, learned lots of information about Fair Trade and living substantially, and made many new friends. I even launched my own “repurposing” businesses using broken ceramics for mosaics.”



**Christina H
from Georgia**

“When I received my first box (the Savvy box!), the mail lady pulled into my yard while I was outside. She had the box with her and told me she had never delivered one before but that she had just signed up also. So I opened up my box with her and we oohed and ahed together over everything! It was awesome! Opening the box with her was so fun because nobody else in my house would have been as excited as we were!”



Savvy Box



“

GlobeIn is a purpose-driven company growing in parallel with entrepreneurial artisan partners from around the world, with the aim of enriching individuals and their communities.

GlobeIn World Inc.



GlobeIn World Inc. | Follow us on Instagram at [@globeinworld](#)

Email us at support@globein.com for customer support inquiries. #GLOBEIN | GLOBEIN.COM