

MOTHER'S DAY GIFT IDEAS

Socially Conscious Gifts From Around The World

(NAPSA)—This Mother's Day, many people will be giving Mom the world—in the form of one-of-a-kind, handmade gifts from the four corners of the earth. It's all about breaking with tradition and surprising Mom with gifts that not only look good but do good.

One place to find these unique gifts with heart is Worldstock.com, an online store emphasizing sustainability, fairness and transparency while empowering artisans to achieve the dreams they have for themselves and for their families. The site features a wide range of jewelry accessories and items that cannot be found elsewhere, such as Persian rugs, Moroccan ottomans, and Nepalese and Indonesian photo albums and stationery.

Another example is the Navajo Etched Cone Vase. The designs signify Mother Earth and Father Sky while the bright colors in terra cotta clay—blue, white, black, turquoise, green and rust—represent the colors of life. These special creations are made by Navajo artisan Carol Torres in her home.

“Around the world artisans have trouble reaching their natural market because of poverty, poor information and the disadvantages of being a small-lot producer in an industrial age,” says Patrick Byrne, president, Overstock.com. “These artisans could feed their families, vaccinate their



Constructed entirely from terra cotta clay, this vase is hand painted and etched by Navajo artisan Carol Torres.

babies and send their children to school if we in the developed world purchased the high-quality goods they know how to make.”

Another way gift givers and recipients can know that these items are doing the most good is through Overstock.com's pricing policy. The net profit margin on all socially responsible goods sold through Worldstock.com as well as the main site does not exceed one percent. That means more of the price goes directly to the artisans.

Worldstock.com works directly with artisans and their associations worldwide—including small-scale American designers—to bring a continually fresh stock of unique gifts to the marketplace.