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A woman with dark hair tied in a ponytail is sitting on a wooden chair, focused on weaving a large, rectangular basket. The basket is made of light blue strips, possibly bamboo or reeds, and is mounted on a wooden frame. She is using her hands to manipulate the strips, creating a woven pattern. In the foreground, a large, white, oscillating electric fan is visible, partially obscuring the lower left corner of the image. The background shows a doorway leading to another room where a bed with a white sheet and some items on it are visible. The floor is made of light-colored tiles. The overall scene suggests a traditional craft being practiced in a home setting.

meet ate marj





not a lot of opportunities
lack of documentations / birth certificates
no access to bank accounts



enterprising
resourceful
compassionate
hopeful
resilient



So we became their business partners (as for us, the long-term and sustainable solution is the best solution)

And together, we started transforming lives (theirs and our own) through transforming...







we have a fully integrated, inclusive supply chain

PRODUCT DESIGN & DEVELOPMENT

COMMUNITY-BASED SOURCING



URBAN POOR ARTISANS



RURAL, INDIGENOUS ARTISANS

CENTRALIZED PRODUCTION & ASSEMBLY



R2R WORKSHOP ARTISANS



R2R FASHION AND HOME ACCESSORIES

BRANDING PR & COMMUNICATIONS SOCIAL MEDIA

INTEGRATED SALES/MARKETING



RETAIL STORES

FREE SHIPPING TO ALL PHILIPPINE LOCATIONS



ONLINE STORE

CORPORATE INTERNATIONAL

MATERIALS SOURCING

QUALITY ASSURANCE

LOGISTICS AND FULFILLMENT



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rags2riches.ph



in 10 years, we have trained more than 1000 artisans, partnered with 5 top designers, sell through 80 outlets from all over the world.



**leadership lessons
learned the hard way**

story I:
98%



**10 years,
and not**

**monthly job orders
not just jobs**

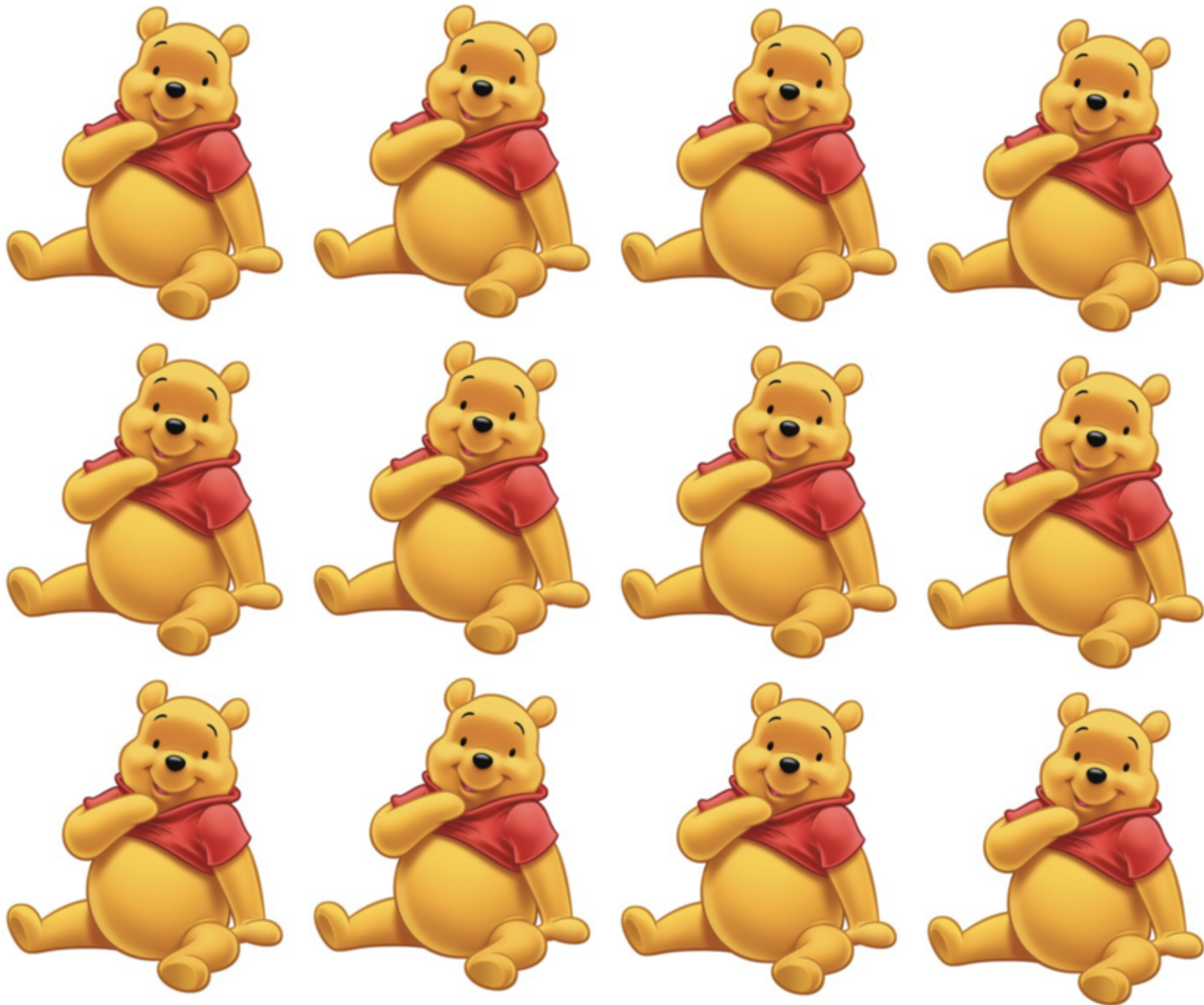


high value

sustainable jobs

The background of the entire image is a black and white zebra print pattern, consisting of irregular, wavy vertical stripes of varying widths.

story 2: animal print





**AMAL
ALAMUDDIN**

International lawyer,
human rights activist,
R2R Style Advocate

VOGUE

Integrated as a business partner, *not just a token engagement*



We can source from social enterprises because:

- ✓ Our company needs it on a regular basis
- ✓ We can allocate a % of our purchasing that we spend anyway
- ✓ We can share our impact story
- ✓ We can make a real, sustainable difference

And there are organizations that can meet the demand and quality you require.



story 3: 3 cellphones



Education AND Actual Tools to Plan for the Long Term



What if we can make bigger decisions that can positively benefit artisan communities in the Philippines and Southeast Asia?

artisan
academy
by RAGS2RICHES

&

things
that
matter
by RAGS2RICHES

and we have 2 platforms to do this

artisan
academy
by RAGS2RICHES

training & capacity building
center for producer
communities, women
artisans, and social
enterprises

things
that
matter
by RAGS2RICHES

A joyful media and market
platform that creates positive
impact and inspires an
intentional lifestyle

artisan academy

by RAGS2RICHES

Capacity Building Platform

things that matter

by RAGS2RICHES

Media & Market Platform

because impact happens beyond what our eyes can see



today, this is Ate Marj, one of our top performing Store Ambassadors





let's connect!

www.rags2riches.ph

www.reesefernandezruiz.com



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Rags2Riches, Inc.

Reese Fernandez-Ruiz