



Through the sale of stylish, “ridiculously comfy” hammocks, Yellow Leaf Hammocks creates sustainable, high-wage jobs for rural Thai artisans, empowering families + hill-tribe communities to rise from extreme poverty + build a brighter future.

WITH YOUR SUPPORT, WE'RE ON A MISSION TO SPREAD THE WORD AND HELP MORE PEOPLE “DO GOOD. RELAX.”



OUR VISION

We believe passionately in the power of job creation to build a strong foundation for healthy communities.

Traditional charity/aid + donation models can't have the same impact as a comprehensive employment program.

Creating sustainable, high-wage jobs empowers our weavers to take control of their lives, supports healthy families and unites communities to tackle obstacles on their own terms.

Since we launched in 2011, Yellow Leaf has grown from creating jobs for 75 weavers to more than 200! Our goal is to lift more than 500 artisans from poverty by 2017.

A key to our success is the style, quality + craftsmanship of our products. Our artisan-crafted pieces upend the old “pity-purchase” sales model for tchotchkes and trinkets, replacing it with high-end socially conscious shopping (We think of this as the change from “guilt” to “gotta-have-it!”).

Yellow Leaf is a leader in the new wave of aspirational products for conscious consumers. From Hollywood to the Hamptons, tastemakers like Katy Perry and Trina Turk are purchasing our hammocks because of their superior comfort, stylish design and incredible story.

TO DOWNLOAD HIGH RES IMAGES: IS.GD/HAMMOCKPICS

COMMUNITY



/YELLOWLEAFHAMMOCKS



@HAMMOCKER



@YELLOWLEAFHAMMOCKS

KEY BRAND PARTNERS



HONORS + AWARDS

“BEST FOR THE WORLD” B CORPORATION

FELLOWS, 2014 UNREASONABLE INSTITUTE

WINNER OF THE 2013 WM. JAMES FOUNDATION

“SOCIAL IMPACT BUSINESS PLAN” COMPETITION

LISTED “BEST HAMMOCKS 2012” BY APARTMENT THERAPY

WANT TO CHAT? WE WOULD LOVE TO SHARE MORE!

CONTACT: RACHEL CONNORS / CHIEF STRATEGIST OF “PSST! PASS IT ON”

/ RACHEL@YELLOWLEAFHAMMOCKS.COM / 844.766.6946

IMPACT

By creating weaving work, we create **more than a job**.

> **Weavers earn 650% of average hill tribe income!** A Yellow Leaf weaver can earn as much as a college-educated teacher and lift her family from extreme poverty to the Thai middle class. Prior to hammock weaving, many of our weavers were trapped in debt slavery as field laborers.

> A weaver can earn more in a week than her whole family could earn in a month of field labor. By creating one job, we are able to **divert an entire family from destructive "slash + burn" farming**. Slash + burn farming contributes to deforestation and the toxic pesticides used can cause illness or even death.

> Most hill tribe children work in fields alongside their parents. Yellow Leaf weavers' **children can go to school** instead - without going hungry or worrying about their family's finances. By ensuring weavers' children can earn an education, we **break the cycle** of illiteracy, exploitation and poverty.

> Yellow Leaf is dedicated to cultural autonomy, which is an important concern for hill tribe groups like the Mlabri. We created a flexible work program for the Mlabri, who value leisure time more than material wealth. With **<300 members left in the world**, they are on UNESCO's Endangered Languages List, so preserving cultural traditions is imperative.

OUR PRODUCTS

WHAT MAKES THESE HAMMOCKS SO SPECIAL?

> Yellow Leaf Hammocks are **100% handwoven**. We worked with a textile engineer to develop special "insanely comfy" weaves that cannot be replicated by machines (the vast majority of other hammocks are churned out by factories). Depending on size, a single hammock takes **3-10 days to create!**

> Our softspun microyarn is not just strong, but durable. Our **bright colors won't ever fade** in the sun and our quick-drying fabric won't mold or mildew in rain. Unlike cotton hammocks, Yellow Leaf Hammocks can be left outdoors all season!

> With a variety of sizes, styles + colors (including the option to completely **custom design** a hammock with help from our "hammock concierge"), there is a perfect Yellow Leaf Hammock for every lifestyle!

FOUR SIZES

Classic Double (\$199)

Our most popular hammock is perfect for one or two hammockers! [Holds up to 400 lbs]

King-Size: (\$279)

A family-size hammock perfect for the whole gang! [Holds up to 550 lbs]

Hanging Chair: (\$179)

A versatile hammock recliner, this is a solo oasis that fits almost anywhere! [Holds up to 330 lbs]

NEW FOR 2016

Cotton Rope: (\$149)

Soft, hand-dyed natural cotton [Holds up to 400 lbs]

**DESTINATION INSPIRATION

Each brightly striped hammock is named for a gorgeous vacation destination. From Sedona to Samui, it's just one more way we bring relaxation into the every day!



FOUNDING STORY

A VACATION INSPIRATION!

Feeling burnt out in the midst of an icy Boston winter, Joe Demin escaped for a vacation in Thailand. On an island in the Andaman Sea, he took off on a scooter ride through the jungle. When he spotted a brightly colored hammock outside a stilted hut, he jumped in -- and it was love at first swing.

A lifelong hammock connoisseur, Joe was stunned by the comfort, vibrance and size of his hammock. He began asking questions of the shopkeeper, and what unfolded was a story that changed his life.

The woman told Joe that his hammock was woven by members a tiny tribe in the remote hills of northern Thailand. Impoverished, malnourished and on the brink of extinction, they turned to hammock weaving as a last ditch effort to eke out a living. Though the hammocks were well-received, they couldn't sell enough at local tourist shops.

Joe was electrified. He changed his travel itinerary and convinced a cabbie to drive him 600 miles to the weaving village. As he met the weavers and walked the village, he saw slash + burn forest fires on the horizon and heard their hopes for stability, safety and a fresh start. He watched Mlabri children playing joyously in the dirt and heard about the dim future prospects of these bright-eyed kids.

Joe returned from that trip with a backpack full of hammocks, a business plan scribbled on an airsickness bag and a determination to spark a hammocking revolution. From there, we sold our first 100 hammocks at pop-up shops + left our jobs to follow the dream.

OUR FOUNDERS

TWO CRAZY KIDS WHO GET A KICK OUT OF CALLING THEMSELVES "HAMMOCK-PRENEURS"

JOE DEMIN

A former "finance guy" from New England (by way of St. Petersburg, Russia), Joe (32) is the visionary and "Chief Relaxation Officer" behind Yellow Leaf Hammocks. Joe's tenacity and unshakeable belief in the power of "world-changing naps" have been the key to Yellow Leaf's bootstrapped success!



RACHEL CONNORS

As the Chief Strategist of "Psst... Pass It On!" Rachel (30) is in charge of spreading the hammock love! She is passionate about social justice + beautiful design (the pillars of Yellow Leaf Hammocks!). More than anything, she is thrilled to be creating a brand that directly transforms lives.



(And, yes, they're dating.)

