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www.womensworkbw.com

Mission: To help enable women to live their chosen, desired way of life

Business Details

Women's Work was an idea that literally "hatched" from an egg, an ostrich egg made into beads and expertly crafted into jewelry by San Bushmen women in the Kalahari Desert of Botswana. After seeing how a good working business relationship can affect not only the lives of an underserved population at the time of sale, but how that affects their children in terms of better nutrition, availability of education, and a sense of hope, Founder/President Cecilia Dinio Durkin knew what she had to do.

Since 2003, Cecilia's work has been to focus on alleviating poverty, for women in particular, by creating business relationships that are based on ethical, environmentally friendly and sustainable business practices.

Opening her first store in 2006, Women's Work sources ethically produced fine art, crafts, jewelry, housewares, clothing, shoes, furniture and skincare and skincare ingredients from primarily underserved women.

Today, Cecilia buys from thousands of women in 25 countries around the world. She travels around the USA to sell their crafts at retail sales venues and expos, as well as wholesale to a select group of boutiques, salons, spas, and skincare specialists. She has successfully marketed fair trade products made by her women's groups as promotional merchandise for women-centered celebrations such as International Women's Day and several women's organizations for the past 5 years and are now providing merchandising to several large companies and schools looking to provide ethically sourced and environmentally friendly merchandising for their branded products.

Business Capacity

RETAIL SALES - After closing two stores in unpopulated tourist locations, Women's Work now focuses on the one main storefront that has proven to generate 5 times the sales of the other two stores. With the staff in place for the brick and mortar, Women's Work is expanding services to include many of the smaller producer groups who have no representation here in the USA.

WHOLESALE – The warehouse space is taking shape and the business is gearing up to focus on wholesale with the added bonus of a successful, well established retail space.

This is perfect timing for the launch of house parties and fundraising kits that will target those most affected by this poor economy, those in need of a second income, students, and non-profits.

Achievements

Cecilia Dinio Durkin, Founder/President has been honored with several Business Leadership Awards, served on the boards of the Fair Trade Federation, Cold Spring Chamber of Commerce, currently serves on the board of the Dutchess County Regional Chamber of Commerce's Women's Leadership Alliance, American Association of University Women (AAUW), and Haldane School Foundation. This year she received an award at the UN for Best Practice for promoting women's empowerment and Emerging Leader and Best Practice Awards from AAUW. She was sent by USAID to Pakistan and attended the New World Expo in Guatemala both in 2010. Cecilia has given inspirational speeches to women's organizations, school and student groups as well as business venues. She is currently working on a memoir about her work with women and her journey as a fair trade advocate.

Women's Work has received an Innovative Business Award in 2006 & Best Boutique in 2010, over the years, the store is often used as a venue for meetings, talks and has transcended being used as a retail venue, but is now also a Center for women.

Women's Work plays host to an annual Fair Trade Fair and for the past 8 years partner of World Fair Trade Day.

Women's Work is the basis for AAUW's award winning My Sister's Keeper program that brings the issues of women around the world to the attention of women in the USA through talks, films, forums and a model fair trade marketplace.

Women's Work is the chief sponsor and organizer of the Dutchess County Regional Chamber of Commerce's Women's Leadership Alliance's Third Annual International Women's Day Walk over the Hudson River in 2013.