





# Equality Village Entrepreneurial Marketplace



# **About the Equality Village - Entrepreneurial Marketplace**

The Equality Village – Entrepreneurial Marketplace will take place within the framework of the Gender Equality Forum (GEF) 25–26 May 2024. GEF is a Special Event of the 4th International Small Island Developing States Conference 27–30 May 2024).

The GEF will share better practices and lessons learnt to ensure a gender transformative resilient future for SIDS, increase networking across SIDS for women's organisations, women leaders and persons working in gender equality and women's empowerment, and develop and present a communique for presentation to SIDS leaders, that is also aligned to next steps for COP29, The Summit of the Future and Beijing+30.

The Equality Village – Entrepreneurial Marketplace will be an important feature of the GEF as it represents a tangible example of gender equality and women's empowerment and showcases the products of women owned MSMEs from across the Caribbean and Pacific.

In addition, the entrepreneurs will share their stories of building a business, addressing the challenges of operating micro and small enterprises in the context of small island developing states as well as shifting harmful gender norms around women's entrepreneurship.

The following brochure provides background information on the 30 entrepreneurs joining the Equality Village Marketplace from 12 countries.

























































#### **Vanuatu Market Vendors Association**

#### Vanuatu

Vanuatu Market vendors offer services to the public by selling fresh produce, cooked food, plants and flowers, handmade gifts, crafts and souvenirs. Handicrafts and island dresses sold by women of Vanuatu showcase the rich cultural heritage and craftsmanship of the islands.

#### **Brief Overview:**

Handicrafts: Women in Vanuatu create a wide-range of handicrafts using traditional techniques passed down through generations. These crafts often include woven items such as mats, baskets, hats, and bags made from local materials like pandanus leaves, coconut palm fronds, and natural fibres. Intricate beadwork, shell ornaments, wood carvings, and traditional pottery are also common handicrafts found in Vanuatu markets. Each piece reflects the unique cultural traditions and artistic expression of the island communities.

Island Dresses: Traditional island dresses, known as "lap-lap" or "Mother Hubbard" dresses, are commonly sold by women in Vanuatu. These dresses are typically made from brightly coloured fabrics, often with bold floral or geometric patterns, reflecting the vibrant island culture. The designs may vary by region and



tribe, with some dresses featuring intricate hand-sewn embellishments or traditional motifs symbolic of Vanuatu's cultural heritage. Island dresses are worn on various occasions, including festivals, ceremonies, and everyday wear, and they hold significant cultural and social significance within the community.

Overall, the handicrafts and island dresses sold by women in Vanuatu reflect the deep cultural pride, creativity, and skill of the island communities, while also serving as important economic endeavours that support livelihoods and preserve traditional craftsmanship.



#### **AmberL**

The Bahamas

www.amber-l.com

AmberL is an artisan skincare company based in New Providence, The Bahamas. The company, which is led by founder and certified aromatherapist, Mechelle McDonald. The brand continues to change the narrative and perception of skin conditions by promoting the message of skin health and positivity.

AmberL focuses on a holistic approach to skincare, incorporating select natural skin exfoliants, protectants and nourishing ingredients that are carefully selected and blended to create the optimum products for the clients' needs.

It provides a chemical and paraben-free solution to skin disease frustration and a safe space for customers to share their skin stories. All products are plant-based, and all-natural (containing vitamins A, C & E), with most formulated to soothe irritated and dry skin, as well as inflammatory conditions like eczema. This unique blend features natural ingredients such as whipped shea body butter, silky body oil, rose water toner, turmeric gel and calming pillow spray, which promote holistic solutions.

Supporting agriculture and sustainability, the Bahamian ingredient sea salt is also incorporated and served as a natural exfoliant that is sourced from Bahama Islands such as Rum Cay and Long Island. We go beyond our products to creating a safe space for our clients and provide a sense of hope and skin positivity.



#### **Abby's Exotic Blends Limited**

St. Lucia

https://abbysfoods.com

Abby's Exotic Blends offers a diverse range of alcoholic and nonalcoholic beverages as well as locally sourced vegetable chips.

Founded by Shondel A. Alexander in 2009, the business is a testament to resilience and passion. As a single mother, Shondel started the venture to support her family, turning her love for culinary artistry into a thriving enterprise.

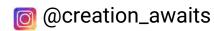
Abby's Exotic Blends is not just about products; it's a symbol of empowerment and community, embodying the warmth and flavors of St. Lucia while offering customers a taste of authentic island craftsmanship.





#### **Illuminating Designs**

St. Lucia



Our innovative range of jewelry, cleverly repurposes ordinary materials such as spoons, old DVDs, pistachio nutshell, and T-shirts.

Incorporating the use of sparkling beads and wrapped copper wire, these materials are elevated and transformed into chic necklaces, bracelets, keychains, and much more.



#### Pas Jalou Ltd.

Pas Jalou was created in an effort to send a message to the world. The word Pas Jalou comes from our Creole dialect which means "Don't Be Jealous". Our slogan is "You can have it too!"

Ever so often, generations upon generations are constantly comparing themselves to their peers, there is constant competition most times, which comes off in a negative way.

The message and aim of the brand is to create awareness that whatever you want out of life you can create it and achieve it. Whatever your peers have achieved you can achieve it also.

The Pas Jalou brand first started off with swimwear, and we eventually got into beach accessories, gym accessories and clothing such as T- shirts and sweatsuits for women, men, boys and girls.

Running the business involves a lot of self motivation and dedication.





## **Solomon Islands Market Vendors Association**

Solomon Islands

Honiara Central Market Vendors Association

Honiara Central Market Vendors Association is a registered NGO group that represent the voice of rural women market vendors in the Honiara Central Market.



#### **Fugalei Market Vendors Associations**

#### Samoa

ACC - Fugalei Market

More than 300 market vendors and family-owned operated stalls selling fresh produce, exotic tropical fruits, crops and vegetables. Delicicous Samoa traditional food, seafood to name a few. There is also a kava section, crafts handmade locally and oramentals fresh flowers for any occasions. Locally made designs and patterns for any event, sew and handmade by our women market vendors.





#### **Illusette Ato**

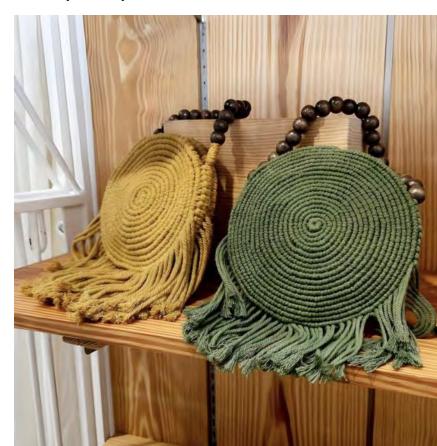
#### Saint Vincent & the Grenadines

@@illusetteato

Lenecia Johnson-Fisher has always had a passion for creating art in its various elements. Since she was a little girl, she would try to make things for herself because she has always enjoyed the idea of having something that was unique to her identity.

Through Illusette Ato, Lenecia has found a way to connect some elements of art and has happily extended that service to the public by creating readily available accessories in several forms that uniquely describe any individual personality and style.

Her hope is to expand her resources to be able to provide more intricately personalised pieces to those who love having something that says, 'this is me!'





#### Kimmystic.Clo

Saint Vincent & the Grenadines www.kimmysticclo.com

Kimon Baptiste was named the Island designer of St. Vincent and the Grenadines at the 2008 Caribbean Fashion awards, and has been the recipient of several awards since then including the St. Vincent and the Grenadines Youth Entrepreneur of the Year in 2010, and the Caribbean Style and Culture award for Excellence in Fashion in Washington DC in 2018. She is sought after throughout the Caribbean for her expertise in fashion and pageantry.

Kimon launched the clothing brand in 2007. Kimmystic.Clo is a sustainable, ethical brand, which features ready-to-wear clothing made from natural fibres such as linen and cotton. The brand also features custom clothing such as bridal and evening gowns. Kimmystic.Clo has retailers in St. Lucia, Barbados, Jamaica, Antigua, and an online presence via her website and social media pages, with the flagship store and production facility located in her hometown of St.Vincent and the Grenadines.

At Kimmystic.Clo we are fully-aware of some of the issues the fashion sector is responsible for such as significant greenhouse gas emissions, water pollution, and waste generation. Keeping these issues in mind, we are committed to reducing waste with the implementation of circular practices such as upcycling, recycling, and the use of waste as a resource. We have also adopted sustainability practices to reduce the carbon footprint of our products, while focusing on the quality and longevity of our garments. Kimmystic.Clo is an authentic Caribbean brand as all production is done in St. Vincent and the Grenadines, we continuously train our staff of cutters and seamstresses.





### Marslyn's - Seamoss All-natural Solutions

St. Vincent and the Grenadines

- Marslyn
- @marslynsvg

Marslyn's is a registered sole trader, seamoss bi-product manufacturing business, birthed during the pandemic, and inspired by a science project I assisted a student with. Our research was to find alternative use for seamoss other than the traditional drink and developed the hair cream, which was specific to promote hair growth, thicken hair and help regrow receding hair lines. The business was birthed shortly after with a primary focus of utilising the medicinal and nutritional properties based on the 90% essential minerals it contains.

Our signature products portfolio includes over 23 different products:

- Revitalising Facial Cleanser
- Anti-aging Youthful Glow Face Lotion
- Seamoss Hair Cream
- Hydrating Bodycare (Turmeric body butter, Bath wash & lotion)
- Rejuvenating Seamoss Face Mask
- Radiance-boosting Seamoss Body Scrub
- Baby Shampoo and Bath wash
- 8 different seamoss dietary supplements (pure seamoss, cholesterol care, blood sugar care, blood pressure care, weight loss, prostate care, sex health, bones and joints health)
- Jams/Jellies/Marmalade, natural fruit flavoured popsicels, drinks and mousses. As an innovator in the field I feel proud of myself of what I have acheived thus far.

#### **Chocolate Dreams Ltd.**



**Jamaica** 

https://linktr.ee/Chocolatedreams

Chocolate Dreams provides an array of chocolate bonbons, pralines and chocolate-based desserts since 2004.

It was created to educate and market Chocolate as an incredible value-added product. This is based on Jamaica being one of the five fine flavoured cocoas in the world.

This business was born in a 2-bedroom apartment as a cottage industry and the brand has grown significantly since then.

The fact that it survived the pandemic and is recovering nicely is a testament to the brand's strength.



#### **OMI**

Grenada

https://msha.ke/omigrenada

OMI's mission is to turn everyday healthy skincare habits into mindful self-love rituals. In 2018 Sheba Augustine, a young Grenadian mother, passionate about all-natural, effective and simply-formulated skincare, founded OMI.

Handcrafted in small batches, OMI is committed to using locally and internationally sourced all-natural and gentle skin-nourishing ingredients in its luxurious skincare formulations.

Products are packaged sustainably in easy to reuse packaging.



#### **Tambran by Tamara**

Grenada

www.tambranbytamara.com

Tambran by Tamara is an eco-jewelry brand, based in Grenada. In the Caribbean, we generate approximately 350 million tons of municipal waste materials annually, contributing to many environmental problems and increase in climate change issues.

At Tambran by Tamara, we love the environment and so, we transform waste recyclable materials such as plastic bottles, vinyl, etc. and locally-sourced natural materials, such as tamarind and donkey-eye seeds, into one of a kind wearable jewelry and art-cessories.

We are so happy that our mission of making luxury eco-jewelry and accessories is making a positive, sustainable impact on the environment by reducing the amount of Municipal Solid Waste and carbon footprints on the environment, while promoting zero waste and making you look fabulous!

We also urge you to do your part in environmental preservation by shopping from Tambran by Tamara.

Nature, Re-Fashioned!



#### The Farmer's Daughter Gda

#### Grenada

facebook.com/The-Farmers-Daughter

The Farmer's Daughter offers a wide-range of products including nine gluten-free provision flours - green banana, plantain, dasheen, yam, sweet potato, tannia, bluggoe, breadfruit and cassava. We also offer corn flour, which is our grain flour. We also produce carrot powder, breadfruit farine, breadfruit and sweet potato fries, ginger tea mix and coconut chips.

Our goal is to curb agricultural waste by adding value through agro-processing, and to educate others about the importance of food preservation and food sustainability practices in our nation. Our products can be used in a number of ways to enhance the nutritional value of our food as well as to make our recipes even more interesting. Our flours can be used to make porridges, baby food, dumplings, baked goods and thicken soups and stews. Our products are preservative-free.

#### Recipe for Provision and Saltfish Fritters:

#### Ingredients -

1/2 cup salt fish (cooked and flaked)

2 tbsp freshly-chopped herbs (chives, peppers, onion...)

1/2 tsp baking powder

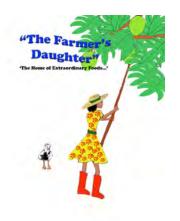
1 flavour pack of The Farmer's Daughter provision flour

1/4 cup water

Oil for frying

#### Method:

Combine the ingredients in a bowl and mix well. Heat frying pan, add oil for frying. Drop batter by tablespoonfuls into hot oil and fry until edges are lightly brown. Turn over to complete cooking. Remove fritters from oil and drain on paper towels. Enjoy!















#### **Cecilia's Creation**

#### Dominica

Cecilia's creation is a small business which produces baskets, bags and other souvenirs. We are located at the Kalinago Barana Aute in the Kalinago Terittory.

All products a handmade locally.



#### **Éclat Nova Luxuries**

#### Dominica

https://eclatnovaluxuries.com

Éclat Nova Luxuries is in Dominica, The Nature Island. We are a multi-award winning sustainable, eco-conscious, green business specialising in handmade, all-natural, organic botanical skincare, haircare, and eco-living products.

Founded by Lana Athanaze, Éclat Nova Luxuries harnesses the plant power of Dominica's botanicals and fruits by incorporating traditional herbal remedies into effective modern fusions to create products which are safe, free from harmful ingredients and help to support beautiful looking skin and alleviate common skin conditions. Our products are luxurious gifting options for corporate clients and are sought after by health enthusiasts and the hotel industry. We produce seven varieties of botanical bath bars in regular and mini sizes, facial masks, body butters, and aromatherapy candles.

We are currently in the process of rebranding; this includes a new logo, an expansion of our skincare line to incorporate new brightening body polishes, facial and body masks, body butters and body serums; hotel guest soaps and package-free solid shampoo and conditioner bars. We are equally excited about our new botanical haircare line; it includes hair and body shampoos, hair serums and hair treatments.





NEW SKINCARE | HAIRCARE | ECO-LIVING PRODUCTS

WE ARE REBRANDING!

Écial Nova Lucries ÉCLAT NOVA LUXURIES

As a green business, we recognise sustainable and responsible manufacturing practices, support local farmers, herbal businesses, our indigenous community, the Kalinagos, and minority groups.

As a growing MSME and a woman entrepreneur, I am indeed proud of the many business accolades Éclat Nova Luxuries has achieved, resulting from our efforts, as we aim to successfully scale regionally and internationally. These have resulted in both regional and international stellar representations by myself – as a woman entrepreneur, to include Éclat Nova Luxuries and Dominica; in the Caribbean, the United States, Africa and Asia. We will continue to raise the bar with our luxurious products from Dominica.



#### **Très Chic**

**Dominica** 



@ @treschicdominicahandbags/

Très Chic is a Dominican brand specialising in skillfully crafted handbags made from locally sourced screw pine and coconut leaves. Dominica is home to the largest remaining Kalinago population in the Caribbean - a group of indigenous people with a history of using these materials and hand-woven straws to create handicrafts. Inspired by nature and the indigenous people of Dominica, Très Chic was born in 2020 with the motto: "Nature's designs are always in style".





#### **Chenique Janine**

Barbados

www.cheniquejanine.co.uk

Chenique Janine is a fashion contour brand designed and constructed by Chenique Jones, a First Class Honours graduate of the London College of Fashion, University of the Arts, London, United Kingdom.

In April 2012, Chenique embarked on her entrepreneurial journey as a fashion designer, initially focusing on swimwear branded as "J'aiNique Couture".

On August 1, 2022 she rebranded to Chenique Janine. The premise of rebranding was to create a personalised and expansive lifestyle brand. Each swimsuit is designed and made to empower women by complementing their curves. The brand uses mesh, vibrant colours and distinctive prints to embody the brand's slogan that 'It's okay to be unique'.





#### **Elite By Simply Royalty**

Barbados



@elite\_simplyroyalty

Welcome to Elite by Simply Royalty where we empower you to bring your creative masterpieces to life with the perfect tools!

In 2021, Shareece Clarke, a seasoned esthetician with over a decade of expertise, founded Elite by Simply Royalty to revolutionise the nail industry. As the owner of Simply Royalty, a beloved Barbados-based nail salon, Shareece recognised a glaring gap: the absence of premium-quality professional products, not just locally but also across the Caribbean and beyond.

Driven by passion and fueled by experience, our mission is simple: to deliver top-tier nail products at accessible

prices. Specialising in gel polishes, our vibrant colors are a true reflection of the Caribbean's beauty. Also, get ready to experience our exciting new line of regular polish, launching in May 2024, designed with the everyday woman in mind.

We believe that excellence lies in the details. That's why each brush bristle is meticulously rounded for flawless application every time. And rest assured, our polishes are not only stunning but also non-toxic, vegan, and cruelty-free.



# HANDMADE BY

#### **Handmade by Kae**

Barbados

https://handmadebykae.com



Handmade by Kae is a brand focused on handcrafted, artisanal, all-natural body care and aromatherapy products.

We harness the power of natural oils and butters to make skin beautiful and healthy. Our packaging is bio-degradable, or recyclable and we source organically as much as possible. Ingredients are also sourced locally to reduce our carbon footprint.

Our mindfully-made products are eye-catching, eco-friendly and effective.



#### Honeychild

Barbados



@honeychildbb

Natural skincare you never knew you needed. Oftentimes "healthy" or "organic" can be labelled or thought of as "boring". Here at HoneyChild, we offer a range of bath and body products that appeal to all the senses offering a more exciting, sensorial skincare experience. The products can fit into any lifestyle, from the person who wants to enjoy the moment and spend just a little extra time on taking care of themselves to the person who

has a more hectic schedule and may not have the time. Whether lathering with a skin enhancing, mood boosting soap bar, using a luxurious body smoothie or slathering on an unbelievably moisturising deluxe body butter you are taking your "self-care" game to another level, while feeding and nourishing skin you can be proud of.

HoneyChild is dedicated to crafting products that literally feed your skin using the best ingredients nature offers. All HoneyChild products are naturally coloured with clays and botanicals and scented with phthalate-free fragrances and high-grade essential oils.

Hence, the brand prides itself on using only ingredients kids can pronounce. My mission through HoneyChild is to provide adults and children with the best, high quality, natural skincare alternatives so that they can love the skin they are in.





#### **Suga Apple Swim**

Barbados

@sugaappleswim

www.sugaappleswim.com

Suga Apple Swim, a brand launched a decade ago, offers a range of fun and sexy swimsuits for women worldwide.

Designed and made on the picturesque shores of Barbados in the West Indies, the brand's pieces boast a blend of prints, colour, and texture that are meticulously curated to create stunning swimsuits.

Founder Kimberley Angoy's passion for micro bikinis from her youth inspired the birth of the brand, catering to women looking for both style and functionality in their swimwear.





#### The Living Collection Inc.

Barbados

www.thelivingcollection.co

The Living Collection, which is the first of its kind in the Caribbean, is a lifestyle brand that specialises in designing custom medical products that enhance your health, your style, and your life.

For the first time, Caribbean people have access to custom Medical Alert Jewellery that is fun to wear and can save lives! Founder and CEO, Krystal Boyea, was diagnosed with Type 1 Diabetes in 1999, and has over the last 15 years founded projects and programmes aimed at educating, motivating, and empowering all those living with and affected by Non-Communicable Diseases.

The Living Collection aims to add fashion, flare and function to all persons who are LIVING with an array of different conditions. Krystal says: "As a child, and even as an adult, I would always struggle to find products like medical alert jewelry and medical bags that were not ugly to wear or use. It's time we change the tide and make

stylish medical products available in the Caribbean".

The Living Collection aims to create affordable products that can both save lives and make living with any condition more fashionable. All our Medical Alert Jewellery contains the Medical Alert Symbol, recognised by first responders worldwide and is engraved with the wearers name, medication, condition and emergency contact details for free!





#### **Fulfilling Purpose Inc.**

Antigua and Barbuda

Publish Purpose

Fulfilling Purpose Inc. seeks to inspire, encourage and empower individuals to take action on their dreams and live meaningful lives. Our services include book publishing and business consultancy.

The company was established to provide an avenue through which founder, Janese Henderson, could share her knowledge and experience through books. Through this company, Janese can be a beacon of positivity and help individuals overcome life's challenges and leave their mark on the world.





#### Miss Ellie Foods

Antigua and Barbuda

facebook.com/missellie.anu

Miss Ellie Foods is a brand of Ellz Homestyle. We are dedicated to creating convenience foods from traditional Antiguan Cuisine, while adding an innovative twist. This journey began over 20 years ago when my family moved to Antigua from Trinidad. We enjoyed the food so much I started learning how to make some of my favorite dishes. We now provvide a range of items including Stuffed fried dumplings, rum cakes, rum cream liqueurs and sauces.





# SoCA Sport Innovations (Spirits of the Caribbean Arts and Sports Innovations)

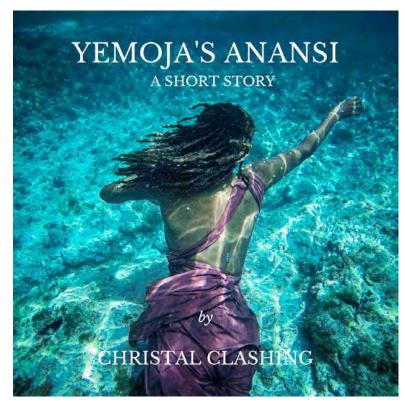
Antigua and Barbuda

https://socasportinnovate.mystrikingly.com

and Sports Innovations) exists to create inspiring and educational content around the heritage and futures of coastal communities using storytelling and emerging technologies.

We are committed to preserving and re-imagining coastal heritage and culture in coastal and small island developing states (SIDS) across the world, whose predominant populations include black and indigenous demographics, with a particular focus on the Caribbean region.

We achieve this by collaborating with heritage and environmentally missioned groups and institutions to develop storytelling experiences that engage audiences across immersive, interactive and tangible storytelling mediums.





#### The Loc'd Lounge

Antigua and Barbuda

@thelocdlounge

The Loc'd Lounge is an intimate boutique styled hair salon. We specialise in the ancient art of hair locking.

Specifically tiny locs, primarily, for women of colour. At the Lounge, we offer a one-on-one luxury service, where our clients get the best in loc maintenance, scalp therapy shampoos, treatments and recently added, our very own Loc Lounge Loc Maintenance Products, incorporating Ayurveda.

Our clients come to be recharged and renewed in our relaxing environment leaving each experience feeling beautiful from the inside out.





#### **X-tracts Antigua**

Antigua and Barbuda

@xtractsantigua

X-tracts Antigua is a company that produces local essence.

We have flavours such as cinnamon, coconut, passion fruit and more. As a home economics teacher, I turned my kitchen into a lab and thus these unique flavours were born.



#### **Sexy Sue**

#### Antigua and Barbuda

Esther Louise Edwards, or "Sexy Sue" is the first of seven children, and learnt from an early age that working hard is important. She has been vending for over 50 years. At about the age of 20 Mrs. Ionie Brathwaite taught her how to create seed work, a unique craft only done in the English Harbour area of Antigua.

Over the years Esther has added to the basic patterns taught to her and created her own unique patterns in this almost lost artform. She truly thinks that this art is something that should be taught in schools. If it is taught to the younger generations and anyone who is willing to learn, this will help to ensure the continuation of this craft long after those still practicing are gone.

Esther is grateful for Mrs Barbara Peca and Mrs Ann Jonas who constantly challenge her to create new and unique pieces and help her to showcase her work beyond the shores of Antigua.

The crafting of bracelets, earrings, placemats and other items has helped Esther to provide for her family. On many ocassions, her unique designs provide her with the opportunity to make a sale. It's her desire to create an instruction manual on how to create these unique pieces so more people from Antigua and throughout the Caribbean where these seeds can be found can create beautiful seed craft work.

