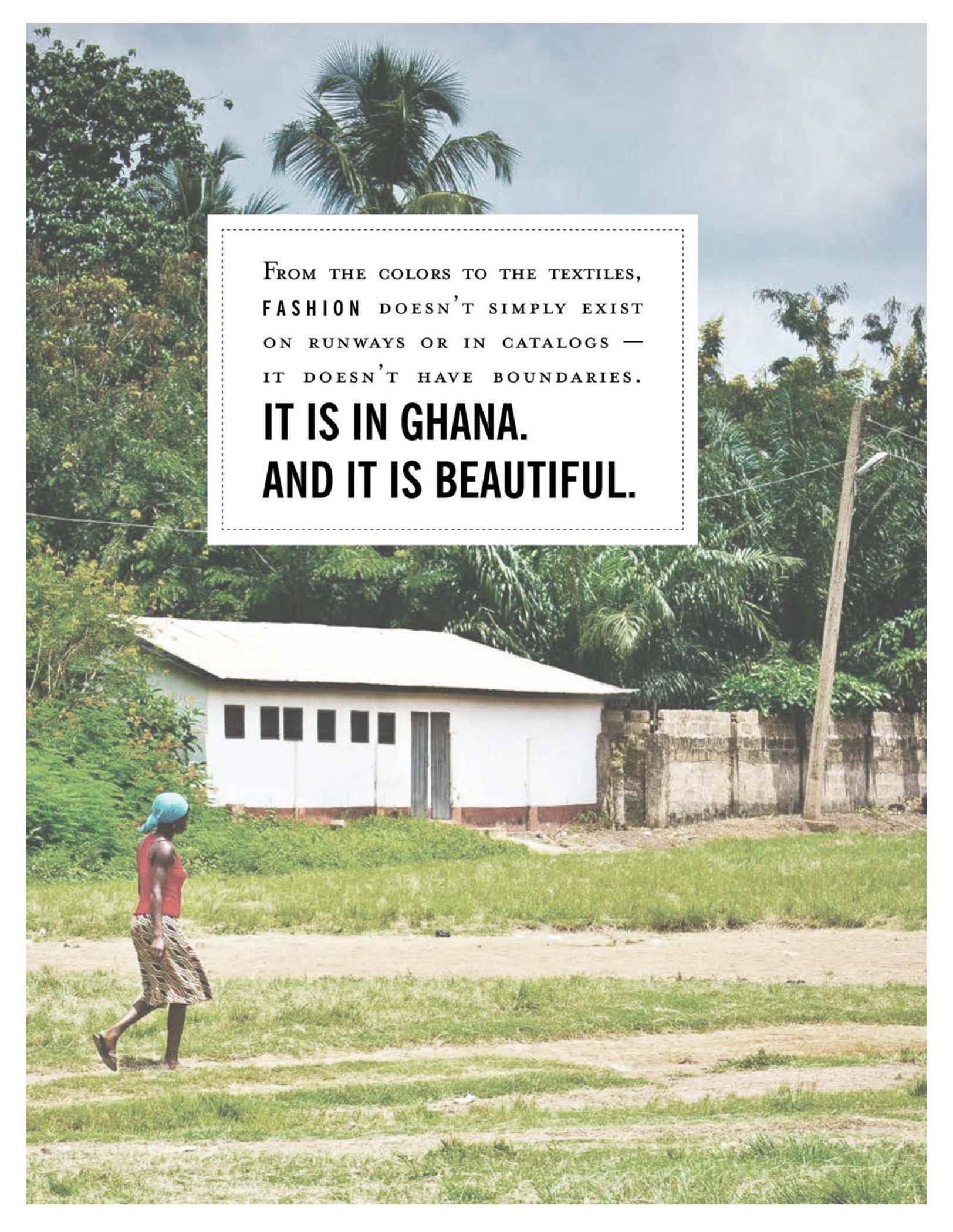


Della  
∞

A woman wearing a red sleeveless top and a patterned skirt is walking from left to right across a grassy area. In the background, there is a white building with a corrugated metal roof and a concrete wall. The scene is surrounded by lush greenery, including palm trees and other tropical plants. The sky is overcast.

FROM THE COLORS TO THE TEXTILES,  
FASHION DOESN'T SIMPLY EXIST  
ON RUNWAYS OR IN CATALOGS —  
IT DOESN'T HAVE BOUNDARIES.

**IT IS IN GHANA.  
AND IT IS BEAUTIFUL.**



## WE BELIEVE IN RESPONSIBILITY, NOT CHARITY.

Della is socially responsible fashion line working directly with a community in Ghana, West Africa. Every product is carefully handcrafted using authentic textiles sourced in the Volta Region. The passionate, talented women and men who create the pieces are given an opportunity to build a foundation for a better life through jobs, education and skills training.

# BUSINESS DONE RIGHT.

## WHAT WE DO IN GHANA

Every dollar earned at Della goes toward providing employment, education and financial stability for poverty-stricken women and men in Ghana. Our employees receive a steady, fair income and are empowered through education via micro-financing, savings and entrepreneurship classes.



NUMBER OF FULL-TIME  
EMPLOYEES IN GHANA:

35

+

NUMBER OF PART-TIME  
EMPLOYEES IN GHANA:

20

=

**55**

**EMPLOYEES**

## POSITIVE COMMUNITY IMPACT

It is estimated that over 250 men, women and children were positively impacted in 2012 as a direct result of the programs offered by Della.

**250<sup>+</sup>**



# PRESS

**Foam**  
MAGAZINE

HOLIDAY GIFT GUIDE

PeopleStyleWatch

**StyleWatch Living**

**Charity FINDS!**  
From colorful carryalls to cute scents, everything you see here supports a worthy cause!

**GLOBAL GREEN USA**  
Helps fight global climate change. Local Celebrity Topper has "Mother" organic cotton tee. \$10. Available on [www.globalgreenusa.com](http://www.globalgreenusa.com). Donating 20% of proceeds.

**PENCILS OF PROMISE**  
Builds schools in developing countries. Justin Bieber Smiley Face T-shirt. \$15 to \$40 on [www.pencilsofpromise.com](http://www.pencilsofpromise.com). Donating 100% of proceeds.

**DESIGNERS4AFRICA**  
Helps raise money for African men, women and children in need. DALLA "The Queen" tote bag. \$15 to \$25 on [www.designers4africa.com](http://www.designers4africa.com). Donating 20% from each sale.

**SOLES4SOULS**  
Collects shoes and distributes them to people around the world. Sole by Sole shoes. \$10. [www.soles4souls.com](http://www.soles4souls.com). Donating two pairs of children's shoes for each pair sold.

**MOROCCAN CHARITIES**  
Gives financial assistance, education and more to Moroccan women and children in need. Donating 20% of proceeds. [www.moroccancharities.com](http://www.moroccancharities.com). *Local Celebrity Topper has "Mother" organic cotton tee. \$10. Available on [www.globalgreenusa.com](http://www.globalgreenusa.com).*

**AMERICARES**  
Provides disaster relief and humanitarian aid to people in crisis around the world. Donating 20% of proceeds. [www.americares.com](http://www.americares.com). *Urban Park "Lily" gold vermeil, rose gold and champagne quartz earrings. \$75. [www.americares.com](http://www.americares.com). \$40-100.*

**GOODY TWO-SHOES**

**THE IT G**

**THE ANNUAL MUSIC**

**THE HAIM SISTERS ROCK**

**FOAM**

REFINERY29

marie claire

Los Angeles Times

PEREZHILTON

ESSENCE  
*fierce, fun and fabulous!*

Southern Living  
Modern Life. Southern Style.

THE HUFFINGTON POST

GOOD



FT  
FINANCIAL TIMES

CALIFORNIA ApparelNews

Peppermint

jeanetta

# SUCCESS IN THE U.S.

## COMPANY HISTORY & GROWTH



In just over 3 years, Della has made significant strides in both business and fashion. In July 2012, Della launched the first-ever socially responsible, African-made product in The Apple Store. The partnership with Apple continues to grow and will continue to expand through 2013 and beyond.



In May 2013, Della launched a full clothing and accessory collection with Urban Outfitters. This partnership was the first collaboration of its kind for the large retailer. The response from the collection has been so positive that discussions & designs are in development for Fall and Winter 2013.

### OTHER ONGOING PARTNERSHIPS AND COLLABORATIONS INCLUDE:



*Free People*



RESPONSIBLE FASHION,  
HANDCRAFTED IN GHANA.

Della  
∞

[WWW.DELLA.COM](http://WWW.DELLA.COM)