



# Handcrafted Beauty LTD

*For the creative & unique*

**WWW.HANDCRAFTEDBEAUTYLTD.COM**

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# PURPOSE & VALUES

The main purpose of Handcrafted Beauty LTD is to create not only a business but a community where we are able to showcase and celebrate the talented artisans here in Vietnam. Overtime the faces behind the craftsmanship of wooden furniture have been pushed into the shadows, without receiving any praise or recognition for their talent. This is why at HB LTD our main purpose is to show our customers the faces behind the brand!



HB LTD has a strong love and respect for mother nature. Being a sustainable brand we hope to make a shift in the furniture making world and hope to motivate our clients to also live a more sustainable, eco-conscious lifestyle.



## Our Ideal Client:

Handcrafted Beauty LTD's customers have high standards when it comes to quality and a strong passion for sustainability.



Handcrafted Beauty LTD's clients are people who care about the environment as much as we do, people who don't just say they want to live more sustainably but are making conscious choices in their day-to-day life to do so. Our clients will be people who value Handcrafted Beauty LTD and are proud to have our branding on their products.

# POSITION IN THE MARKET



HB LTD is a women owned and run business that offers cruelty free & sustainable products so customers will be comfortable buying from us knowing they are not only supporting local Vietnamese artisans but also buying from a sustainable brand.

We have found a gap in the furniture market as majority of brands are overproducing and are focused on selling to large companies. Here at Handcrafted Beauty LTD we are produce slow, feminine, vegan furniture in a fair trade workplace.

“Positivity together with creativity and artistry plus the love for mother nature will make our world a better place.”

– June Tran

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Handcrafted Beauty LTD's personality can be describe as nothing but posative. We love those authentic vibes, & high vibration frequencies. We love the idea of an endless Summer, a warm relaxed lifestyle spent outdoors in nature is everything HB LTD is about!



Handcrafted  
Beauty LTD



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BEAUTY LTD

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