



 **URTH**SOLUTION

LONDON | LOS ANGELES



Urth Solution It is a for-profit, ethical business. The business model involves purchasing a product/ commodity from an area of need that is, in itself, ethical (e.g. no child labor, environment damage, etc involved in the making or extraction of the commodity.) Urth Solution purchases this commodity at a fair wage with an additional “ethical premium” to be absorbed back into the community. Urth Solution then brings the product to market in the Western world and reinvests a portion of the profits back into the community from which the commodity came. The business revolves around the theme “Trade not Aid” in order to promote sustainable development throughout the world with a focus on eradicating poverty.

Urth Solution’s first project is gold. We are currently sourcing from two mines, one located in Madagascar and the other in Bolivia. The gold is marketed under Urth Solution’s brand; URTH. We are fortunate enough to have enlisted some of the top designers in the UK, including Stephen Webster to design a range in Ethical Gold.

The company has received a fair amount of press and we were, therefore, scrambling to build an infrastructure for the company when the press was released. The website, [www.urthsolution.com](http://www.urthsolution.com) is a temporary measure and the new and proper website will be launched by February. On the Urth Jewellery home page you will see a leaf pendant that was designed by Pippa Small with the specific intention to be a piece in which 100% of all profits are given to build a school in Antinambary, Madagascar where the gold was mined.

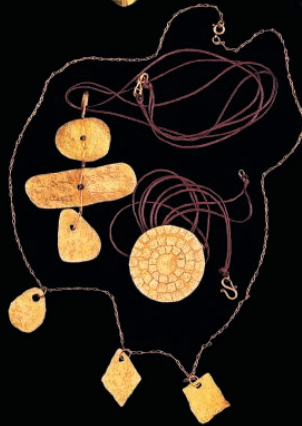
# URTH Leaf Pendant

14 carat-gold limited edition Urth pendant, by Pippa Small, £120 (\$240).  
All profits will help build a school for the mining community of Antanimbary in Madagascar.



Spread from the Observer in December of 2007 featuring items for URTH's Ethical Gold collection.

**Shop** ETHICAL & GOLD



WE LOVE  
PIPPA SMALL'S  
ETHICAL GOLD  
COLLECTION.  
PLUS IF YOU BUY HER LEAF  
PENDANT FOR URTH  
SOLUTION ALL PROFITS GO  
TOWARDS BUILDING A  
SCHOOL IN MADAGASCAR

From top: ruby stone ring, £171, blue chalcedony stone ring, £96, blue-green chalcedony stone ring, £123, amethyst ring, £150, all from ECono, 020 8995 9515; 14ct Madagascar ethical gold leaf pendant, £120, Pippa Small for URTH, www.urthofsolutions.com; 24ct ethical gold round disc pendant, £1,600, three-disc hanging pendant, £3,965, three-discs on gold chain, £1,440, all made with Bolivan ethical gold by Pippa Small, www.pippasmall.com

Clockwise from top left: applique flower frame bag, £35, embroidered frame bag, £35, metal sequin bag, £45, jet beaded frame bag, £45, all by Kate Moss at Topshop, 0845 121 4319; patent ballet pumps, £300, Christian Louboutin, 0207 7945 4570; 24ct pure ethical gold pibbler wool faces on black wool, blue wool, £550, dart pink wool, £250, light pink wool, £1,675, grey wool, £950, all by Pippa Small, www.pippasmall.com