YaYa & Co. Creates a Truly Sustainable Home Décor Experience & Encourages Us to #BeYaYa

Eco-Friendly Retailer Makes Its Debut during Luxury Experience & Co Music & Arts Gifting Lounge

CLEVELAND (PRWEB) April 12, 2019 -- In the sea of retailers who identify as fair trade, eco-friendly, or who tie-in a charitable contribution to purchases, one is quietly doing something different. Meet YaYa & Co. While selling fair trade and eco-friendly goods, YaYa & Co. proposes we do so with the purpose of creating a place of love, comfort, and warmth in our homes and in our lives that in turn creates a truly sustainable existence. The brand makes its debut during the music and arts festival that celebrates the same bohemian spirit, mindful living, and artistic style.

Much like the Danish hygge, to “Be YaYa” is to be at peace within ourselves and within all that surrounds us, and we can achieve this by purchasing goods created by hand, created out of love, and created to last. YaYa recognizes that people, their creations, and the earth are tied together. Every piece YaYa & Co. sells is either organic, natural, handmade, recycled, and/or upcycled, and every piece is heirloom-quality, so it can be passed down to our children, grandchildren, and beyond.

“This is my passion. I believe there is something divinely soulful about giving something new life, whether that something is a person or a thing,” says Candy Mashmoor, YaYa & Co.’s founder. Mashmoor travels the world in search of treasures and in doing so, she helps give people a new chance at life. “These people have been creating their art for generations. It’s part of who they are, who their families are. But if there are no buyers, they cannot continue, so YaYa & Co. buys from them and helps them put food on the table. We then bring these beautiful, handmade pieces to people who want to know they’re living a truly sustainable way of life.

YaYa & Co. invites shoppers to peruse home décor pieces designed to bring love to every room in their home. From ethically made cotton bedding to hand-carved olivewood cutting boards, from naturally organic, luxurious linen throws to canvas and recycled-leather bags, each piece has been created by loving hands. Celebrating both individuality and our collective harmony, YaYa & Co. opposes disposability in favor of sustainability through quality and beauty. New items are found every day, and shoppers will find vibrant and bold designs on organic and recycled textiles, complemented by one-of-a-kind vintage rugs and unique décor pieces from all over the world.

YaYa & Co. has already taken direct action to help uplift people by opening the Nanhi Yaara Foundation, a center in Badal, Panjab, India that helps empower women by giving them the opportunity to learn a trade that promotes self-growth and will enable them to be self-reliant. The center provides access to the latest trends in home fashion, newest model sewing machines, and other necessary equipment. Master artisans train the instructors to ensure they’re on par with international standards and expectations. YaYa & Co.’s bedding and many other goods are sewn by the woman at the school. YaYa & Co. has begun a similar project in Divisa Nova, MG, Brazil, and they’re looking to start a center in the United States.

Having traveled the world, Mashmoor has seen some of the worst working and living conditions. She knows the tricks international factories use to appease American business people into thinking their practices are humane. She wants to truly stand up for people who cannot stand up for themselves. As part of YaYa & Co.’s mission, they’ve created guidelines to ensure any factory with whom they work follows their ethical and moral
About YaYa & Co.
YaYa & Co. is a luxury brand with a boho vibe featuring goods that are organic, natural, handmade, recycled, and upcycled. It was born to bring beautiful, heirloom-quality pieces that preserve the integrity of those who create them. Each piece represents a life story: sometimes a person, sometimes a family, often a tradition that is as much a part of the creator as the hands that make it. All of the goods bring love and light to both their end user and their creator. Each piece is a continuation of a tradition fighting for survival. It is pure passion. It is YaYa. To learn more about our products and mission, visit https://yayaandco.com and follow us on Facebook @yayaandco and Instagram @yaya.and.co
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