



noonday collection.



noondaycollection

NOONDAY COLLECTION

is a Certified B Corp and fair trade social impact brand that uses fashion to create meaningful opportunities for people across the globe. Founded in 2010 by Jessica Honegger, Noonday Collection is the world's largest fair trade accessories brand. By harnessing a network of social entrepreneurs known as Noonday Ambassadors, Noonday Collection creates a growing marketplace in the US for Artisan Businesses in 15 different countries around the world.



OUR IMPACT MODEL



AMBASSADORS
create a marketplace for Artisans by partnering with Hostesses to hold Trunk Shows



HOSTESSES
invite their friends to shop and make an impact at Trunk Shows



CUSTOMERS
create opportunity for Artisans with their purchases



Together we're building
A FLOURISHING WORLD



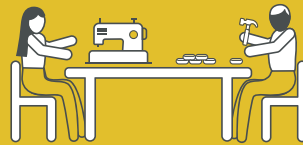
NOONDAY COLLECTION
purchases from Artisan Business Partners in vulnerable communities across the globe



ARTISANS
earn a sustainable income by creating our handmade collection



ARTISAN BUSINESS PARTNERS
provide dignified work for Artisans in their communities



HOW IT ALL STARTED

In 2010, Jessica Honegger needed to raise money to adopt her son from Rwanda. She and her husband, already parents to two children, shared a passion for global humanitarian work, which had taught them about sustainable solutions toward poverty alleviation. On one of their international trips to Uganda, Honegger held a child orphaned by the HIV crisis in her arms for the first time—and shortly after, she and her husband decided to pursue an international adoption.

On a subsequent trip to Uganda, the Honeggers met Jalia and Daniel Matovu, who created beautiful handmade goods but lacked a stable marketplace to ensure their livelihood. Honegger saw a solution to both of their problems: By selling the Matovus' jewelry back in the US, she could raise funds to adopt her son, while simultaneously generating revenue for Jalia and Daniel.

The overwhelming reaction to the Matovus' story and products propelled Honegger to turn her at-home fundraiser into an actual company. She joined her current partner, Travis Wilson, in 2011 and together they have bootstrapped the company into an almost \$20 million dollar fashion brand bent on changing the world. Noonday's vision is to build a flourishing world where people have jobs, women are empowered, children are cherished, and the world is made smaller through human connection.

Today, Noonday Collection supports dignified work for over **2,500 Artisans** in **15 countries**. Over **2,000 women** have launched their own Noonday Collection businesses and are earning an income with an impact as Ambassadors. And, in keeping with the spirit in which it was founded, Noonday Collection has donated nearly **\$1 million** to adopting families through Adoption Trunk Shows.

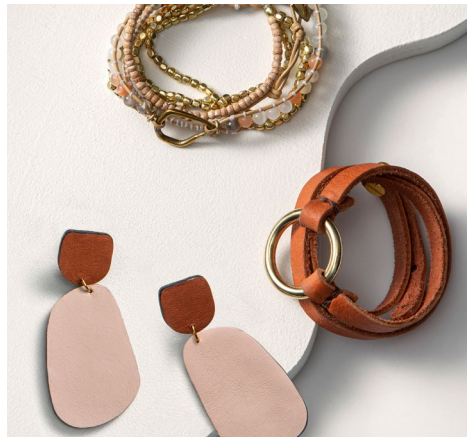
Read our full Impact Report [here](#).

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STYLE *made with* LOVE®



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IMPERFECT COURAGE BOOK

by Noonday Collection Founder Jessica Honegger

Launched August 14, 2018

#1 in Women in Business on Amazon

#47 on the Amazon Bestseller List

Top 25 in Hardback Nonfiction, Publisher's Weekly

With *Imperfect Courage*, Noonday Collection Founder and co-CEO Jessica Honegger shares real-life inspiration for readers to recognize their own worth, embrace vulnerability, connect with community, and find the courage to achieve their full potential. Jessica shares stories from her own global entrepreneurial journey to bring home these lessons—from taking a leap of faith by hosting her first Artisan-made jewelry Trunk Show to bring her adopted son home, to confidently running one of the fastest-growing and most successful fair trade companies in the US today. In *Imperfect Courage*, Jessica shares wit and wisdom from someone who has pushed past her comfort zone, lived to tell the tale, and now encourages others to experience the same exhilaration.



"...exactly what we need today. This book is both an invitation and a challenge to bravely show up for ourselves, for the people we love, and for the strangers that we will one day call family. I say, Amen!"

—BRENÉ BROWN, Ph.D., NYT bestselling author of *Braving the Wilderness*

"...as generous and adventurous as Jessica"

—JEN HATMAKER, NYT bestselling author of *Of Mess and Moxie*

"I'm so inspired by [Jessica's] heart and tenacity as an entrepreneur"

—EMILY LEY, Founder of Simplified® and bestselling author of *A Simplified Life*

"You will find yourself crying, laughing, and wondering why you've played it so safe in life..."

—JENNIE ALLEN, Author of *Nothing to Prove*, Founder & Visionary of the IF: Gathering

GOING SCARED

with

Jessica
Honegger



“ In each episode of the Going Scared podcast, Noonday Collection Founder Jessica Honegger walks you through what it looks like to move through your fears toward a life of impact and meaning. Join Jessica and change-makers from around the world for a weekly conversation that will motivate and encourage you.

Ready to make your move?

PODCAST STATS

- ▶ **Over 1 million downloads**
- ▶ **10,000 unique listeners per week on average**
- ▶ **Over 1,000 5-Star Ratings**
- ▶ **Over 1,000 Reviews**

PAST GUESTS INCLUDE...

RICH KARLGAARD, Publisher of Forbes Magazine
RESHMA SAUJANI, Founder of Girls Who Code
GRETCHEN RUBIN, Author and Happiness Expert
JEN HATMAKER, Author and Speaker
EMILY LEY, Founder of Simplified
IAN CRON, Entrepreneur and Enneagram Coach
ALLI WEBB, Founder of Drybar
RACHEL HOLLIS, Author and Entrepreneur

BOB GOFF, Author and Speaker
MELISSA BUTLER, Founder of The Lip Bar
JAMIE IVEY, Podcaster and Author
AMY BROWN, The Bobby Bones Show
JENNA KUTCHER, Photographer and Entrepreneur
JENNIE ALLEN, Author and Founder of IF:Gathering
MEGAN TAMTE, Founder of Evereve
GARY HAUGEN, Founder of International Justice Mission

PRESS



THRIVE GLOBAL **domino**



THE **MAGNOLIA**
JOURNAL

Forbes

redbook

Inc.

BuzzFeed

**Better Homes
& Gardens.**

AWARDS

B Corp Best for the World, 2019, 2021 | Noonday Collection

BEST FOR THE WORLD: COMMUNITY

Direct Selling News, 2019, 2021 | Noonday Collection

#1 BEST PLACE TO WORK IN DIRECT SELLING

Central Texas, 2017 | Jessica Honegger and Travis Wilson

ERNST & YOUNG ENTREPRENEURS OF THE YEAR

Inc 500, 2015 | Noonday Collection

#45 FASTEST GROWING COMPANY IN THE US

#3 FASTEST GROWING COMPANY OWNED BY A WOMAN

#1 FASTEST GROWING COMPANY IN AUSTIN

Austin Business Journal Fast 50, 2015 | Noonday Collection

#1 FASTEST GROWING BUSINESS IN AUSTIN

2015 | Jessica Honegger

TRIBEZA MAGAZINE PERSON OF THE YEAR

GET IN TOUCH

Jessica Honegger Speaking Clips



SPEAKER REEL



HOUSTON LIFE



FOX 7 AUSTIN



KSAT SAN ANTONIO



NASHVILLE NEWS 4

For more information or for inquiries regarding press or placements for Noonday Collection, or media, speaking, or podcast inquiries for Jessica Honegger, please contact press@noondaycollection.com.

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