

Lemon

We did it, our first international issue. You can read it and download it here, and we hope you love it as much as we do! Due to the situation we are currently facing in the world this issue is digital, but from now on, we will go back to the root of a printed magazine, so you can feel and smell it...and our summer edition will be somewhere near you in the world.

However, we do have some great news. We will be printing a limited number of this issue so you can get your hands on a printed SPECIAL EDITION through here too.

Our website will be up and running with new articles every week, so do register for our newsletter to keep up to date of whats going on in our bittersweet world of Lemon.

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FAST QUESTIONS

5 questions we asked 5 socially responsible brands

They all come from different parts of the world, but they share a common mission: to work in a fair, sustainable manner. **Jackalo**, **Kip&Co**, **Mini Rodini**, **Barn of Monkeys** and **Baba Tree** are brands which, as well as creating clothing and decorative products, contribute to making the world a better place.



BABA TREE

In 1999, Gregory McCarthy travelled to Ghana. He got to know the country and its people, as well as discovering local art forms, including handmade baskets using just a few raw materials. He then decided to start telling stories using items created locally. His aim was to improve the lives of local communities by selling the products they made for a fair price. That's how Baba Tree, locally known as Tua Tia, emerged. Most of the products are made in Bolgatanga, a city in Ghana which is known as 'the city of baskets'. The baskets on sale range from simple decorative items to carry cots for babies. They're all skillfully made and sold in such a way as to contribute to the local economy and ensure that local weavers are fairly compensated for their work. In the end, it's a win-win situation for both the local people and for people all over the world who are able to discover the artistic skill and ingenuity present in this corner of Africa.

Photography courtesy of Baba Tree



LEMON Magazine [LEMON] – What's the purpose of Baba Tree?

Baba Tree – Our initial idea was to celebrate the creativity and skill of the Gurunsi tribe, and that's still very important to us. We continue to focus on creating opportunities for the local artisans we work with to earn a living and we also want to create a global market where the incredible art of basketmaking and weaving is celebrated.

LEMON – Which of your products best represents the brand?

Baba Tree – The Tua Tia basket best represents our brand because it displays our master weavers' extraordinary skill and vision. It's fantastic to see them creating different shapes using the oldest art form in the world!

LEMON – Would you like to see someone in particular using your products?

Baba Tree – We're very grateful to everyone who believes in what we do and who buys our baskets around the world. Sellers and customers who continue to support our vision and who buy our products year after year make us very happy.

LEMON – If you had to choose just one social or environmental cause for Baba Tree to support, what would it be?

Baba Tree – We choose our cause every day, the Baba Tree cause, and we continue to celebrate the skill of the Gurunsi people.

LEMON – If you were to describe Baba Tree in three words, what would they be?

Baba Tree – Business with purpose.

