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## High quality impact brand that is created as a vehicle to reduce poverty

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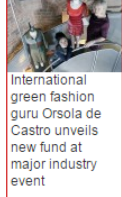
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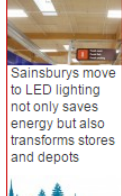
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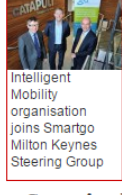
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WOO, short for Worlds of Opportunities is a new luxury lifestyle brand that is created as a vehicle to reduce poverty. The global brand is leading the way in sustainability and transforming the lives of hundreds. WOO developed a unique business model, to connect different worlds and bridge the gap between rich and poor by making high end authentic luxury products. WOOs launch product, the WOO bottle candle, is the perfect example of good luxury: enjoying yourself while doing good.

Saskia de Knegt, founder and CEO, shows with the WOO candle that social entrepreneurship and top quality products can make a match. Every WOO candle is a unique, natural, handmade work. Organized teams collect used bottles for WOO in Mainland Southeast Asia. After another WOO team cleans, cuts and sands the bottles - skills learned in specialized WOO workshops- the bottles are sandblasted with a logo by hand.

For the finest beeswax in the luxury candles, WOO works directly with associations of local farmers in Vietnam. The wax is blended with exquisite perfumes exclusively created for WOO by one of the finest Swiss perfume houses. Never overpowering or intrusive, each subtle and enchanting fragrance cleanses the air and enhances your surrounds for hours of pleasure and beauty.

WOO is launched in 2009 and is the brainchild of the Dutch philanthropist and entrepreneur Saskia de Knegt. Saskia worked in development aid for five years, after she had leading positions in the medicine and business administration sectors. De Knegt started with establishing social ventures as a way to improve the lives of people. De Knegt developed WOO as a global high quality luxury brand, to mobilize markets and connect worlds. She wants to blend talent with local resources, to engage en connect people.



WOO, short for Worlds of Opportunities is a new luxury lifestyle brand that is created as a vehicle to reduce poverty

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Publishing news and information about Sustainability, Eco, Green and renewable products and services. If you have relevant news please feel free to contact me.