



WILL & ATLAS

Will & Atlas combines handcrafted traditions with a modern aesthetic to create fair trade, artisanal home goods & accessories.

THE STORY BEHIND THE BRAND

Welcome

Will & Atlas was born from our love of, and lifelong quest for, quality handmade objects. Items that spark familiarity at first sight. The painting that makes you smile every time you pass, the basket that fits “just so” next to your favorite chair, the magic tote bag that always seems to hold everything you need... these are the items we seek, procure, and offer to you.

ABOUT

Our passion is for well made objects of all kinds. From the skill of the fair trade artisans to the timeless craftsmanship of French antiques... every piece we offer was made by human hands & has a story behind it.

We believe in quality over quantity. We believe that items crafted to last for generations transcend trends and are worth the investment. We work with artisans, makers, and buyers around the globe to bring you goods of the finest quality and craftsmanship—from the fair trade artisan groups we work with in Bangladesh to craftspeople in the U.S. to the sellers we meet while scouring early-morning brocantes in the streets of Paris. We take our time to build relationships and procure goods that are unique, timeless, and beautiful.



LET'S CONNECT!



www.instagram.com/will.and.atlas



www.pinterest.com/willandatlas



www.willandatlas.com



ABOUT

the owner



KATHERINE BERG

As a young girl growing up in Alaska, I dreamed of traveling to faraway places. Studying several languages (French, Russian & Italian) eventually led to getting to experience & appreciate many different cultures & ways of life. Drawing on my background in French antiques and film production, I am honored that Will & Atlas brings a unique set of all my skills to serve our customers.

Now based in Northern California for more than thirty years, I am a widowed mother of three who remains deeply committed to a life that is bigger than me. A life path grounded in promoting equity, inclusion, and respect. These essential aspects of who I am keep me focused and moving in the world in the lightest and the darkest of times. I truly know that the lives of the women we partner with in Bangladesh are not so very different than our own with strong bonds and commitment to communities, families, and our own well-being. Running a small business from home creates space for my family, meaningful work, and deep reflection on our role in the marketplace.

As we continue to recover from a global pandemic I remain deeply committed to seeing the women of Bangladesh thrive, not just survive, during this time in our collective lives. I am honored to be a part of this web of supporting women at home and abroad—and I hope you will join me on the journey.

ABOUT

the artisans



Working throughout several regions of Bangladesh our main artisan partners are local non-governmental organizations (NGO/nonprofit) that were established in the 1980's and partner directly with women artists. Through this strong network, they provide women across the country with child care, schooling, medical care, financial management training and micro loans to expand their own earning potential. These organizations not only care about the production of quality products but their top priority is supporting the women, their families and their communities at large.

It's true every day, with every artisan and with every product.

Just like our artisans who can do their work from their homes, this work allows me to be here raising my boys as I earn a living. I still work long, hard hours, but they are hours I (mostly) get to choose. That flexibility is so important for quality of life. By representing products made by Artisans who are treated well & paid fairly, our quality of life is tied to a much bigger circle of equity & respect.

It is our goal to provide ongoing orders to support this amazing network.

We are like you. When we buy something we want to know its high quality and from a trusted source as well as beautifully made. We want to know that the choices we make matter—and may even change the world. We are also just like the women of Bangladesh in that we want the same thing in this life- a safe and healthy place for our children and a day full of meaningful work.

This is ethical living and the ultimate value of fair trade.