

FREE SHIPPING OFFER INSIDE

PURE WORLD



**AN INSIDE
LOOK BEHIND
OUR BAGS**

DEEP IN THE HIMALAYAN JUNGLES
THE SOURCE OF THE PUREST HEMP
IN THE WORLD

THE BAG WORKSHOP
HOW OUR WORKSHOP IS PUTTING
AN END TO CASTE DISCRIMINATION

A PURE PARTNERSHIP
THE MAN WE COULDN'T
DO IT WITHOUT

OUR STORY

I'm often asked how we decided to start a business that sells hemp backpacks which are handcrafted in Nepal so here's the short answer:

All freshman at Babson College are tasked with starting a business as part of a class project. So our 14 person team set out to make the most eco-friendly, and socially responsible business possible.

The whole group was from across the world, and Ana, who was from Nepal suggested: "what if we sold the hemp bags from my home town in Kathmandu?"

The project was a hit so we decided to continue and now the rest is history ...

- Jack Flynn
CEO of Pure World





epok
Lifetime



OBJECTS IN MIRROR ARE
CLOSER THAN THEY APPEAR

THE ROAD TO ROLPA



FAMILY FARMED

ORGANIC HEMP





DEEP IN THE HIMALAYAN JUNGLES

Although the district of Rolpa is far removed from the rest of Nepal, it is where some of the purest hemp in the world is grown. On our last visit, our partners helped us organize an expedition deep into Nepal's mountainside jungles to meet the community of family farms that supply our raw hemp.

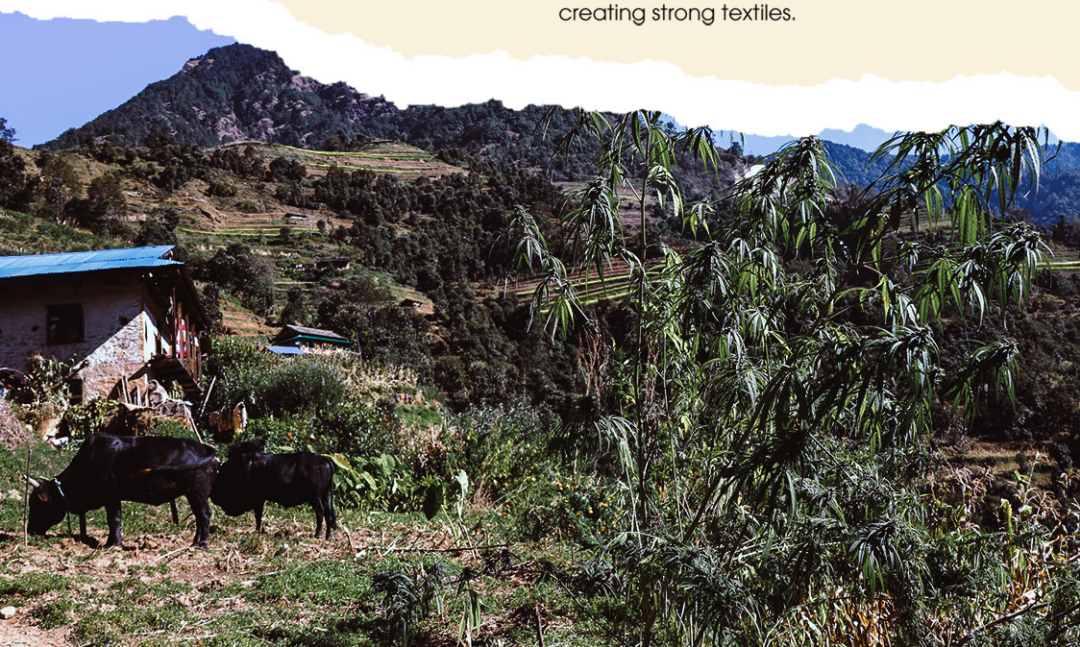
We left at dawn and headed off on our adventure. After our first day of driving through jagged mountains and narrow dirt roads, the secret was spilled: nobody in the group had ever personally visited these hemp farms. Every time we spoke to locals for directions, it became clear that our destination was much farther away than we had thought.

Then, in the evening of our second day of driving, the road disappeared in front of us leaving us no choice but to set off on foot.

As the sun began to set, we left our jeep and prepared ourselves to trek through the dark. After about an hour of walking, the trees began to clear, and we approached a farming village perched on the mountainside.

There, we were welcomed by the community leader, Ram Kumar, who took us into his clay and thatched roof home as guests of the village.

The next morning, Ram Kumar led us to the hemp fields where he demonstrated the process in which hemp plants are converted into a durable fiber, perfect for creating strong textiles.



Ram Kumar





THE HEMP PROCESS



First, the hemp is cut down by hand and stripped apart.

It is then left to dry in the sun for the rest of the day.

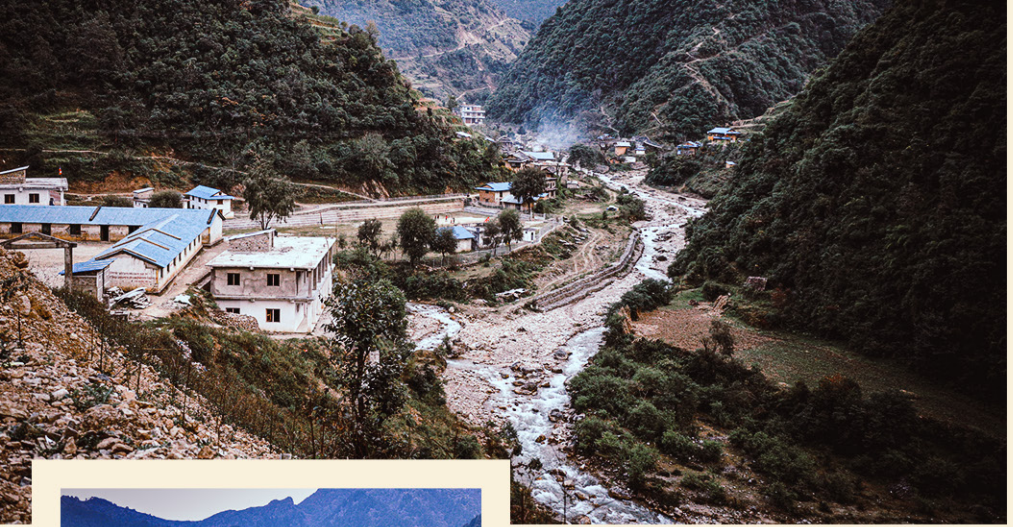


Next, the useful part of the stalk is boiled before it's washed and spread out to dry in the sun once again.

Once dried, each fiber is carefully pulled apart creating a fine hairlike material.



Finally, the remaining fibers are spun by hand to produce a coarse yarn.



One of Ram Kumar's greatest fears is that his village may become abandoned over the next few years. Places like Rolpa are in great jeopardy of disappearing altogether because younger generations are leaving the villages to find work in the city.

He explained that his life's mission is focused on creating enough opportunities to keep the youth from leaving and finding work elsewhere. Ram Kumar is confident in the future of his village though, and he is doing all that he can to make it a better place to live. So far, he has already introduced hydroelectricity and coordinated a project to extend the roads closer to his people.

As the need for hemp cultivation grows, Ram Kumar believes the youth will find the opportunities they are looking for in villages like Rolpa. With sustainability as one of Pure World's core values, it was incredible to witness first hand where our raw hemp comes from as well as the impact it has on the lives of the farmers in the faraway villages of Nepal.

As Pure World continues to grow, our partnership with Ram Kumar and his village will continue to grow as well. We are honored to say that with every backpack sold, opportunities will continue to arise in the beautiful district of Rolpa.



Rolpa, Nepal

HAND-SPUN FABRIC USING
TRADITIONAL
LOOMS





THE BAG WORKSHOP



Meet the incredible people behind our handcrafted bags.

Our hemp bags are made in a dedicated workshop in Kathmandu, Nepal which is run by Lokendra, a young man who currently employs about 24 skilled artisans.

During our first visit to the Pure World bag workshop, we realized that the making of these bags has more of an impact on local people than we ever expected.

Even though the caste system was abolished in 2011, workplace discrimination is still widespread in Nepal. For centuries, Nepali castes have determined which jobs individuals can and cannot have. This has traditionally bound lower castes to harsh jobs like sweeping the streets.

Lokendra's workshop, however, is a beacon of progress that provides good-paying jobs to people who truly need them, regardless of their background or caste.





Leaders like Lokendra set an example for equality so that people from all walks of life can put food on their tables and send their children to better schools.

Before we visited, we already knew that we had high-quality, handcrafted bags, but the most powerful story didn't end up being about the bags.



In the end, the most powerful story was about the people behind the bags and their pursuit of a better life.



A PURE PARTNERSHIP

For over five years, Pure World has been importing custom hemp backpacks from Nepal with a focus on sustainability. Because Nepal has some of the purest hemp on the planet, we believe that our bags are a strong example of an eco-friendly product that benefits the earth. At the same time, the supply chain needed to manufacture the bags empowers and employs a number of skilled artisans, farmers and entrepreneurs from across the world.

Over the years, we have been fortunate enough to create a strong relationship with a man named Narayan who runs the main distribution facility in Kathmandu. Within minutes of meeting Narayan, it was easy to see that his professional and personal focus is purely centered around creating a better world for all.

Not only does he provide many jobs and a wonderful workplace culture for his workers, but he also regularly goes out of his way to help everyone else around him no matter the circumstance. When our team arrived in Nepal for the first time, Narayan was even kind enough to host us in his home for an entire month.

His authenticity and mission is why he is one of Pure World's core partners.

Through living with Narayan and his family for a month in Kathmandu, we came to the quick realization that our relationship with Nepal is unique in every way, and that is what makes our brand so special.

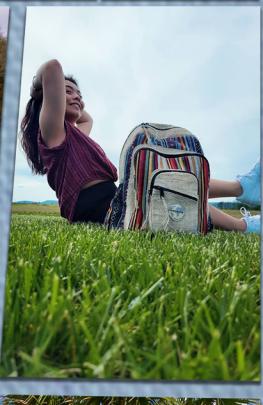
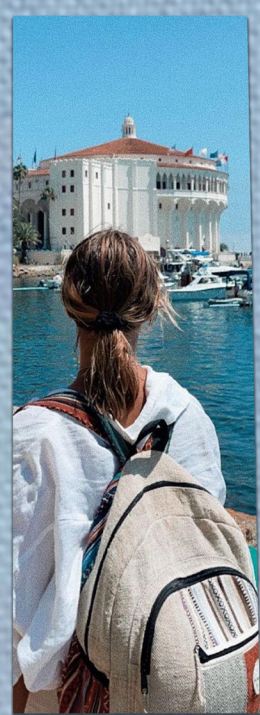
Pure World places a tremendous value on global collaboration and cultural exchange because that is how we grow towards a more equal and sustainable society. After all, our mission is to inspire people like you to explore the world for something pure.

So, where will your bag take you?

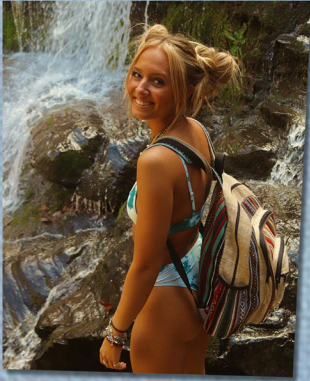


Narayan



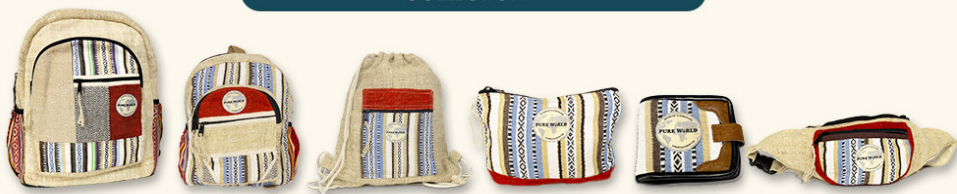


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SCAN TO SHOP



MORE



Coral Blush



Woodland



Chai



Obsidian



Sand Dunes



Bermuda Blue
Mini Backpack



Chai
Mini Backpack



Chai
Pure Pack



Obsidian
Pure Pack



Redsea
Drawstring



Uluru
Boho Bag



Capitolo
Boho Bag



Nantucket
Cross Body Bag



Siesta Key
Cross Body Bag



Stash Bag



Nantucket
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Tote Bag



Bermuda Blue
Duffle Bag

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