

Create, connect, transform

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# ECLECTIC ARRAY

EMPOWERING ARTISANS

VIVID VISION 2026

# Snapshot

The following is my 2026 Vivid Vision for Eclectic Array. Creating a Vivid Vision brings the future into the present so we can have clarity on what we are building now. This is a detailed overview of what Eclectic Array will look like, feel like, and act like in 3 years.

Eclectic Array is an ethical fashion and gifting brand that is celebrated for our uniquely curated items and most importantly our impact in supporting indigenous artisans, impoverished individuals, and creators around the world.



As we celebrate our 11th year of business (Aug 2015-Dec 2026) in serving locals, and the tourism and hospitality industry, we are known for having the best experiential retail, markets and gifting in the world. Customers can't wait to shop with us because the experience becomes a highlight of their vacation as they not only fall in love with our products but also learn about how the products were made, where they came from and the person or community that will be positively impacted through their purchase power. They understand their purchase made a difference and love being part of our mission.

Together we are like a tribe and we are stronger than ever, with retention rates at an all-time high, we go above and beyond to work together to deliver the best and be our best. Our team recognizes their professional, personal and financial growth opportunities, loves to be a part of a movement that is bigger than themselves, and look forward to one day retiring from our company knowing that they are making a difference in the world with their contribution at Eclectic Array.

Faryn Clark  
Founder and CEO

# Our values



## **CANI**

"Constant and never-ending improvement"



## **INTEGRITY**

"Doing the right thing even when no one is watching"



## **BE HUMBLE**

"The true measure of a person is not how they behave in moments of comfort and convenience but how they stand at times of controversy and challenges"



## **POSITIVELY CONTAGIOUS ATTITUDE**

"When you radiate positivity, you become a source of inspiration for others to do the same"



## **TEAM WORK**

"We achieve more when we collaborate and work together"



## **COMMITMENT**

"Commitment is the foundation for great accomplishments"



# What we do?

Our stores are known for these amazing shopping experiences, high-quality unique products, and personalized customer service. When customers walk in, it's like meeting up with friends, we remember their names, chat with confidence, and help them find exactly what they need by assisting them to find pieces that they fall in love with and make them feel good, whether it is a piece for their home, something to wear or even a gift.

Our customers come back every time they are in town, as they've built deep connections with our team and tell everyone about us. We continue to serve them even when they are back home with personal and online shopping, as they seek and trust our recommendations.

Everyone is talking about us. The positive sentiment surrounding our work motivates people to share their experiences, contributing to a sense of fulfillment and joy for being a part of our movement.



Our team operates with a clear understanding of their roles, backed by the support necessary to excel. Constantly driven to enhance both individual growth and company progress, each member takes proactive steps to innovate.

We've put in significant effort recently to elevate our operations, and we're proud of the results. Our team is empowered to take charge, making everything run more smoothly. We set clear goals every month, quarter, and year, and we're consistently achieving them. Each department is meeting their targets, from training to exceeding sales expectations. And of course, we're committed to staying on budget and maintaining profitability – because higher profits mean more fun for everyone.



# Locations

Eclectic Array now has 20 locations that we own and operate under different names with unique curated collections to best serve our customers.

Our landlords, hotel owners and hotel management partners value the unique curation we have created in their space with a high level of detail, professionalism and outstanding quality.

*They know that we are the best at what we do, and love having us collaborate and represent them*

They come to us with their ideas and we make their dreams come to life. Relationships with our artisans and vendors continue to deepen with trust and a shared sense of partnership; as we grow, so do they.

We support them seamlessly for their custom gifting for their in-house groups (corporate incentives, special occasions and weddings), for styling for content creation and styling for photoshoots, creating exclusive shopping experiences for guests, and more.



We have an aesthetic that has great merchandising and is still approachable, with lots of options but the perfect amount of inventory. We've elevated our manufacturing procedures through project management to determine areas of opportunity for production, to ensure we have the products we need at the prices that best serve the market, the producer, and the company.

We're recognized as the business that has *ethical fashion that sparks joy* – a reputation spanning both online and physical stores.



# Meraki Objects

Meraki Objects is the customized gifting, markets, and amenities division for Eclectic Array, where we thoughtfully curate gifts for corporate events, special occasions, and weddings. The demand for a more conscious client allowed the opportunity to offer customized gifting experiences supporting over 300 artisan groups we work with, providing amazing opportunities to impact their lives with every single order.

As we celebrate our 6th year of business (June 2020-Dec 2026) in serving the tourism and hospitality industry, we are known for having the best experiential retail, markets, and gifting in the world. Clients can't wait to contact us and live customized experiences through our markets and gifts as they not only fall in love with our experiences but the massive impact we do in the lives of the artisans.

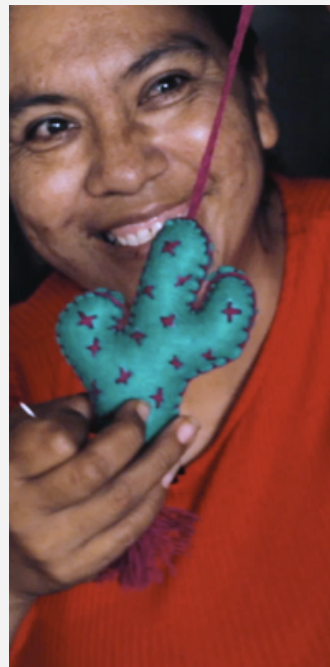
We have established a strong team in 4 regions in Mexico; Baja, San Miguel de Allende, Nayarit & Riviera Maya. Team members from each region have settled their own team led by their director of the region with a storage office area where merchandise is received for the events. All locations have the support and clear communication of their administration team. Building relationships within each location has helped expand more and more with hotels in each region.



# Why we do it?

Eclectic Array is known for its social impact business model that makes a difference in the lives of others. Our commitment doesn't solely affect the indigenous artisans, producers, suppliers, and designers we collaborate with, but also resonates within our team. Our culture is so strong that it passionately radiates from our team, our suppliers and our customers in a way that makes our business shine when they talk about us.

Our business's prosperity is a result of its inherent goodness towards others. Recognizing the significance of our global impact, we hold ourselves accountable to certified standards (B Corp). Our decisions are thoughtfully made, reflecting a conscientious awareness that encompasses the well-being of artisans, team, customers, and the environment.



## We keep contributing in three main impactful ways to our Artisans

### Micro-loans

We provide small monetary amounts as a loan, at 0% interest to empower someone in poverty to improve their lives through entrepreneurship

### Living wages vs minimum wage

We not only allow our artisans to set their prices we work with them to ensure their prices provide for their life

### Coaching

we work to ensure they get feedback and support to improve quality through the materials they are using and communicating trends in style, colors and more so they can increase their sales and opportunity

We work together to set the term of the loan and are caring and flexible and support them. These loans are not paid back in cash but are paid back in small amounts over time from the orders we place with them. Their gratitude for this is immense and they pour that love and appreciation into the quality work of each piece that they make for our stores.



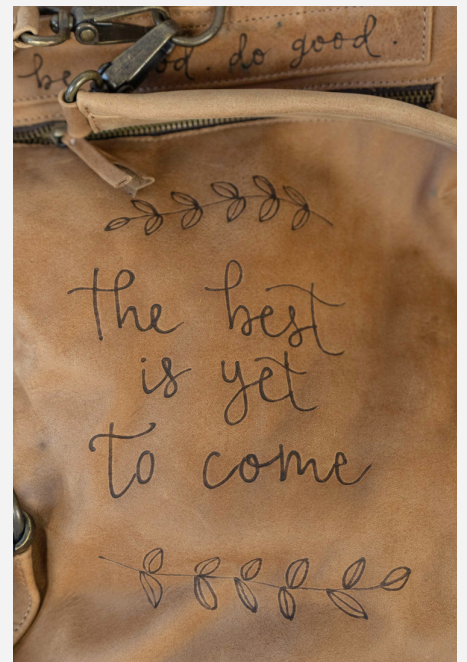
# Financials

*Money has never been our driver —  
it's the result of us changing the world.*

While our motivator has never been revenue, making

\$ 20 Millions annually

Will allow us the opportunity to create a greater impact on the indigenous and impoverished artisans we are devoted to.



We financially and physically support local organizations like Los Cabos Children's Foundation, Fundacion Sarahuaro, Pet Los Cabos, and other local animal rescues, and a local community kitchen that we fully fund that serves 480 meals every month.

We love being part of the community we live, work, and serve and continue to get involved in every community in which we establish our business.

**It is part of what we do.**

# Culture



When an employee joins our team, they embark on a journey of working towards being **1% better every day in every way.**

At Eclectic Array everyone has the opportunity to grow within our company, we support each employee's personal development and professional advancement.

Each employee receives expert coaching to create a personal vision board for their life and aim to always dream bigger. This is not the place for people who want to clock hours and scrape by. This is a platform to build a better life and be the best they can be.



We're like family, **so we maintain an atmosphere that's positive and supportive for everyone.** When we show up to work, we check our energy at the door and commit to working towards serving our greater mission.

Working at Eclectic Array means always having each other's back. We cheer for each other through a constant stream of communication that connects us across different locations as we ping our WhatsApp group with pictures of happy customers and announcements about team wins.

Each employee feels they have the trust and support of everyone in the company. They understand that they own their position by showing up with a positively contagious attitude, ready to take on whatever comes their way. Nobody hesitates to claim a mistake they've made as we're able to troubleshoot and move forward without making anyone feel bad, we are here to always learn and do better by building each other up.

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We've leveled up our meetings, briefings, and announcements, so they're short, focused, and effective. Everyone gets on the same page about where we are relative to our goals, and we all leave the meeting feeling clear about our next steps.

Our leaders are "servant leaders" as we work with our team never asking anyone to do anything we wouldn't do ourselves and lead from the bottom up, as we live by the motto **we rise by lifting others**. They continuously grow themselves personally and experience professional development, confident their opportunities of progress and improvement are endless.



In addition to commissions and bonuses, our team receives a commitment award after 3 years of service.

Our bonuses are not only determined by sales achievements, but also by great teamwork, receiving great customer reviews, and supporting company campaigns and initiatives.

Our organization serves as a platform where team members have the resources to buy their first cars, a home, travel, finish their professional studies and provide for their families in an ethical way.

Employees have clear and fair paths to advancing in our company, as we aim to promote from within the company prior to posting opportunities externally. We're transparent about requirements for promotion and support everyone in getting the education they need to become candidates for the job.



Our team has monthly gatherings, team building and leadership retreats to create connections and deeper relationships with individuals company-wide. Our activities are focused on areas that support our mental, physical and spiritual well being- along with opportunities that will make us better humans, serve our community, and create connection amongst team members.







A company favorite is the time we spend together on our annual team trip. Once an employee has been with the company for 12 months, is eligible to travel with us somewhere in Mexico for a wonderful all-expense paid trip to personally meet the artisans we work with and support; learn about their lives, environments, and techniques, while having fun and connecting deeply with the team as a whole.

This experience is one that everyone looks forward to year after year, as it continuously inspires us in our daily work, reminding us that we are part of a movement that is way bigger than ourselves.



We believe in taking care of ourselves because if we can't care for ourselves, we can't care for others or for the company. We create collaborations with other businesses to offer benefits to our team such as gym memberships, chiropractic, nutrition, coaching and more.

Our workplace satisfaction is well known, with testimonials from team members commonly shared around town and we have a line of people wanting to work with our company. Our certification as "Top Companies to Work for in Mexico" fuels us to do more to become one of the top companies to work for in the world!



We love to create a great work environment for our team, but also to support our team to create a better life for them and for their loved ones.



# Headquarters

Besides our retail outlets, our Eclectic Array Headquarters unites us under one Baja roof. As you step in, expect a warm welcome with clappers celebrating your presence. This dynamic space houses our behind-the-scenes magic, including a warehouse for regional back stock, collaborative open workspaces for executive and administrative teams, shipping areas for online sales, private meeting spaces, and quiet zones for deep focus.

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Beyond workspaces, we have a communal area for meals, celebrations, team meetings, and trainings. A showroom for Meraki Objects and samples doubles as a local community space, where we occasionally host sample sales.

A wall stands ready for anyone to post their grandest dreams for our team and company, fostering an environment of boundless imagination. This joyful space radiates camaraderie, support, and positivity. We recognize the privilege of working here, a space that encourages us to champion each other every day.



**"What you do makes  
a difference and you  
have to decide what  
kind of difference  
you want to make"**

Our CEO is our visionary and sets the tone for our culture of over 100 team members with clarity, direction, and tools to achieve their goals. She meets with key players to collaborate on high-level strategy and lifts everyone up with recognition, gratitude, and a constant alignment to our vivid vision. Her ideas, relationships, problem-solving and strategic ability guide the organization for continued growth year over year.

Each day, we all come together not just for personal growth but also for the collective cause. This is more than just a job – it's our calling. We stand united, recognizing that our joint efforts are effecting positive change in the world. We're not just colleagues; we're a force working in harmony towards a shared purpose.

Every day is an invitation to become better as a person and stronger as a team. As long as you show up with your whole heart and stick to the vision; you will see the impact rippling through your finances, family, health and more.

There aren't many jobs that support their team to prioritize their family and empower them to reach their potential and embrace what's possible in every area of life. But WE DO. So if you're on board, get on board with everything you've got.

**Let's begin this journey and transform lives together!**