



# Marketplace at the Sweater Venture: working around the world, one stitch at a time



Owner Dan Welch, employee Adelaide, Dan's wife Lynn Huntington and Team Leader Janet Tobia

Working globally; offered locally. That's what Marketplace at the Sweater Venture has been doing for nearly 40 years. "We work with indigenous communities to design and develop clothing and outdoor apparel, mostly in natural fibers," says owner Dan Welch, who labors alongside his wife, artist Lynn Huntington, and Team Leader Janet Tobia. "We're trying to keep a centuries-old tradition of looming and weaving alive."

Welch travels regularly to artisan communities worldwide.

"Cooperatively, we color, cut, spin, shape and style the products that have our label," he says. "It's a holistic, fair trade process that includes feedback from customers. It's not complete until the products we've developed find happy homes."

Founded in the early 1980s, the Sweater Venture moved in 2002 from Latham to a rehabilitated Civil War era church in East Greenbush with wide plank pine floors, a woodstove, and a presiding feline. Visiting is a sensory experience. "People can touch, feel, hold, savor and try on the fibers and products," Welch says. "In a world where so much is shopped for online, it's warm, comfortable, stimulating, atypical."

The store carries clothing, shoes, jewelry, masks, singing bowls and other musical instruments. "We have gloves, hats, scarves and dozens, if not hundreds of styles, all from \$15 to \$30," Welch says. "Most handmade sweaters range between \$80 and 150."

**What you'll find:** Culture, craft, comfort and community, offered equitably and honestly in a spirit of adventure. We're off the beaten track. We're a standalone.

**What we say:** We take our greatest pride in staying true to our original goal of traveling and working directly with fine artisans in a fair, honorable and joyful way.

## The Marketplace at Sweater Venture

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