

# CRAVE amsterdam™

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CRAVE amsterdam innovatively connects urban gals to the sassiest, gutsiest, most inspiring people they need to know in Amsterdam. Our modern marketplace of soirees, gatherings and online networking serves as your ambassador to everything there is to CRAVE about Amsterdam.

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## CRAVE CRUSH the urban girl's blog to all that you CRAVE

### Antoinette Gast from tuyu by Marjon Parmentier – PARMsupport

December 21, 2010 by [Cristina S.](#) | [Comments \(0\)](#)

Vind dit als eerste van je vrienden leuk.



It is all about people for Antoinette Gast, founder of [tuyu](#) fair trade business gifts. With her company she enables producers in developing countries, besides making a living for themselves and their employees, to bring their organization and products to the international commercial market. This way the producers can build their business in a sustainable way and do not need subsidies. Antoinette does this in a very personal way with care for people as the binding factor. Products, People and various Cultures have always been in Antoinette's vains.

#### Products

From an early age, Antoinette craves for beautiful products, the design and its use. As a teenager she had a special fancy for chairs, especially the design. The mathematical load withheld Antoinette from taking up the Industrial Design study. So she started German-Dutch Translation Studies, but this was not her call. She graduated as the 25th in European Studies and worked at the European Commission in Brussels. In that time the apparel industry moved from Europe to developing countries. She wrote her paper about this development, the EU trade policy and its social effects. She seems not to be the typical civil servant. She wants to see results in short time and therefore she made her move to business by starting as consultant with an agency related to Price Waterhouse, active in feasibility studies for investments in developing countries. After that, she worked at Mexx in Sales at the international head office and closely with the management. In general every study, job and experience has led to where Antoinette stands now with [tuyu](#). It all comes together in this

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company she owns. A product from [tuyu](#) is more than fair trade!

### People

People are very important to Antoinette; from her partner, family and friends to her business contacts and employees. She wants them to have a good life and stay in close contact. Building relationships is a way of life for her. Relationships with customers, whom she wants to deliver the right business gift. With people that work for [tuyu](#), employees and free lancers. And with producers in developing countries, who are actually making [tuyu's](#) fair trade business gifts. As the producers go along with [tuyu](#) in the business process, they become real partners. Not at once, building a relationship is a process. Most of the handling is done in the Netherlands by people working in a sheltered workplace. Antoinette has thought about the whole production and business process and how to involve people. She states that [tuyu](#) consists of all those people who work with [tuyu](#).

### Personal

After working and living in Amsterdam, she searched for a house outside the city and into the nature. Antoinette always wanted a dog, but long working hours would not allow this. She found a new home in Vinkeveen, an area which she already knew from her regular biking tours on Saturday mornings via a bike club. With this house a dream came true! She now lives with her partner and their dog next to a wide meadow with a home based office. Her office is full of boxes with business gifts. Proudly she shows me and tells all about it, not per se proud of herself since she believes that "the person you are, is given". Antoinette takes life the way it comes to her. She says "it is the way it is" to many things. Her pretty down to earth lifestyle is 'What You See Is What You Get'.

Entrepreneurship gives her the opportunity to make her own decisions. The way [tuyu](#) works together with the fair trade producers and the market is innovative and her company is a leader in this branch. [Tuyu](#) is not only about fair trade, but also about beautiful products and design, about people over there in developing countries and people over here. It is also about universality. As an entrepreneur Antoinette can combine all of this and challenge herself as a decision maker and being her own coach.

[Click here if you like to know more about the entrepreneur Antoinette Gast](#)

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Text written by Marjon Parmentier © 2010 [www.PARMSupport.com](http://www.PARMSupport.com)

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## September 13, 2010 CRAVEparty BOOK LAUNCH

September 14, 2010 by [Cristina S.](#) | [Comments \(2\)](#)

Vind ik leuk

17 personen vinden dit leuk. Vind dit als eerste van je vrienden leuk.



Last night The [CRAVE](#) company launched its first edition of the [CRAVEbook](#) in Europe, Amsterdam. CRAVE Amsterdam, The Urban Girl's Manifesto is the ultimate guide to the places women crave in

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Amsterdam. Over 150 female entrepreneurs showing their businesses in and around Amsterdam, from shop owners to coaches from chocolate and beverage to cosmetics and Idea concepts. It is all there and waiting for you!

### We are at the Hotel Casa 400 in Amsterdam waiting to kick off...

We found our way through the oranges and limes to the press room. **Melody Biringer**, the founder of the **CRAVE** company, states that Amsterdam was the 'real mission' and that it took her eight years to finally get there. You can see that she is very proud that it's been accomplished and introduces several women who joined the **CRAVE** Amsterdam guide to say something about their businesses.

### In the spotlights

**Catriona Ravelli** is the owner of **ZZP Adviescafé** and talks about a new concept called **LaptopLounge** where we will have our drinks later on. **Margriet Darwinkel** from **Happy Family Life** mentions the Family Organizer and that it is all about 'back to the basics' and parenting from the heart. **Antoinette Gast** from **Tuyu** started her own business in developing business gifts when she was looking for a job. For her Tuyu is the combination of 'helping other people', 'business sense' and 'beautiful products'. And the website for mothers and pregnant women called **Trotsemoeders.nl** is founded by proud mother **Mira Ahles**. She accentuates how difficult it is for her, as a mother of three little children and having her own business, to keep her household tidy and clean. What started as a joke on twitter popped up as the '**Club van slechte huisvrouwen**' and already is a huge success that led to radio interviews and is booming in the media at this moment. After all the enthusiastic talks from these entrepreneurs we are invited for the Book Launch and drinks in the Laptop Lounge.

### LaptopLounge

The **LaptopLounge** is a new concept owned by **Marijke Krabbenbos** from **IdeaCompany** and **Catriona Ravelli** from **ZZP Adviescafé**. The Laptop Lounge is located in the bar of Hotel Casa 400. The concept is about giving you a place to work and connect with other people. You can either work there on your own, join for plenary coffees and lunches if you like, have brainstorm sessions with others or simply share ideas. It's all about Working & Connecting with the idea that everyone can learn from each other! You can become a member via [www.laptoplounge.nl](http://www.laptoplounge.nl) or just get a day card at the hotel reception. The atmosphere in the Laptop Lounge is excellent and a good combination of feeling at home and work vibes. And now it's filled with all the business girls and a few men. You can get drinks at the bar, plates with sushi from **Sushi Time**, little exquisite treats from **Lombardo's**, and other finger food comes by, including the fabulous raw pie chocolates from Diana Store's **Raw Superfoods**. Let the CRAVE party start!

### Welcome CRAVE Amsterdam

Melody Biringer welcomes us all and tells what inspired her to found the **CRAVE** company. Her whole life she lived in Seattle running her businesses and mainly saw her best friends just twice a year. That was not acceptable and she threw a party for all of them and the **CRAVE** party had been born and since then held every month. When she got to know The Netherlands she fell for the Dutch cookies 'stroopwafels' at Schiphol and had similar feelings over here as she has in Seattle. Basically it felt like home coming. She rented a flat for nearly three months and learned to ride a bike the way Dutch people do. Finally she brought the Orange Bikes from Tulpfietsen to Seattle as well! Here in

Amsterdam she was wondering “where are all the female entrepreneurs?” and decided to bring **CRAVE** to Amsterdam. She brought **CRAVE** to more than twenty cities in the US, two in Canada and Amsterdam is the first one in Europe. She emphasizes that she wants to start a movement in Amsterdam. Melody gives a special thanks to her fabulous team and asks them to come on stage.

#### **CRAVE Amsterdam team**

**Cristina Stoian** is introduced as ‘the glue that holds everything together’. She had much fun taking all the pictures for the **CRAVE** Amsterdam book and it helped starting her own photography business with **Crisspix**. She thanks all the photographers who helped and assisted her with a special thanks to **Paul Butterfield** who was her mental coach.

**Isrid van Geuns** comes up and expresses that she likes the effect of meeting through social media. She started 1,5 year ago again as a female entrepreneur with **IS WORKS** and she met many new women that are all so enthusiastic. Her moto is “Real success is finding your lifework in the work that you love”. She is proud about the **CRAVE** Amsterdam guide and states we all should make a platform by doing things together and bundle our strengths.

“They’re all great women. Why didn’t I know them before”, says **Athalie Stegeman** from **Lotus Living**, referring to the period when she just met some female entrepreneurs through **CRAVE**. There now are 1200 people that are interested in **CRAVE** and they start connecting through the guide and **CRAVE** platform. She learned that all the business women have such great spirit! Athalie finishes her talk with “Bring us forward with all we do.”

Melody again thanks her team and emphasizes we should pass the **CRAVE** word!

While the **CRAVE** party continues and all women are connecting, searching for new contacts, looking for old ones and catching up with friends, the drinks and bites passes. At the end there is even a bicycle to win for all the ladies who handed in their business cards. The bicycle is sponsored by Marjolijn van Oordt, the owner of **Tulpfietsen**. And the lucky winner is Fenje Bolt from **TEA BAR**. Congrats Fenje! When leaving the LaptopLounge there are **CRAVE** Amsterdam give-away tea bags from the tea bar to bring home with you.

This is what **CRAVE** is all about, and the **CRAVE** Amsterdam book launch is a great success!





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This post was written for the CRAVE company by Marjon Parmentier, who worked as editor for the online magazine vrOuw.nl and was responsible for partnerships, public relations, writing articles about spirituality and female related subjects and other content for the website. With her business background she thought that what she did at vrOuw.nl, she could do for various websites/organizations. She is passionate about people and why they do what they do!

Therefore she recently started PARMsupport in order to support other persons with their organization/website by various activities, such as supplying content for websites, writing articles, workshops, project support and other. For her it is all about People, Communication, (Business) Spirituality, Female Strength (girl power), Eco/ sustainability and Health.

Soon you can check her out via [www.PARMsupport.com](http://www.PARMsupport.com).

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