



mozilla

Firefox®

Proof Of Concept Piece For Mozilla FireFox

Lead writer ideating for an innovative NEW Mozilla Firefox shopping/editorial/content product. Hired by Mozilla to research, concept and create MANY iterations of content in Homestyle, Food & Beverage, Wellness, and Off The Beaten Path categories. Concepted names for the new channel. Identified working name: "Haystack"

See proof of concept for Haystack, with one Food & Beverage example below...

Note: this project is yet to launch and currently on hold!



Tired of the same 5 retailers in every search?

The top 3 retailers account for 70% of all online sales. We think outside the (big) box (stores) to inspire and delight with engaging, fun, and informative content showcasing the best of the rest of the web.

We showcase small, independent,
sustainable brands

*We locate and spotlight small, indie, hidden, or unheard-of
online stores that sell rare, distinctive, and hard-to-find items
that (we hope) will inspire and delight.*

SHOP
SMALL



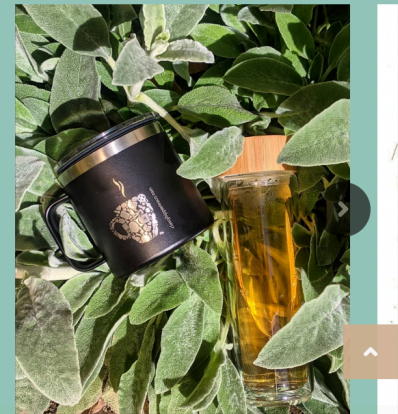
OUR INSPIRATION

Our mission is to create a more joyful internet and give our users the opportunity to shop for items they didn't even know they wanted, needed...or existed—the (shopping) needles in a (cyber) haystack.

We want to spotlight retailers with a great story, a unique reason for being, and ones who embrace the ideals that our community stands for, like, sustainability, artisanal craftsmanship, individuality, and inclusivity for all.

Bon Appe(tea)!

Rumor has it that you don't need to be a Brit to love tea. From phenomenal flavor profiles to wellness blends, it's come an *oolong* way from throwing a bag in a cup. These retailers take it to a whole other level—bon appe(tea)!

[VIEW LIST](#)

Scroll for an example of how a “Haystack” Food & Beverage piece of shoppable content might look and sound.

Haystack

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Brooklyn Tea

The folk at Brooklyn tea are obsessed with making the perfect sipping sensation. From the health benefits and cultural nuances to trillions of taste options and the 'right' time and temp to pour hot water (really!). Deliver their laid-back bklyn vibe to wherever you call home and put the kettle on.

SHOP

The Tea Spot

Cancer survivor Maria Uspenski accredits the powerful therapeutic benefits of tea as a key ingredient in her recovery. Now she’s on a mission to use it as a force for good, empowering people to live an inspired and healthy life. We say take a leaf out of her book...or cup.

SHOP





August

Aaron and Gina do anything for flavor. They turned their kitchen into a tasting lab, threw gastronomically ambitious dinner parties and traveled the world. Then came their (brew) ah-ha moment—tea! Beyond health benefits and tradition—it delivered phenomenal flavor. Now their original blends are set to tea'se your taste buds.

SHOP



Classy Hippie Tea Co.

Leo Hickman, public speaker, biomedical engineer, post 9/11 soldier and world traveler was on a journey of purpose. But his future (career) was written in the tea leaves. He became a professional tea sommelier and opened Classy Hippie; offering beautifully blended teas and a delicious approach to life.

SHOP



Insights - Preset #43 (du



Art Of Tea

In 1996 Steve Schwartz journeyed to the Ayurvedic Institute in New Mexico to study preventative medicine. The elixir he discovered? Tea! This award-winning master blender now travels the world to discover rare organic teas on his mission to enrich the lives of those who pause long enough to take a sip.

SHOP

