



FOR IMMEDIATE RELEASE

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Mata Traders Introduces Spring 2010 Collection

Chicago, IL (January 20, 2010) – Mata Traders, a leading fair trade apparel and accessories company, introduces its Spring 2010 Collection at the winter trade shows.

The line includes dresses and women's accessories such as handbags, scarves and jewelry. Mata Traders fuses traditional artisan processes such as hand block printing techniques with contemporary cuts to create a look that is modern, hip and wearable. The collection adapts warm tones, exceptional cotton fabrics, and incredible attention to detail. Accents also include appliqué and hand embroidery. All of the items are handmade by women in India and Nepal and fairly traded, which ensures each of the women producers receives a fair wage for their work.

The color combinations and patterns of the apparel are a delectable blend of whimsy and flattery, from a bold paisley print dress to a mini jacket featuring a twist on the traditional Ikat weave. Bolder tonal accent colors finish the look for a smart, feminine vibe. The pallet is a refreshing burst of earthy tones and wholesome shades. Jewelry leans on the bold side, striking a delicate balance of making a statement while being fun, welcoming and affordable.

The collection is scheduled to debut for the Spring/Summer 2010 season. It will be available to show starting mid-January and available for delivery in-store starting in mid-April.

Retailers can see the entire collection at the following show locations this winter:

- Beckman's Handcrafted Gift Show/Chicago Gift Show Booth # 8-7106, January 23-26
- New York International Gift Fair, Booth #5316, January 30-February 3
- Magic Show, ECOLLECTION Division, Booth #TBD, February 16-18

Interested retailers can also view the collection at www.MataTraders.com and request a wholesale account log in.

About Mata Traders

Mata Traders is an independent women's apparel and accessories label based in Chicago, Ill. which wholesales a high fashion line of fairly traded clothing and accessories. The company works directly with artisan groups throughout India and Nepal to create fashion-forward and on-trend products for retailers throughout the United States. For more information about the company's background and collection, please visit www.MataTraders.com.

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Fact Sheet

Mata Traders' products are original designs handmade in India and Nepal by women's cooperatives and artisan groups that practice fair trade principles. This means that its producers are paid a livable wage in safe and fair conditions, and do their work at home and in small workshops rather than factories. Services like on-site day-care, medical check-ups, over-time pay and paid sick leave are offered.

Every year, thousands of children migrate to the megacities of India to find work and send money back to their families. Providing income to women at poverty level is a way to combat the problem of child labor at its roots. The change can be seen not only in the life of the woman employed by the co-op, but especially in the next generation, and the children the woman can afford to educate. There is absolutely no child or sweatshop labor used in the items produced by Mata Traders.

The fabrics used by the artisans contain a history and preserve an art. Most are hand block printed with eco-friendly vegetable dyes, supporting an artisan-based textile tradition existing in India for centuries.

The company also uses fair trade certified cottons, which means it supports small family farms that are paid a fair price for their cotton and follow environmental standards that restrict the use of agrochemicals and encourage sustainability.

Mata Traders is a proud member of the Fair Trade Federation (www.FairTradeFederation.org), Green America (www.GreenAmerica.org) and Chicago Fair Trade (www.ChicagoFairTrade.org).

Note to Media:

Hi-resolution images of specific catalog images are available by request. To schedule an interview or to receive images, please contact Megy Karydes at 312-560-2715 or at megy@World-Shoppe.com.

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About Mata Traders

The journey to what became Mata Traders began after two women, best friends since college, decided to travel around the world over the course of ten months. At the end of the trip, while Michelle King went to graduate school, Maureen Dunn continued to return to India for annual buying trips, importing everything from antique wall hangings to leather shoes.

As Maureen's business grew, so did her awareness of the conditions of poverty that exists for much of the Indian population. She began to see her purchasing power as a chance to make a difference and on her second trip to India, actively sought out producer groups that practiced the principles of fair trade and paid its workers good wages.



Maureen out shopping for bangles - every Indian lady's favorite pastime!



Michelle with our fabric producers; 3 generations of family.

Fresh out of school, Michelle joined her friend once again as a partner of Mata Traders. The duo's mission, through Mata Traders, is to work with organizations that educate, employ, and empower women. Spending time with these groups has helped them realize that even the most traditional women, when given the opportunity, thrive in a sphere of meaningful work outside their homes and families. They have also learned that equality in the workplace *IS* possible in a country as socially stratified as India. Whether a beginner sewer or the co-op's marketing director, all the women who make the clothing and accessories for Mata Traders have a voice.

Maureen and Michelle are proud to help those voices be heard by bringing retailers and socially conscious consumers quality handiwork in a high fashion, fairly traded product line.

Maureen and Michelle interact with their artisans regularly and visit India twice a year to design new products and oversee quality control.



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