



FOR IMMEDIATE RELEASE

Media Contact:
Megy Karydes
312-560-2715
megy@KarydesConsulting.com

Mata Traders Introduces Sophisticated-with-an-Edge Designs in Fall/Winter 2010 Collection

Chicago, IL (July 8, 2010) – Mata Traders, a leading fair trade apparel and accessories company, introduces its Fall/Winter 2010 collection of elegant and playful designs.

The collection expands upon Mata's popular Spring/Summer line by adding flattering, high-waisted trousers, recycled denim handbags, and more uniquely handcrafted jewelry.

Jewel tones including teal, eggplant and gold add a punch of color to dresses, tops and skirts while sophisticated grey and black play center stage in an elegant A-line dress and must-have sailor trousers. Many pieces feature Mata Traders' trademark hand appliqué – sparrow and arbor designs decorate lined skirts and bags alike.

Mata jewelry continues to make a statement with bold designs meant to be noticed and appreciated. Gold tribal angel wing earrings share the stage with a stunning monde necklace.

Also, since Mata Traders works directly with women artisans in India, it continues to pay its artisans a fair wage while keeping its prices affordable in the US.

The collection will debut at the summer Gift Shows and will be available for delivery in-store starting in mid-September. Retailers can see the entire collection at the following show locations this summer:

- California Gift Show, Booth #1023, July 16-19
- Beckman's Handmade/Chicago Gift Show, Booth #8-9103, July 24-27
- New York International Gift Fair, Booth #6518, August 14-18

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

About Mata Traders

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

###



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 Mata's producers are paid a livable wage in safe and fair conditions, and their women members do their work at home and in small workshops rather than factories. Services like on-site day-care, medical check-ups, and over-time pay 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 our 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@KarydesConsulting.com.

###

About Mata Traders

The journey to what became Mata Traders initially began after two women, best friends since college, decided to travel around the world over the course of four months. At the end of the trip, the Maureen Dunn and Michelle King continued their friendship while Michelle went to graduate school and Maureen kept returning 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 change to make a difference and on her second trip to India, actively sought out producer groups that paid its workers good wages and practiced the principles of fair trade.



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



Michelle with our fabric producers; 3 generations of family.

Fresh out of graduate 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 that is 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 marketing director, all the women who make the clothing and accessories for Mata Traders have a voice.

The women are proud to be a part of that voice by bringing retailers and socially-conscious and fashionable women their quality handiwork in a high fashion, fairly traded product line.

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



Recent Press Coverage

