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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.

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