



## FOR IMMEDIATE RELEASE

### **Me to We Artisans Launches Atelier, a New High-End Line That's Changing the World**

*- The collection provides sustainable income for the women creating the line, while each piece provides school supplies for girls in Kenya -*

*- Atelier is available on [shop.metowe.com](http://shop.metowe.com) and at Holt Renfrew as part of H Project-*

*- Hi-res images and product information [found here](#) -*

**Toronto, ON (May 21, 2015)** – Me to We Artisans is excited to announce the launch of Atelier, a line of high-end jewellery and handbags supporting women's empowerment. Atelier is part of Holt Renfrew's H Project titled Uncrate Africa. With every purchase of a hand-made Atelier product, a girl in Kenya receives the gift of education, providing her with the tools to create a brighter future. Every piece is also handcrafted by a female artisan in Kenya, empowering her to earn a sustainable income and support her family. [Atelier](#) is available online and at Holt Renfrew stores in Toronto, Calgary and Vancouver.



Atelier celebrates the traditional beading skills passed down by generations of women in Kenya through beautiful handmade jewellery that reflects Kenyan culture. Each piece is designed with rare, locally hand-picked materials like ostrich shells and vintage trade beads to create a unique and beautiful collection.

"I am thrilled to launch Atelier, our first line of high-end products that not only look great in your wardrobe, but make a huge impact in the lives of women in developing communities," said Roxanne Joyal, CEO, Me to We. "The impact of Artisans resides not only in economic benefit, it is also a means of encouraging leadership and positively affecting the community on a larger scale."

Atelier is designed by Me to We Artisans' in-house designer, Kessa Laxton, who has managed to fuse the spirit of Kenyan culture with the style of today's fashionable woman to create timeless pieces that make a big impact.



All products are part of Me to We's Track Your Impact program, whereby each item purchased gives a life-changing gift to a child or family in a Free The Children developing community overseas. All products come with a link to [Trackyourimpact.com](http://Trackyourimpact.com) where consumers can track exactly in what country and community their gift was given.

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### **About Me to We**

Me to We is an innovative social enterprise that offers socially conscious products and services, including socially conscious and environmentally friendly clothes and accessories, as well as life-changing international volunteer trips, leadership training programs and materials, an inspirational speakers bureau, and books which address issues of positive social change. In addition, half of Me to We's net profit is donated to Free The Children, while the other half is reinvested to grow the enterprise and its social mission. Visit <http://www.metowe.com> for more information.

### **About Me to We Artisans**

In 2010, Me to We Artisans' founder, Roxanne Joyal, was inspired to create a line of original accessories after witnessing talented female beadworkers forced to travel daily to small tourist markets flooded with similar products, where they would sometimes sell their intricate beadwork at a loss. Today, Me to We Artisans has enabled the mamas to earn twice as much as before—without giving up their traditional way of life. To date over 1,200 Kenyan mamas are employed with Me to We Artisans, made up of 34 independent beading groups, spanning 14 communities.

### **For more information please contact:**

Lindsey Coulter  
Public Relations and Publicity, Me to We  
[Lindsey.Coulter@metowe.com](mailto:Lindsey.Coulter@metowe.com)  
647-390-4841