

Fossil announces collaboration to empower women with social enterprise ME to WE

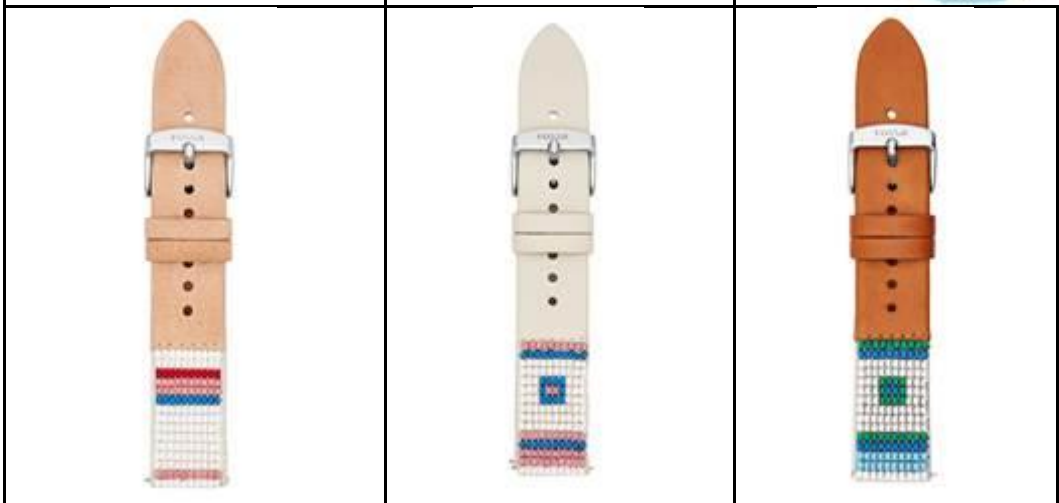
March 3, 2016 - [Fossil](#) and [ME to WE](#) have combined creative forces to launch an exclusive accessories collection that supports both brands' efforts to unleash the potential of female artisans around the world. The Fossil x ME to WE collaboration, created in partnership with Fossil designers and artisans in Kenya, or Mamas, is a robust collection of color, craftsmanship, and one-of-a-kind artisanal jewelry.

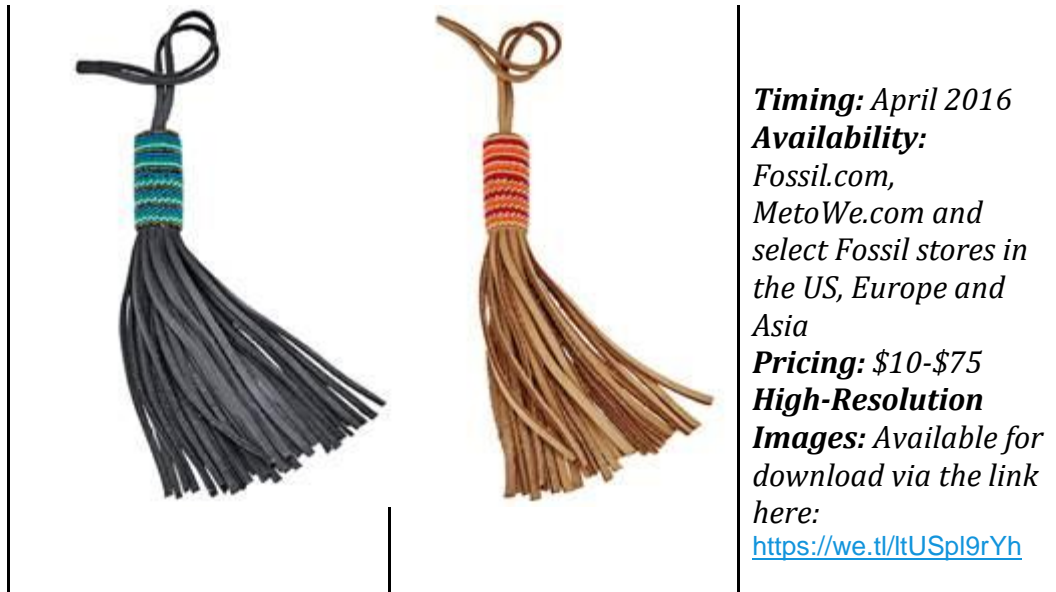
Using art forms passed down from mothers to future generations, these women are building a future for themselves and their families. Fossil and ME to WE encourage consumers to make a difference and learn about their impact through the purchase of this accessory collection made for (and by) moms. This capsule collection will be available at select Fossil stores in the US, Europe and Asia, and online at Fossil.com and MetoWe.com in April 2016.

As part of ME to WE's Track Your Impact initiative, all products come with a code for buyers to track exactly where and how their purchase has made a difference. Each ME to WE product sold at Fossil stores provides female artisans financial literacy and leadership training tools whereby each woman is able to build her savings, support her family, and gain a voice as a leader in her community. Through financial literacy and leadership training, these women build the skills and confidence to empower their families and community to break the cycle of poverty.

The line sheet and press release with full details on the collaboration can be found in the attached press kit. The collection will feature an assortment of beaded bracelets, necklaces, bag charms, watchstraps, and ME to WE's signature Rafiki bracelets. Full assortment pictured below:







About Fossil - Fossil is an American watch and lifestyle brand inspired by all things curious. Since 1984, we've been a creative collaborative focused on authentic design, craftsmanship, and storytelling. Fossil has grown to offer watches, bags, jewelry, eyewear, and most recently wearables. With more than 400 retail stores, 4,000 wholesale locations and 13,000 employees worldwide, passion drives our curiosity and inspires us to always ask "what's next?"

About ME to WE - ME to WE is an innovative social enterprise that provides products that make an impact, empowering people to change the world with their everyday consumer choices. ME to WE measures the bottom line by the people empowered and the lives transformed. Every purchase gives a life-changing gift to a child or family in Free The Children's partner communities, from school supplies to health care to alternative income opportunities and more.

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