

ARTISANS

WHERE STYLE MEETS SUSTAINABILITY

me to we

**INDIA: PACK
YOUR POMPOMS**

**DAYLE HADDON
SUPERMODEL, MOTHER,
AMBASSADOR**

**FALL FOR STYLE
HOT NEW ACCESSORIES**

FALL 2012
VOL.3

A NEW TWIST ON FRIENDSHIP

We love our friends, and we love our jewellery. So we put them together with deliciously stackable go-with-anything bracelets and necklaces in waxed cotton cord and hand-finished brass. In black, brown and olive green, you can layer these with any outfit any time. The Swahili charms show how beauty is created when cultures come together. Adjustable closures. Bracelets sold in pairs.



a note from *Roxanne*

A year ago, we published our first magazine to mark the official launch of Me to We Artisans in the Canadian market. In this edition, I am thrilled to share highlights from a year full of success.

The growing demand for our pieces – handmade with love – is the best story of the year. This demand ensures year-round employment for more than 450 mamas who are now earning two to three times more than before their involvement with Me to We. We are excited to bring this story to our friends, old and new, in our new packaging this fall!

Our collection is also growing in its sources of inspiration and craft. To mark the opening of Me to We's Araveli Cottages in Rajasthan, India, we are excited to bring you an exquisite collection of silks and vibrant colours, handmade by artisans in India.

Finally, I'd like to thank supermodel Dayle Haddon, an incredible example of a person who wears her heart on her sleeve. This summer, she travelled to Kenya to further her work as a Free The Children ambassador (see page 4).

It is a privilege to create collaboratively with the mamas for people who appreciate the heart and hands that go into every piece.

Asante sana!

Roxanne Joyal
Co-CEO, Me to We



"The Maasai mamas are happier than ever, doing what they love, and providing to those they love most."

HALF OF ALL PROFIT FROM ME TO WE IS DONATED DIRECTLY TO **FREE THE CHILDREN** PROJECTS AROUND THE WORLD
the other half is reinvested to grow the enterprise and its social mission

OUR BEST FRIEND *and charity partner*

Not only does Me to We Artisans bring a source of sustainable income to people in Free The Children countries, we also give half of our annual net profit to Free The Children. Through your support of Artisans, you are helping Free The Children break the cycle of poverty in the world's most marginalized communities.

FALL FOR STYLE

FALL FOR STYLE

featured



2



3



4

Infused with old-world charm, the hand finished patina of brass mixes perfectly with natural waxed cotton cord, butter soft leathers, and antique trade beads. The deep hues of the historic Karen Blixen Coffee Plantation house outside of Nairobi, Kenya set the backdrop for this winter palette of accessories to layer and love.

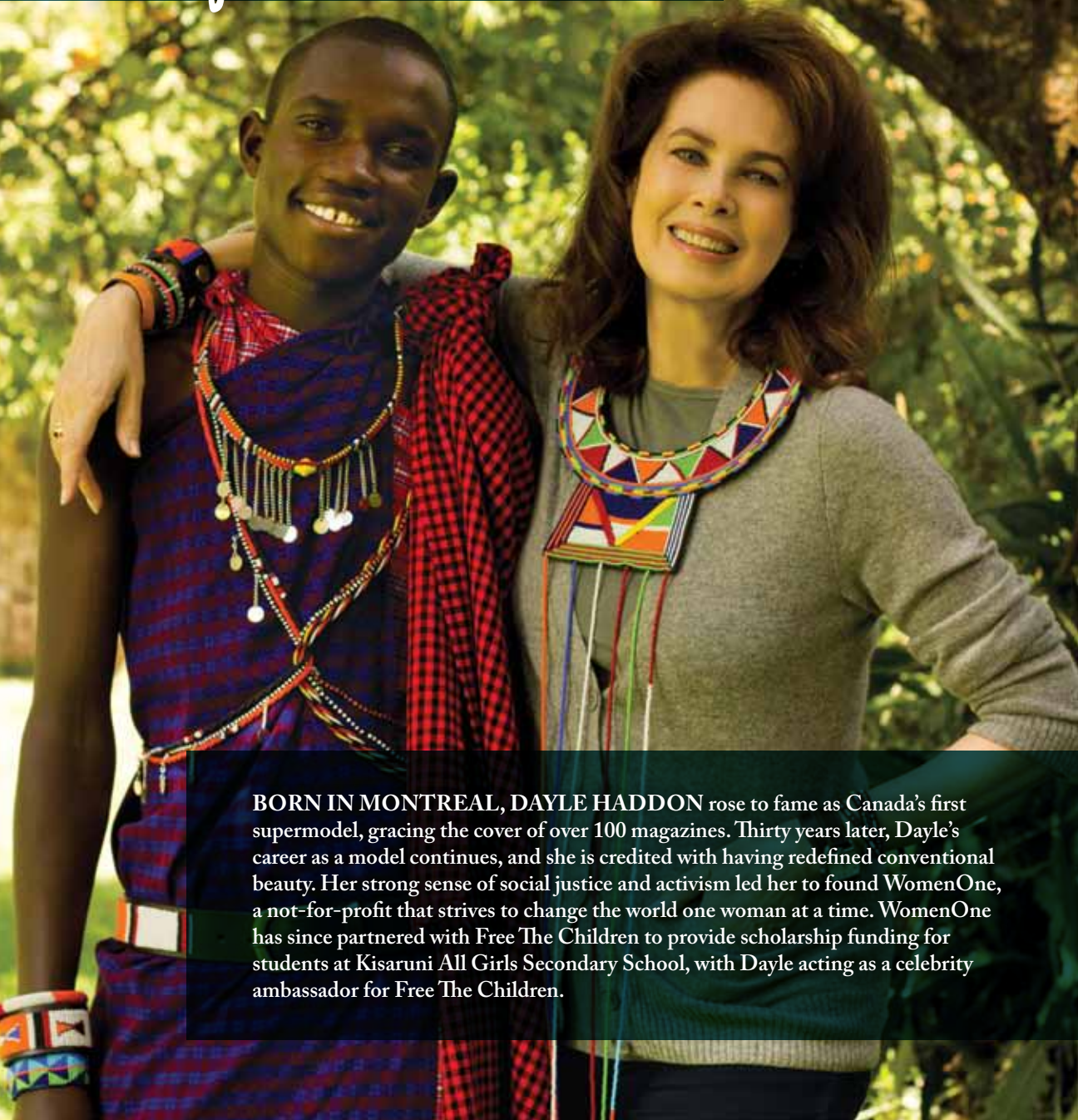


5

1 Ostrich on Black-Brown Boho Bag, 2 Black & Brass Tatu Three Wrap Bracelet, 3 Anchor Bracelets, 4 Jade Green Turkana Earth 19 Strand Pamoja Unity Bracelet, 5 Navy Blue Turkana Earth 19 Strand Pamoja Unity Bracelet.

INTERVIEW

WITH Dayle Haddon



BORN IN MONTREAL, DAYLE HADDON rose to fame as Canada's first supermodel, gracing the cover of over 100 magazines. Thirty years later, Dayle's career as a model continues, and she is credited with having redefined conventional beauty. Her strong sense of social justice and activism led her to found WomenOne, a not-for-profit that strives to change the world one woman at a time. WomenOne has since partnered with Free The Children to provide scholarship funding for students at Kisaruni All Girls Secondary School, with Dayle acting as a celebrity ambassador for Free The Children.

DAYLE HADDON

let's chat

As a mother, founder of WomenOne and ambassador for Free The Children, you are certainly a role model to countless youth. Who inspired you as a child to make a difference in the world?

Growing up, my parents instilled in me the responsibility to help others less fortunate. As a family, we would put boxes of food, clothes and toys together for less fortunate families. We often had young people with difficult backgrounds stay with us.

You founded WomenOne in 2009. Why do you think it's especially important for the women of the world to support girls?

It has been proven that when a girl is educated, the entire community prospers. I want to give women who have a voice the opportunity to help the many girls who don't have that chance. I formed WomenOne after taking many trips to Africa. I saw there was a need and felt, with WomenOne, we could help change the world, one woman at a time. You can learn more about WomenOne at www.womenone.org and @WomenOne.

Why did you choose to become an ambassador for Free The Children?

Free The Children does an incredible job. There are so many elements involved in helping a community, and the organization looks at the whole picture before they make an action. I am very proud to be a Free The Children ambassador and, through WomenOne, to help support their education projects. I love and share their passion and commitment!

What brought you back to Kenya this summer?

I wanted to see the progress of the girls in their second year at Kisaruni High School. I wanted to discover the changes since I had been there a year ago. I came away so impressed with the newly-found strength and conviction of these young girls. They are determined to make the most of this opportunity. I was also, once again, so amazed by the incredible support of the mamas for their girls to have the education they never had.



Dayle wearing the new Anchor Friendship bracelets and Tatu Three Wrap bracelet

What was your favourite moment during your afternoon beading with the mamas?

I was able to meet the mamas at the Me to We Atelier which is an oasis of tranquility.

What is your favourite piece from the Me to We Artisans fall collection?

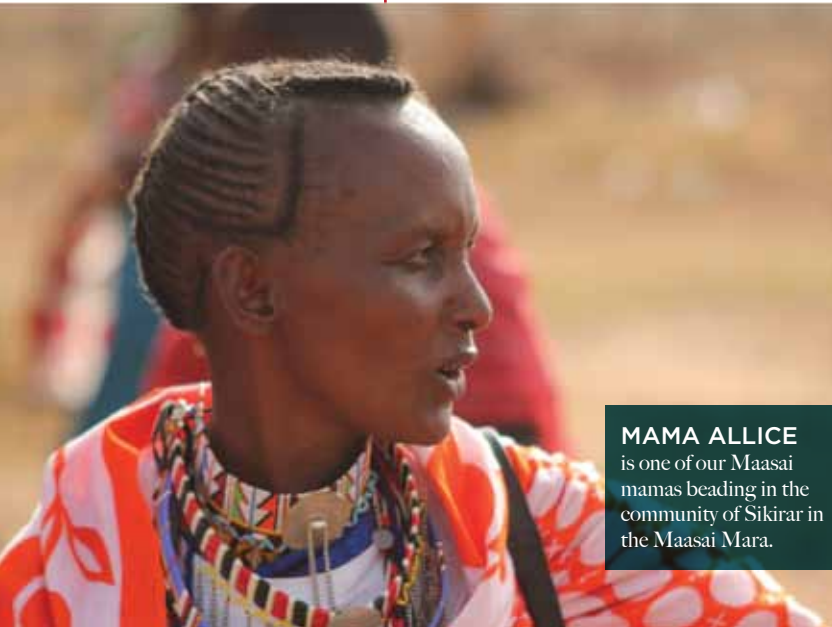
I have so many favourites! I bought many presents and they have been so coveted that I've had to order more. I would have to say that I still haven't taken off my Tatu Three Wrap bracelet. I wear it in the shower and in the ocean! Actually, both my wrists are decorated with Kenyan treasures from Me to We Artisans and they are amazing conversation pieces.

What Artisans piece do you think everyone should own?

Everyone HAS to have the Rafiki Friend Chain wound around their wrists in every colour!!

Follow Dayle Haddon on Twitter at @dayleythought





MAMA ALLICE is one of our Maasai mamas beading in the community of Sikirar in the Maasai Mara.



SUSTAINABLY MADE BY A MAMA IN KENYA

Meet Alice, one of our Maasai mamas based out of the beading community of Sikirar in the Maasai Mara. Alice runs a busy home. She is a wife and mother of seven children. With such a large family, school fees have been a challenge for her and her husband.

Since her employment with Me to We Artisans, Alice has earned a regular and fair income, empowering her to provide for her family and ensure that her children remain in school. Alice knows that education is the key to breaking the cycle of poverty. Today, her children dream of becoming lawyers, pilots, doctors and journalists. Like any mother, Alice puts her family first, and she is proud to be working hard in her community to fulfill her children's aspirations.

Alice is one of more than 450 incredible mamas! Our new packaging reflects the meaningful difference the pieces make in the lives of our Me to We Artisans.



"Beading is part of my Maasai culture. I really appreciate that I'm able to share this with the world."

Mama Alice

To honour the mamas who handcraft each Artisans accessory, this Maasai mama illustration is making an appearance on all new Artisans tags.



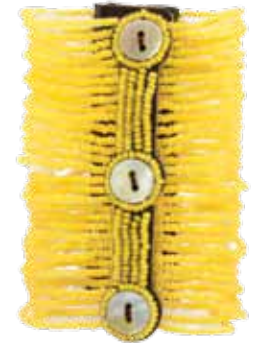
Photos courtesy of V. Tony Hauser



1



2



3



4



5



6



7



8



9

1 Bahati Snap Bracelets. 2 Acacia Leaf Necklace. 3 Pamoja Unity Bracelet. 4 Rafiki Friend Chain and Luxe Rafiki Friend Chain. 5 Maasai Penzi Love Rings. 6 White Beaded Button Earrings. 7 Jade Green Turkana Earth Single Strand Pamoja Unity Bracelet. 8 Maasai on Brass Chain Necklace. 9 Maasai on Black Leather Boho Bag.

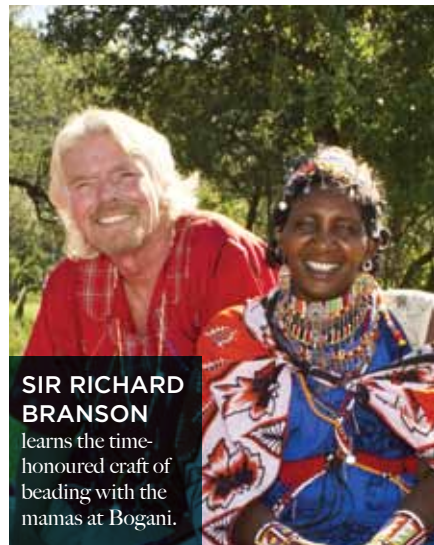


FIRST HAND AT BOGANI

As part of their Me to We Volunteer Adventure, guests at Bogani Cottages and Tented Camps in Kenya partake in a beading session with the Maasai mamas. Our guests try their hand at this traditional craft, passed down from generation to generation, to become more immersed in the Maasai culture. A recent guest at Bogani, Wendy Sirchio had the following words to share about her experience beading with her daughter and the mamas:

"Beading with the mamas was a special experience for my seven-year-old daughter, and it had special significance for me as well. As I arrived a bit late and sat down on the red Maasai shuka in the shade of the acacia tree, I saw Sophie happily beading under the good-natured supervision of the mamas.

Sophie, normally a bit shy, had excitedly joined the group without me and decided to apply her love of patterns to making something of her own design, rather than using the leaf-shaped leather piece we were all given. She made an entire bracelet from the infinitesimal coloured beads by repeating the same complex pattern, which required tremendous patience and persistence. She enjoyed the opportunity to learn and create something special; I reveled in the self-confidence and independence I observed in my little girl, so pleased that the special dynamic among the mamas and our wonderful group had enabled Sophie to use her new knowledge to walk to her own beat and create what was in her heart. Thank you, Me to We and Free The Children!"



SIR RICHARD BRANSON learns the time-honoured craft of beading with the mamas at Bogani.



Pack your Pom-poms!

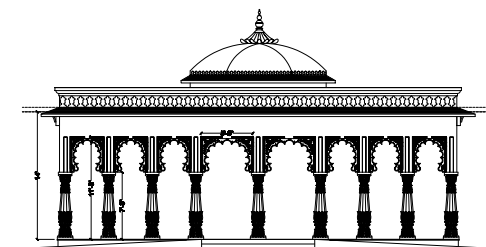
DISCOVER INDIA

Come and celebrate the opening of Me to We's latest Volunteer Adventure destination, Araveli Cottages in India.

Pack your Pom-pom bracelets, made in rich and bold colour combinations using luxurious silks, and join us for an incredible journey.

Building on Artisans' success in Kenya as a source of alternative income for mothers, we have established a new workshop near Udaipur. On your Me to We Volunteer Adventure in India, you'll have the opportunity to work alongside and learn from local artisans. With a rich tradition of handiwork and artistry, artisans in India use fabrics, silks, beads and precious metals to tell their stories and celebrate life.

Ethically made by artisans, and found by Roxanne during her travels, these Pom-pom bracelets reflect the colours of rural India. We love the international style of the jewel-toned stones, dazzling braided silks and gold metallic accents.



YOUR GATEWAY TO INDIA Opening Summer 2013

Our Araveli Cottages are perfectly sited as a gateway to India's vibrant people and culture. The historic property is adjacent to ancient forts and resilient rural communities. Join us in living the change by helping to build a school in India.

HOSTESS *rewards*

By playing hostess to Me to We Artisans and sharing the message of socially responsible style with your friends and family, you are giving us and our artisans an incredible gift. Our gift back to you, in addition to our deepest thanks, is a limited edition Safari Clutch made with love by a Maasai artisan.



*Short timeline?
No problem!*
We can help you host
your personal Trunk
Show on your schedule.

HOW TO HOST A FABULOUS TRUNK SHOW IN 5 EASY STEPS

We love accessories. Nothing pulls an outfit together faster than the perfect conversation piece. And when that piece of jewellery is made by a gifted artisan, who is building her independence, confidence and transforming the life of her family and children with the money she earns, it makes you feel even better.

Now you're invited to introduce your friends and family to our on-trend, high-quality accessories and make a difference in the world with the products you choose.

It's easy to become a Me to We Artisans Trunk Show hostess. We take care of all of the details—all you need to do is follow these five simple steps.



1 *Sign up*

Simply let us know that you would like to host a Me to We Artisans Trunk Show and our team will personally assist you! Please contact us at artisans@metowe.com or 416.567.6872.

2 *Make a guest list*

The more guests who attend, the greater your impact. Plus, more friends and family makes for a fun party! We find that about half of invited guests will typically attend.

3 *Save the date*

Once you've made your guest list, we'll help you send a customized "save the date" email to set the tone for your Trunk Show.

4 *Send your invitations*

Before your Trunk Show, we'll provide your guests with all of the details they'll need in a personalized e-invite to your event with a link to our Trunk Show website.

5 *Shop for a cause*

This is your chance to introduce your friends, family, co-workers and neighbours to Me to We Artisans. Have fun, shop and make an impact!



party time

FAQ

FREQUENTLY ASKED QUESTIONS

Who should host a trunk show?

Our hostesses all share a common trait—the desire to connect with friends and family and make a difference. Our accessories appeal to a wide range of ages and tastes, and we offer classic styles as well as on-trend options for young adults.

Who should I invite?

Whether it's your team in the boardroom, a night out with your girlfriends, or a mom and daughter event after school, we will personalize your trunk show and e-invites to suit you and your special guests. Keep in mind that not everyone will be able to come, so we suggest inviting 20-30 people at a minimum.

What impact am I making?

When you choose Me to We Artisans, you are providing employment to over 450 women in the Maasai Mara who now earn two to three times more than before their involvement with Me to We, without disrupting their day-to-day life. We provide financial literacy training and help the women start their own small-scale enterprises. The mamas tell us that they feel valued and honoured when you choose their handmade accessories.

How do I get started?

That's easy! Just call 416.567.6872 or email artisans@metowe.com and we'll take care of the details. We accept Interac and all major credit cards. We will bring a mobile terminal with us to make it easy.

What jewellery will you bring to my trunk show?

Our ambassador will bring you the newest Artisans collection as well as some classics. You will receive products in a variety of colours, styles and price points. The best part? No order forms or shipping. The jewellery leaves with your guests.

What Your Trunk Show Might Look Like

7:00-7:30pm

BROWSE AND MINGLE

Peruse, try on and style Artisans jewellery and bags with your friends. Our Me to We ambassador will be there to answer questions and share stories.

7:45-9:00pm

SHOPPING TIME!

With help from our ambassador, guests will accessorize to reflect their own look and will head home knowing their purchases will have a positive impact.

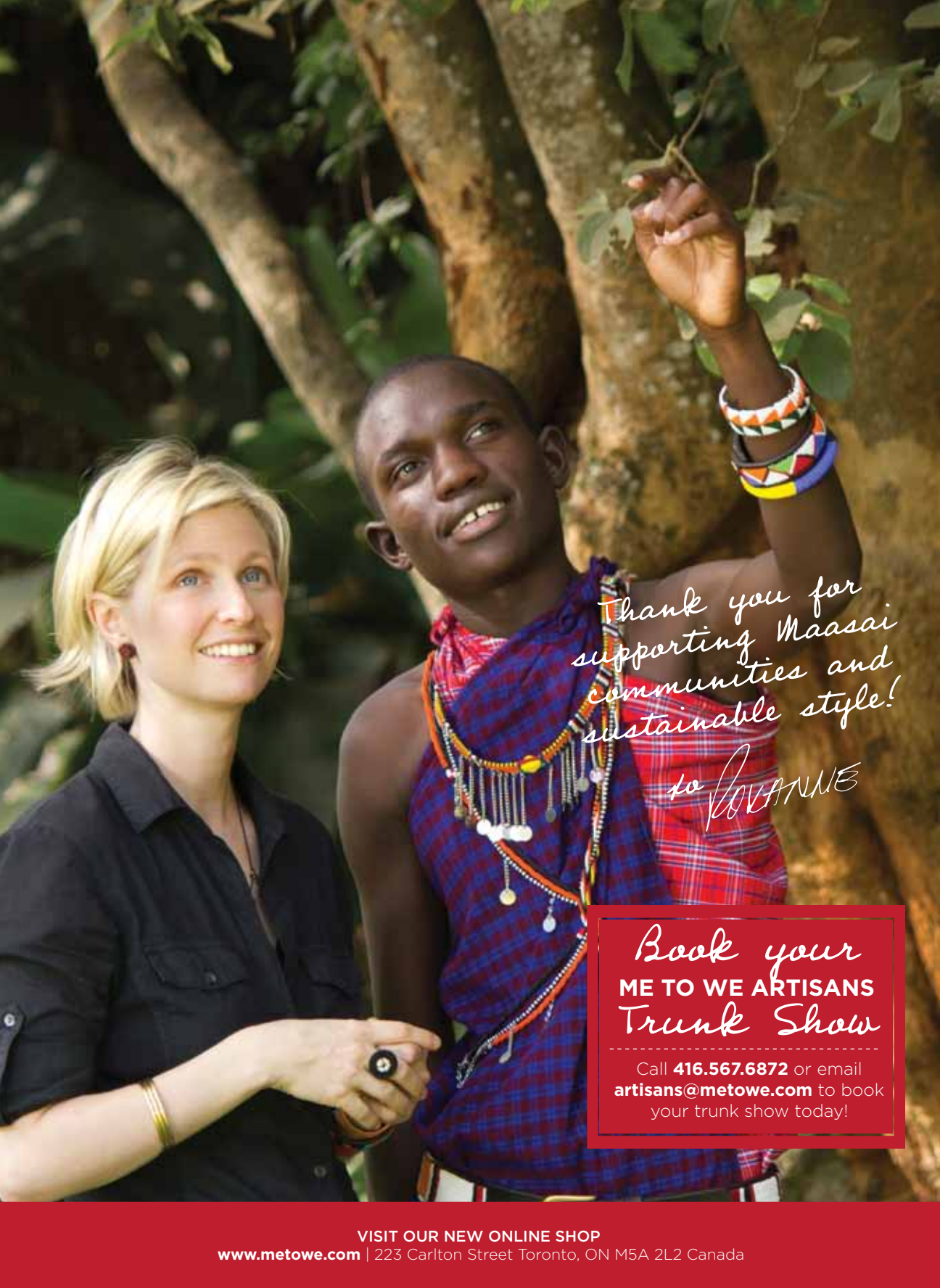
It's easy!
We'll set up 30
minutes before
your Trunk Show
starts and wrap up
30 minutes after!



ARTISANS IN ECUADOR: POSITIVE ALTITUDE

In the highland plains of Ecuador's mountains, a small herd of happy alpacas produces some of the world's softest, warmest, fair trade fibre. Using this high quality yarn, co-operative groups of local women draw on knitting expertise handed down through generations to create each item by hand. Warm your heart and your head when the temperatures drop with our new happy alpaca knits for men and women.





*Thank you for
supporting Maasai
communities and
sustainable style!
xo JOVANNÉ*

*Book your
ME TO WE ARTISANS
Trunk Show*

Call **416.567.6872** or email
artisans@metowe.com to book
your trunk show today!