



ABOUT ME TO WE ARTISANS

Accessories with a purpose.
Artisans with a story.



Photograph courtesy of V. Tony Hauser



THE STORY BEHIND ME TO WE ARTISANS

Me to We Artisans is a line of original accessories, handcrafted by artisans in Free The Children communities across the globe.

Founder Roxanne Joyal was inspired to create Me to We Artisans in 2010 after witnessing talented Maasai beaders who travelled daily to small tourist markets flooded with competing products and were forced to sell their intricate beadwork at a loss.

THE IMPACT OF ME TO WE ARTISANS

Today, Me to We Artisans employs more than 812 Maasai mamas full-time, providing them with an alternative source of income so they can pursue their dreams and support their families and communities. By joining Me to We Artisans, each woman is empowered to build her savings and do things she never would have believed possible: improve her home, support her family, send her children to school, and believe that her skills and her voice have value. Infusing a centuries-old beading tradition with modern elements designed by Roxanne Joyal, our collections share the artistry of Maasai culture with the world.

"I can send my children to school, put a tin roof over my house or start a garden. I can say with my head held high that I am an empowered woman because of the Artisans program."

—Mama Leah

ABOUT ME TO WE

Me to We is an innovative social enterprise that provides better choices for a better world. Through offering socially conscious and environmentally friendly products and life-changing experiences, Me to We measures the bottom line not by dollars earned, but by the number of lives we change and the social and environmental impacts we make. 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.

QUICK FACTS

- ▶ More than 812 women in 14 Free The Children communities are employed by Me to We Artisans.
- ▶ Each unique piece represents a connection between you and a local artisan.
- ▶ Me to We Artisans offers Trunk Shows, which let people share artisans products with their family, friends and neighbours—all from the comfort of their own homes.
- ▶ Women employed through Me to We Artisans are paid a fair wage for their work, often earning two to three times more than before.
- ▶ The women are provided with financial literacy and leadership training throughout the year.
- ▶ The confidence and skills women gain through Me to We Artisans empowers them to play a greater role in community-wide initiatives such as education projects and kitchen gardens.
- ▶ Me to We Artisans works in Kenya, with projects expanding to India and Ecuador.
- ▶ Me to We Artisans offers several unique, handcrafted collections as well as limited-edition collections for special occasions.
- ▶ Me to We has partnered with several companies to help spread the impact of Me to We Artisans, including Second Cup, Virgin Atlantic, Holt Renfrew, DHL, Aeroplan, Air Canada, Nordstrom and Chapters Indigo.
- ▶ Sustainably produced using locally sourced materials.



For more information, please contact:
Please email pr@metowe.com or call 1.877.638.6931

ME TO WE ARTISANS SPRING 2014 COLLECTION



Rafiki Friend Chain Set of Five



Soko Bracelets - Aubergine



Ashes Bracelet



Tatu Braided Bracelet - Navy



Transformation Charm Necklace - Peace



Tatu Brass Three Wrap Bracelet - Silver



Neno Word Bracelet - We



Transformation Single Strand Bracelet - Wood and Brass



Vanity Bag

STAY CONNECTED

Check out our social media: facebook.com/metowe; youtube.com/metowe; twitter.com/metowe
 To view our collections and learn more about the Maasai mamas visit metowe.com/artisans
 To learn more about why Me to We products are different visit metowe.com/why
 Me to We Artisans products are available for purchase online at www.metowe.com/shop
 Or, shop at our retail store: Me to We store, 223 Carlton Street, Toronto, Canada
 For more information on Trunk Shows, contact artisans@metowe.com or call 647.288.0104 x 1905