

Green is Always in for the Season!

Rising Tide Fair Trade Debuts New Crossbody Bag that Maintains the Company's Environmental, Ethical and Fair Trade Standards

Brooklyn, NY (June 24, 2010) -- This fall, women can feel good about wearing the handbag silhouette of the season in Rising Tide Fair Trade (RTFT)'s brand new Crossbody Bag. Known for their fair trade accessories, RTFT worked with artisans in India to create the fresh for fall style using cruelty free leather, a first for the company, and updating its signature vintage kantha quilt fabrics in colors perfect for autumn.

Fashionable and functional, the RTFT Crossbody Bag can easily go from work to weekend. For a more structured look, the bag can be worn straight up by its leather hand straps, or for a more casual vibe, it can be worn folded over with an adjustable and removable shoulder strap. It even works as a cross body bag, perfect for the city girl.

The signature vintage kantha stitched fabric is updated for fall in intricate prints and colors. The handbag is finished with rich, buttery, brown cruelty free leather at the base, side panels, hand and shoulder strap and front zipper pocket. The front zipper pocket, which measures 8"x7.5" across with an 8" zipper is perfect for storing your cell phone, iPod and keys. The Crossbody has a brass button at the top with a full printed cotton lining featuring one zipper pocket in the interior. The bag measures 12" x 14" folded and is 3.5" deep. When worn straight, the bag is 18.5" long. The handle has a 5.5" drop and the adjustable cross body strap is at its shortest 15.5" and at its longest, 26". The Crossbody Bag retails for \$150. Like all of their bags, each is handcrafted and one of a kind.

"The RTFT Crossbody Bag is our answer to that one bag in your wardrobe that serves many purposes," says RTFT co-founder Virginia Dooley. "Whether you want a tote style or more of a messenger, this bag will take you anywhere and everywhere. We're on the go girls, and we need a bag that can keep up with our ever changing lives."

In January 2008, RTFT released its first limited edition collection of carryall bags. The Indian artisans—whom the founders located through the Fair Trade Federation—earn roughly 60 percent more than they would for comparable factory jobs. Since most of the artisans have the choice to work from home, they can tend to their children while contributing to the family income. RTFT individually chooses each kantha fabric for the new Crossbody collection, and all collections, from the cooperative's wares.

About Rising Tide Fair Trade

Rising Tide Fair Trade (RTFT) was founded in June of 2004 by Virginia Dooley and Nicole Jones, two friends united by an obsession with exotic textiles and a belief that fashion and sustainability should go hand-in-hand. Dooley and Jones met while pursuing their Master of Science in International Development Studies at the University of London. Inspired by the prevalence of fair trade goods in the U.K. and the lack of such products in the U.S., the friends started Rising Tide to fill a hole they saw in the American market and to disseminate fair trade labor practices to mainstream shoppers. The full Kantha collection is available for purchase at www.rtfairtrade.com.

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Product samples and images available upon request

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