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FOR IMMEDIATE RELEASE

Rising Tide Fair Trade Adds New Hobo and Bowler Bags to its Kantha Collection for the Holiday Season

Certified Fair Trade fashion accessory company uses artisan-made quilts and cruelty free leather in Co-Op America-approved bags

Brooklyn, NY (July 24, 2009) -- Rising Tide Fair Trade (RTFT), distributors of ethical fashion to the U.S.A., today announces the release of two new bag styles: Hobo and Bowler, to its debut Kantha Collection for the holiday season. As with all RTFT bags, the Hobo and Bowler are hand-crafted from colorful vintage Indian quilts and cruelty-free dark brown or black suede. Hobo, a casual tote perfect for everything from gym gear to organic vegetables, measures 14" H x 26" W x 9" D and retails for \$140.

The Bowler bag, a smaller version of the RTFT best-selling Weekender, measures 10" H x 15" W x 5" D and retails for \$150. "In creating these two new styles, our hope is to offer more holiday gift options while promoting ethical fashion," says RTFT co-founder Virginia Dooley. "Our regular customers believe in supporting Fair Trade organizations like Rising Tide all year long, but we think the holidays are a great time to spread the message and educate friends and family about the benefits of Fair Trade labor practices."

In January 2008, RTFT released Kantha, its first limited edition collection of carryall bags. Each bag is an original designed exclusively for RTFT under the direction of company co-founders, Virginia Dooley and Nicole Jones. The Indian artisans—whom Dooley and Jones 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 quilt for the collection from the cooperative's wares. The finished product, a combination of vibrant colored floral and geometric patterns woven together with the finest kantha embroidery, embodies the adventurous spirit and stylish sensibility that puts Rising Tide at the forefront of the American fair trade marketplace. Other bags in the Kantha collection include the Weekender (H 12" x W 20" x D 8") which retails at \$220 and the coin purse (4 ½" H x 4 ½" W x ½" D) which retails for \$24.

Dooley and Jones plan to continually expand their line of limited edition bags by rolling out collections built around specialized textiles native to specific global regions. Plans for lines featuring fabrics of Colombia and Sudan are already in the works.

## 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. RTFT products have since garnered attention amongst the editors of such publications as Daily Candy, O, The Oprah Magazine, Eco Fashion World and The Washington Post. The full Kantha collection is available for purchase at [www.rtfairtrade.com](http://www.rtfairtrade.com). ### Product and images available upon request.