

Rising Tide Fair Trade **Releases New Tote Bag For Baby, Beach, and Travel Needs**

Fair Trade fashion accessory company uses artisan-made saris in new line of [Green America](#) approved totes

Brooklyn, NY (Feb 9, 2010) -- [Rising Tide Fair Trade](#) (RTFT), distributors of ethical fashion to the U.S.A., today announces the release of its brand new Tote bag, with eye-catching kantha paneling. Lovers of RTFT's signature boho chic look can now bring a new style with them to the beach and the market, while supporting the fair trade cause. The new tote is the first foray into canvas for RTFT founders Virginia Dooley and Nicole Jones. The fabric used is a heavy weight, unbleached, cotton canvas in a natural oatmeal color. The tote includes an 8" drop canvas handle and two interior pockets to help keep valuables safely tucked away. Each bag is 100% hand-crafted with a colorful vintage Indian sari forming a central accent "band" around all sides of the bag. Due to the one-of-a-kind nature of kantha saris, no two bags are the same. Canvas fabrication means the tote is resilient at the beach or when filled to the brim with groceries. The amazing durability of this new tote makes it RTFT's best offering to date for busy, multi-tasking moms. The new tote measures 12" H x 16" W x 6" D and retails for \$60. "Nicole and I grew up going to the beach every summer and have learned from experience what makes a great all-purpose summer bag," says RTFT co-founder Virginia Dooley. "We've also done and continue to do extensive travel abroad. When you're jetsetting around in a foreign country, the same qualifications apply. You want something sturdy, roomy, and chic. We're excited to say that our new tote fits all of our travel, shopping, and beach needs to a tee." 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 sari for the new tote collection, and all collections, from the cooperative's wares. The finished product, a combination of canvas and 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. 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. The full Kantha collection is available for purchase at www.rtfairtrade.com.

Product and images available upon request

Media Contact:

Carolyn Alburger
calburger@gmail.com
415-793-8831