

Ten Thousand Villages  
Cameron Village  
435 Woodburn Road  
Raleigh, NC 27605  
(919) 821 1100  
[www.villagesofraleigh.org](http://www.villagesofraleigh.org)



## *News Release*

**Media Contact:**

Caroline Smith  
Marketing Manager  
(919) 821 1100  
[caroline@villagesofraleigh.org](mailto:caroline@villagesofraleigh.org)

**For Immediate Release**

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## **Fashion Show at Ten Thousand Villages Features Organic, Fair Trade Clothing From Mehera Shaw**

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**RALEIGH, N.C., March 13, 2006** – The new Mehera Shaw line of women’s clothing, created by Mark and Shari Keller, will be featured from 2:00 to 4:00 p.m., Sunday, March 26 at [Ten Thousand Villages](http://www.villagesofraleigh.org) in Raleigh’s Cameron Village at 435 Woodburn Road.

Ten Thousand Villages, a non-profit, fair trade retail store, will host a fashion show highlighting the Spring 2006 line from [Mehera Shaw](http://www.meherashaw.com), which uses traditional artisan methods of manufacture -- from hand printing techniques to treadle sewing machines. The Kellers created Mehera Shaw, located in Carrboro, N.C., with a mission to reconnect feminine style with natural beauty and humanitarian trade practices.

“We maintain small-scale production to ensure both an artisan quality to all of our collections, and to ensure a respectable wage for village populations with whom we work in North India,” says Shari Keller. “We also consider ourselves a ‘restoration enterprise,’ working to restore balance and beauty in everyday life and through all stages of production.”

“Mehera Shaw’s practice of fair trade and organic clothing is 100 percent in alignment with the mission of Ten Thousand Villages,” comments Sarah Pearson, executive director. “Not only shopping but wearing fair trade items is part of what we call a ‘fair trade lifestyle’ -- bringing our ethics to the marketplace with an understanding of who made the items and who is benefiting from our payment for them.

Additionally, paying artisans a fair wage in this type of production also enables them to pass their heritage craft to future generations. We are extremely pleased to host Mehera Shaw for this very special fashion show.”

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The first 50 guests to arrive at the fashion show will receive a set of bright, colorful natural grass bangles from Bangladesh, compliments of Ten Thousand Villages. The bangles are the perfect accessories to a fair trade and organic outfit, especially for those individuals who are proud to “wear fair trade on their sleeve.” Guests also will have the opportunity to purchase from the Mehera Shaw spring line following the fashion show.

### **About Ten Thousand Villages of Raleigh**

[Ten Thousand Villages of Raleigh](#) is a non-profit, fair trade retail store located in the Cameron Village Shopping Center. Opened in 1995, the store is part of a network of nearly 100 fair trade stores across North America. The Raleigh store’s principal wholesaler, [Ten Thousand Villages-U.S.](#), is the oldest and largest fair trade home décor and gift retailer in the United States, and a founding member of the [International Federation of Alternative Trade \(IFAT\)](#) and member of the [Fair Trade Federation \(FTF\)](#), both of which aim to improve the livelihood of disadvantaged people in developing countries and to change unfair structures of international trade. Ten Thousand Villages of Raleigh purchases products only from carefully chosen organizations that are members of the IFAT and FTF.

In 2005, Ten Thousand Villages-US received [Co-op America's People's Choice Award for Green Business of the Year](#). The award recognizes Ten Thousand Villages as a leader among businesses across the country committed to social and environmental responsibility.

### **About Fair Trade**

Fair Trade contributes to the alleviation of poverty in developing regions of the world by establishing a system of trade that allows marginalized producers to gain access to developed markets. This system of trade builds on artisans'/producers' skills, enabling communities to play an active part in their own development and at the same time satisfying consumer demand in developed markets.

### **About Mehera Shaw**

Mark and Shari Keller’s fascination with textiles and Shari’s love of design led to the creation in 1999 of [Mehera Shaw Design](#). Developed out of longstanding connections to India, its people and art forms, Mehera Shaw clothing reflects an innate femininity in harmony with a sense of natural beauty. Mark and Shari, a jeweler and anthropologist, respectively, share a deep appreciation for the artisan textiles of North India and are working to reclaim a more natural environment and styles of dress that reflect those beliefs through their commitment to using only natural fibers, in their traditional forms. The use of natural fibers and traditional, artisan methods of manufacture are combined with quality fabric and stitching of unusually high quality, resulting in clothing meant to wear well over time.