

FOR IMMEDIATE RELEASE

Introducing ClothRoads—a New Source for GLOBAL Textiles Colorado Company Partners with Indigenous Artisans Worldwide

Loveland, CO — A marketplace for exceptional handmade textiles from all over the world, *ClothRoads* is the brainchild of five former coworkers who decided to start their own business.

The company's partners all worked together at *Interweave Press*, a Loveland, Colorado, publisher of high-quality arts and crafts media, before they banded together to form *ClothRoads*.

"In our travels we would meet talented individual artisans and entire villages of weavers, spinners, dyers, knitters or needleworkers," says *ClothRoads* partner Marilyn Murphy, former president of *Interweave*. "Again and again we heard that they needed new markets where they could sell their work for a fair price. When artisans can't support themselves and their families by their craftwork, often they are forced to leave their villages to work in factories or menial jobs."

ClothRoads stocks fashion accessories, bolts of cloth and notions from seventeen countries in five regions. Products include cozy Estonian mittens, whimsical hand-knitted animals from Kenya, a wealth of handwoven shawls and table runners from Ethiopia and India, Indonesian sarongs, colorful embroideries from Mexico and gorgeous ikat-woven silks from Uzbekistan.

For do-it-yourself types, *ClothRoads* offers knotted silk buttons made by a women's cooperative in Morocco, naturally colored handspun yarns from Peru and Tajikistan, and hand-woven and naturally dyed silk cloth from India and Laos that customers can sew themselves.

The *ClothRoads* website (www.clothroads.com) is more than just a place to shop. It's a place to meet remarkable artisans, learn about different techniques, connect with other textile enthusiasts or just do a little armchair traveling along the cloth road.



ClothRoads Press Release

Page 2 of 2

“We like to say that ‘Every product has a story,’” says *ClothRoads* partner and marketing director Linda Tiley Stark, “and we are committed to telling those stories, in books, blogs, museum exhibitions or directly to customers when we sell at trunk shows.” Through its affiliation with *Thrums Books*, *ClothRoads* partners with local organizations like the *Center for Traditional Textiles of Cusco* in Peru and *Na Bolom*, a cultural association in San Cristóbal, Mexico, to produce and distribute expertly researched and written books that help preserve traditional techniques that might otherwise be lost.



In addition to online sales, *ClothRoads* holds trunk shows throughout the country, with upcoming shows scheduled in Denver (April 27–May 26 at the TACTile Arts Center), Long Beach, Calif. (July 18–21 at Convergence 2012) and Washington, D.C. (Sept. 20–22 at the Textile Society of America Marketplace). *ClothRoads* will release its holiday trunk show schedule in August.



“Although people knowledgeable about textiles recognize the quality of what we sell online, many people still want to see and touch fabrics before they buy, plus the trunk shows are a great way for us to tell the stories behind the individual pieces. We definitely plan to do more of them in the future,” Stark says.

###

Visuals available upon request or visit www.clothroads.com for downloadable jpgs and an electronic press kit.