

CLOTHROADS: STORY IDEAS

Helping Indigenous Communities. *ClothRoads* tries to work with locally organized cooperatives. In Morocco, we buy knotted silk buttons that from an organization that works to improve the lives of women and girls. In Kenya we work with the Molo Wool Project, which teaches women to spin yarn from local sheep. These stories, and others like them, can be found on our [blog](#).

Fashionably Unique. Our one-of-a-kind products — scarves, tote bags and shawls that can't be found in stores — will please anyone who appreciates fine craftsmanship and likes to have something that's not mass-marketed. Unique doesn't have to mean expensive, either. A Kuba cloth bag from Congo and silk scarves from India retail for \$50 and under.

Authentic Global Style for the Home. Global style is big right now, and *ClothRoads* delivers the goods! Whether it's embroidered table runners from Mexico, geometric-patterned Shoowa raffia cloth hangings from Congo, napkins from India or indigo field pillows from Ethiopia, artisan-made textiles from *ClothRoads* add a touch of authentic international style to any home.

An Exceptional Resource for Crafters. Whether it's stunning silk ikat fabric from Uzbekistan or rolls of indigo batik hemp cloth made by the Blue Hmong hill tribe in northern Laos, *ClothRoads* provides crafters with top-quality material. Handwoven, block-printed and naturally dyed silk from Creative Bee in India takes center stage at home or sewn into an au courant garment design. Handsome hand-stitched and dyed shibori fabric from Japan is another favorite for clothing and home décor.

Great Gifts for All Ages. Adorable hand-knitted animals made in Kenya (knitters can make more than 60 different animals—even Peter Rabbit!) make delightful, meaningful gifts. Doll collectors will cherish our Peruvian dolls handmade by different villages, authentically dressed down to the smallest detail.

Women Starting a Business. From being employees to running a company, the five women who partnered to form *ClothRoads* are learning as they grow. They have different backgrounds—from accountant to anthropologist—but over years of conversations in which they asked themselves, “What do I really want to do?” they forged the path that led to *ClothRoads*.

Exclusive Products. *ClothRoads* is the exclusive U.S. distributor for Catharine Ellis Shibori Cloths, a revolutionary product developed by a North Carolina artist that allows consumers to replicate the look of traditional Japanese shibori cloth. Also, *ClothRoads* and the *Center for Traditional Textiles of Cusco* have developed a handwoven tote bag sold only through *ClothRoads*.

Traveling the Cloth Road. *ClothRoads* sources its textiles by traveling to the places where they are made—travels that your audience can make too. Off the usual tourist track, venture to places like the *Living Crafts Centre* in Luang Prabang, Laos, and villages in Peru that are hubs for Andean weaving.

Giving Back. We pay fair wages to artisans and, through our partnership with *Thrums Books*, we fund bilingual publications that directly benefit local artists groups like the *Cusco Center for Traditional Textiles* (Peru), *Friendship Bridge* (Guatemala), and *Sna Jolobil*, a weaving collective based in San Cristóbal, Mexico, which supports weavers and fosters excellent in native textile arts.