

# ARTISANS

MAGAZINE

*Real Beauty.  
Real Artisans.*

**SPECIAL GUIDE!**  
**YOUR TRUNK**  
**SHOW HOW-TO**

Meet the  
Maasai  
Mamas

**HOT NEW**  
**ACCESSORIES:**  
**GET THE LOOK**



# HALF OF ALL PROFIT FROM ME TO WE IS DONATED DIRECTLY TO FREE THE CHILDREN PROJECTS AROUND THE WORLD

*the other half is reinvested in Me to We  
to make the enterprise sustainable.*

## OUR BEST FRIEND *and charity partner*

Not only does Me to We Artisans bring a source of sustainable income to people in Free The Children countries, we also give half of our annual net profit to Free The Children. Through your support of Artisans, you are helping Free The Children break the cycle of poverty in the world's most marginalized communities.



## a note from *Roxanne*

From the bottom of my heart, thank you for joining me in the story of Me to We Artisans.

It's a journey that began under the acacia trees of the Maasai Mara, where generations of women have gathered to craft beautiful beaded items for their community. Today, through Me to We Artisans, that story is reaching globally minded fashionistas around the world, helping to make the world a better place through their style choices.

Me to We Artisans is excited to launch its home-based trunk shows, an opportunity for family, friends and neighbours to come together, much like the mamas of the Mara. With each purchase from the Me to We Artisans collection, half of all net profits go directly to our charity partner, Free The Children.

Thank you for believing in "real beauty," for wearing your heart and beliefs on your sleeve and for helping to change the world with each cherished item you choose to bring home and share with others.

On behalf of the mamas — *asante sana!*

Our thanks,

*ROXANNE*

Roxanne Joyal  
Co-CEO, Me to We



*The Maasai women could not believe I wanted to sell their work and return the profits to them and their families. But we did, and passed back the rewards.*

## check out *Roxanne's* MUST HAVES



### SALAMA PEACE RING

A beautiful circle-of-life patterned ring that sits on stretch cord for an easy fit.



### LAMU TEARDROP EARRINGS

Hand-stamped sterling silver teardrops from the UNESCO World Heritage island of Lamu.



### TURKANA EARTH CHARM BRACELET

A single-charm bracelet inspired by the Turkana people of Kenya.





V. Tony Hauser

**MAMA NGOTO** spends time beading with other mamas in Kenya

# JOIN THE beading CIRCLE

By supporting Me to We, you are supporting over 400 women in communities supported by our charity partner, Free The Children.

As members of Me to We Artisans, mamas come together in a “Merry Go Round” beading circle, where they bead together, share childcare duties, exchange business ideas and learn from each other’s experiences. Each week, members contribute a portion of their earnings into a collective pot, which is then given to each mama in turn. Whether it be building a tin roof for her home or paying school fees for her children, each artisan is empowered to take a step towards a brighter future—often for the very first time in her life.

The Merry Go Round is the first time she will earn her own income, receive financial literacy training, open a bank account, and discover that her skills, her ideas and her hopes have value.



**LUXE BEADED EARRINGS**  
inspired by the traditional glass bead jewellery of the Maasai people



**DENIM SAFARI CLUTCH**  
Versatile and chic by day or night, lined with Artisans signature cotton kanga



**When you invest in a community, the community invests in you.**

V. Tony Hauser

## OUR KEY TO *quality*

At the heart of Me to We Artisans is our close relationship with our craftspeople. By working with skilled artisans in our partner communities, we make sure that every handmade product is unique and of the highest quality. Each piece is handcrafted to exacting standards, using locally sourced materials and mindful of the environment wherever possible.



*A circle of women helping women*



**MAASAI MARA KEY RING**

Celebrate the spirit and freedom of the animals of the Great Rift Valley



# featured: THE TURKANA EARTH COLLECTION

*New!*

Our handmade leather Turkana Tote features authentic African trade beads



1



2



3



4

*A chic, modern take on traditional beaded adornment, our newest line is inspired by the Turkana people of Kenya. Featuring antique Turkana beads and Ethiopian silver pendants, each piece is hand-strung and entirely unique.*



5

1 Turkana Earth Pamoja Bracelet in brown. 2 Turkana Earth Tote. 3 Turkana Stacked Earrings in black. 4 Turkana Earth Pamoja Bracelet in blue. 5 Turkana Earth Talisman Necklace in red.



V. Tony Hauser



Holly Branson wearing a beaded belt presented to her by the Maasai mamas.



#### SAVANNAH SKINNY BELT

A wearable piece of art, this chic leather belt is adorned with intricate hand beaded circles. Also seen on Kate Middleton on her visit to Canada.



Bahati Luck Snap Bracelets look great alone or layered!

Latin singing sensation Jo rocking a Bahati Luck Snap Bracelet.



#### BAHATI LUCK SNAP BRACELETS

A bold and colourful unisex bracelet beaded in geometric Maasai patterns as a sign of good luck.

*"Surefire graphic hits for spring (Versace, anyone?)... the overall look is chic yet totally unexpected."*

-FASHION Magazine

## YOUR TRUNK SHOW HOW-TO GUIDE

We invite you to share Me to We Artisans with your friends, family and neighbours as a hostess of an Artisans Trunk Show! Your Artisans event is a fun, easy and unique way to share your passion for sustainable style and giving back. So get ready to make a statement... and make a difference. Hand in hand with women around the world.

*Become a hostess!*

Call 416.964.8942 x 505, email [artisans@metowe.com](mailto:artisans@metowe.com) or visit [www.metowe.com/artisans](http://www.metowe.com/artisans)



## HOSTESS *rewards*

By playing hostess to Me to We Artisans and sharing the message of socially responsible style with your friends and family, you are giving us and our artisans an incredible gift. Our gift back to you, in addition to our deepest thanks, is a limited edition Safari Clutch made with love by a Maasai artisan.



*Short timeline?  
No problem!*  
We can help you host  
your personal Trunk  
Show on your schedule.

## Five Steps TO A *fabulous* TRUNK SHOW



We love accessories. Nothing pulls an outfit together faster than the perfect conversation piece. And when that piece of jewellery is made by a gifted artisan, who is building her independence, confidence, and transforming the life of her family and children with the money she earns, it makes you feel even better.

Now you're invited to introduce your friends and family to our on-trend, high-quality accessories and make a difference in the world with the products you choose.

It's easy to become a Me to We Artisans Trunk Show hostess. We take care of all of the details—all you need to do is follow these five simple steps.



### 1 Sign up

Simply let us know that you would like to host a Me to We Artisans Trunk Show and our team will personally assist you! Please contact us at [artisans@metowe.com](mailto:artisans@metowe.com) or 416.964.8942 x 505.

### 2 Make a guest list

The more guests who attend, the greater your impact. Plus, more friends and family makes for a fun party! We find about half of invited guests will typically attend.

### 3 Save the date

Once you've made your guest list, we'll help you send a customized "save the date" email to set the tone for your Trunk Show.

### 4 Send your invitations

Two weeks before your Trunk Show, we'll provide your guests with all of the details they'll need in a personalized e-invite to your event with a link to our Trunk Show website.

### 5 Shop for a cause

This is your chance to introduce your friends, family, co-workers and neighbours to Me to We Artisans. Have fun, shop and make an impact!





## PARTY WITH PURPOSE THEME IDEAS

### Daughters Who Make a Difference

Moms and daughters, it's time to come together to celebrate your commitment to building a better world. And it all starts with better choices. With something for everyone in the Artisans collection, starting at ten dollars, this is a fun way to share your common purpose!

**Try:** An after-school get together

**Serve:** Brain-boosting acai and chai

### Real Beauty. Real Cupcakes.

We think real beauty comes with being true to your beliefs, and that includes the occasional indulgence in buttercream icing. Welcome your guests to a party with a purpose, and they'll leave feeling—and looking—beautiful.

**Who:** Friends at work or at home

**Serve:** Coffee, tea and mini cupcakes

*We love people and parties, especially when they have a positive impact on the world. Half of all net profits from Me to We go to Free The Children who help the Maasai artisans send their children to school, or put a new roof on their house. Here are some fun ideas to have a party with purpose!*

### A Great Place to Work

Everyone loves to work with an organization that cares and gives back. So host a Trunk Show that makes an impact and brings great style to the workplace! Get your team onboard and help make a difference in the world.

**Try:** An afternoon coffee break

**Serve:** Coffee and some healthy muffins

### Big Party Plans?

If you have a big family or corporate affair coming up, we can help! With a few minutes to introduce your guests to Me to We Artisans, we can set up our mobile display at your event and provide a personal on-site shopping experience.



## What Your Trunk Show Might Look Like

*Get creative, or stick to the basics... it's up to you! Here's a timeline we find gives the perfect amount of time to socialize with friends and family, shop and relax.*

**7:00-7:30pm**

### BROWSE AND MINGLE

When your guests arrive, let them socialize and check out the products at their leisure. Our ambassador will be there to answer questions about socially conscious fashion and share the story behind each piece.

**7:30-7:45pm**

### A GREETING FROM ME TO WE

To kick off your event, our Me to We ambassador will tell the inspiring story of the Me to We philosophy and explain the socially conscious standards to which we hold our products. If you like, this is also a great time to say a few words as the event host.

**7:45-9:00pm**

### SHOPPING TIME!

As your personal stylist, our style-savvy Me to We ambassador will help your guests accessorize to reflect their own unique look. Guests will head home having enjoyed a fun, relaxed fashion experience—and knowing their purchases will have a positive impact on the lives of women across the world.

*It's easy!*  
We'll set up 30 minutes before your Trunk Show starts and wrap up 30 minutes after!





party time

FAQ

# FREQUENTLY ASKED QUESTIONS

*Who should host a trunk show?*

Our hostesses all share a common trait—the desire to connect with friends and family and make a difference. Our accessories appeal to a wide range of ages and tastes, and we offer classic styles as well as on-trend options for young adults.

*Who should I invite?*

Whether it's your team in the boardroom, a night out with your girlfriends, or a mom and daughter event after school, we will personalize your trunk show and e-invites to suit you and your special guests. Keep in mind that not everyone will be able to come, so we suggest inviting 20-30 people at a minimum.

*What methods of payment do you accept?*

We accept Interac and all major credit cards. We will bring a mobile terminal with us to make it easy.



*What impact am I making?*

When you choose Me to We Artisans, you are providing employment to more than 400 women in the Maasai Mara and more than doubling their daily income without disrupting their day-to-day life. We provide financial literacy training and help the women start their own small-scale enterprises. The mamas tell us that they feel valued and honoured when you choose their handmade accessories.

*How do I get started?*

That's easy! Just call 416.964.8942 x 505 or email [artisans@metowe.com](mailto:artisans@metowe.com) and we'll take care of the details.

## JESSI'S MAASAI-INSPIRED AFRICA TEE

**What brought you to Kenya?**

I was an ambassador for Free The Children last summer, living in a tiny mud hut with a Maasai family in rural Kenya. As a tall, foreign, redhead, I expected to feel completely and utterly out of place. Instead, my new family took me in as if I was one of their own.

**Why did you decide to design a sustainable tee with Me to We?**

I wanted to honour and give back to my Maasai family. The design was inspired by their traditional beadwork, and proceeds will go right back to helping other families in rural Kenya generate their own means of sustainable income.

Get the Africa Tee online at [www.metowestyle.com](http://www.metowestyle.com)

416.964.8942 x 505 | [artisans@metowe.com](mailto:artisans@metowe.com)

TV personality Jessi Cruickshank



let's chat

MAMA LEAH



*Flipping seamlessly between Swahili and English, author Robin Wiszowaty asks her adoptive Maasai mother, Mama Leah, about the changes she has seen since joining Me to We Artisans.*

**How did you learn how to bead?**

From my mother, and she learned from her mother before her. Beading is what all Maasai girls are taught from a young age and something that the women of every village do together.

**Where do you make your jewellery?**

We bead under the acacia trees to shelter from the sun, and our children play nearby. We share work and help one another. As a Me to We community mobilizer, I have the privilege of organizing many of our groups and welcoming new mamas.

**What was it like before the Artisans program?**

We sold our work for pennies to middle men, often coming home from the market at a loss. Through Artisans there is great support for us women here in the Mara. Now, so many new groups want to start!

**What has Me to We Artisans changed for you?**

I can send my children to school, or put a tin roof over my house, or start a garden. I can say with my head held high that I am an empowered woman because of the Artisans program.



**ROBIN WISZOWATY**  
Kenya Programs Director for Free The Children and author of *My Maasai Life* published by Me to We



*Billy Joe was gifted to Roxanne Joyal when she was adopted by the Maasai people*





# THE CLASSIC MAASAI COLLECTION

EVERY DAY STYLE

life style



1



2



3



4



5



6



7



8



9

*New Styles!*

Maasai-inspired designs, from sun-drenched brights to earthy neutrals hand-beaded on leather by Maasai mamas

1 Harambee Together Bracelet. 2 Salama Peace Ring. 3 Luxe Beaded Earrings. 4 Unisex Bahati Luck Snap Bracelet. 5 Maasai Beaded Earrings in eye-catching red. 6 Luxe Pamoja Bracelet. 7 Chic Savannah Skinny Belt. 8 Maisha Life Key Ring in golden yellow. 9 Roxanne's Safari Clutch in tan.



style GET THE LOOK



#### Love Quotes Scarf

Found around fashionable necks all over Hollywood, Love Quotes donates part of its proceeds to Free The Children.

# get the LOOK

#### Turkana Earth Pamoja

Inspired by traditional Maasai cuff bracelets, these eclectic African trade beads dazzle!



#### Large Lamu Earrings

Hand-stamped sterling silver from the UNESCO World Heritage island of Lamu.



 **me to we**  
Better choices for a better world

## MEET THE *Maasai Mamas* IN KENYA



### VOLUNTEER ADULT & FAMILY TRIPS AT BOGANI COTTAGES & TENTED CAMP

Come feel the heartbeat of Africa and meet the Maasai mamas behind Me to We Artisans. With your family and friends at your side, experience a new world where you are not only a guest, but one of the family. Come to Bogani and volunteer with Free The Children, help build a school, meet the community and immerse yourself in local culture, all while enjoying the comforts of home. Connect, contribute and build a lasting legacy and unforgettable memories on a volunteer adventure unlike any other.

Visit us online for a free brochure at [www.metowe.com](http://www.metowe.com), email us at [bogani@metowe.com](mailto:bogani@metowe.com) or call 416.964.8942 x 160 for more information.

#### *A special thank you*

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*Book your*  
**ME TO WE ARTISANS**  
*Trunk Show*

Call **416.964.8942 x 505** or  
email **artisans@metowe.com** to  
book your trunk show today!

**VISIT THE ME TO WE STORE**

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