

# NORDSTROM

## Me To We Artisans Collection Of Handmade Accessories To Launch At Nordstrom

October 9, 2013

### Made by Maasai Mamas in Kenya, Enabling Women to Support Their Families

SEATTLE, Oct. 9, 2013 /PRNewswire/ -- Nordstrom (NYSE: JWN) and [Me to We](#), an organization that provides socially responsible products, today announced that Nordstrom will be the first U.S. retailer to offer the Me to We Artisans collection of original jewelry hand-crafted by Maasai Mamas living in Kenya. Select styles will be available in 10 Nordstrom stores and at [Nordstrom.com](#). Me to We empowers the women who create the sustainably-produced, locally-sourced accessories by paying a fair wage that allows them greater opportunities to support their families and communities. The items also support [Free The Children](#), Me to We's charity partner, that works locally to educate, engage and empower youth to make a difference in their own communities and internationally to remove the barriers to education and end the cycle of poverty.

"We currently employ more than 600 Artisan Mamas who live in Free the Children communities across Kenya," says Roxanne Joyal, founder of Me to We Artisans. "Together, we leverage the artistic ingenuity of their traditional Maasai beadwork and style pieces into collections that are on-trend with the current and evolving fashion markets. We are grateful to be partnering with Nordstrom, working together to provide young customers with purchasing options that truly make a difference."

Prices range from \$5 to \$100 and items include necklaces, rings, bracelets and earrings. Me to We Style organic cotton t-shirts, will also be available online at [Nordstrom.com](#).

One of the most popular items in the line is the \$10 Rafiki Friend Chain, which comes in five vibrant colorways, each representing a different cause (water, health, education, food security and alternative income). With every Rafiki (Swahili for 'friend') sold, a gift such as clean water, school supplies, wholesome meals, healthcare and sustainable financial tools is given to children and families in Free The Children communities overseas. This modern take on friendship bracelets is part of Me to We's *Track Your Impact* initiative, and by using a special code on the back of the Rafiki's packaging, customers can visit a website to learn about the community they supported through their purchase.

"We love the idea of offering our customers on-trend merchandise that also provides them with the opportunity to celebrate friendship through giving back and making a difference," said Jennifer Jackson, corporate merchandise manager for BP./Kids at Nordstrom. "We hope that this Me to We Artisans collection will inspire and empower our customers to look for more ways to make a positive impact in their communities and our world."

The Me to We merchandise is online at [Nordstrom.com](#) and will also be available in the BP. department of 10 Nordstrom stores:

Downtown Seattle (Seattle)	San Francisco Centre (San Francisco)
Downtown Portland (Portland, Ore.)	Westfarms Mall (Farmington, Conn.)
Mall of America (Bloomington, Minn.)	The Mall at Short Hills (Short Hills, N.J.)
Santa Monica Place (Santa Monica, Calif.)	King of Prussia Mall (King of Prussia, Pa.)
Irvine Spectrum Center (Irvine, Calif.)	Galleria Dallas (Dallas)

To kick off the partnership, Nordstrom Mall of America in Bloomington, Minn., will host a live performance from the Kenyan Boys Choir and a book reading by Robin Wisztowaty, author of "My Maasai Life," on Saturday, October 12 from 1 to 3 p.m.

Background information on Me to We, the Kenyan Boys Choir and Robin Wisztowaty, as well as product images, can be found in the [Nordstrom Press Room](#).

#### About Nordstrom

[Nordstrom, Inc.](#) is one of the leading fashion specialty retailers based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 252 stores in 34 states, including 117 full-line stores, 132 [Nordstrom Racks](#), two [Jeffrey](#) boutiques and one clearance store. Nordstrom also serves customers through [Nordstrom.com](#) and in the online private sale marketplace, [Hautelook](#). Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

#### About Me to We

Me to We is an innovative social enterprise that offers socially conscious products and services, including socially conscious and environmentally friendly clothes and accessories, as well as life-changing international volunteer trips, leadership training programs and materials, an inspirational speakers bureau, and books which address issues of positive social change. In addition, half of Me to We's net profit is donated to Free The Children, while the other half is reinvested to grow the enterprise and its social mission. Visit [www.metowe.com](#) for more information.

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