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Spreading the Story of Africa through Fair Trade Fashion

Minneapolis, MN – May 1, 2007 - The Amias Project, the African Fair-Trade Jewelry and Handbag Project, announced today that it has officially launched its online store, www.amias.org. The Amias Project specializes in hand-made, fair-trade accessories inspired by traditional Barabaig fashions.

Each handbag and piece of jewelry tells part of the cultural story of the Barabaig and is a gift with story - a gift with heart.

Amias means "beautiful" in the language of the Barabaig, a nomadic rainmaking tribe in central Tanzania. On one return to Tanzania, Nichole Smaglick, president and founder of the Amias Project and Another Land, an East African cultural and wildlife safari company, was reunited with a wise, old Barabaig woman named Udada. She gave Nichole a bracelet and told her, "When you go home, use this to tell others about me." With that, the idea of the Amias Project was born.

In 2004 Nichole Smaglick started the Amias Project with ten Barabaig women in central Tanzania. Since then, Amias has mobilized over 200 leather artisans, beaders, blacksmiths, and many others. Together they all create beautifully striking African handbags, bracelets, rings, scarves, and shawls. The goal of the Amias Project is to uplift traditional culture, generate income for the disadvantaged and provide educational opportunities. As a result of the Amias Project, families have ample food, send their children to school and are making plans for the future.

National Geographics Image Collection photographer, David Pluth, was so moved by the Amias Project that he volunteered his time and talent to create product photos on location in Tanzania. "It is an honor," Nichole says, "to not only design with the Barabaig artisans, but also to work with such an accomplished photographer to create the beautiful images for our website."

Established in 1994, Another Land www.anotherland.com is privately owned, Minneapolis-based company specializing in telling the story of Africa through its three divisions: The Amias Project, travel and media.

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FOR ALL PRESS information or to set up an interview with Nichole Smaglick please contact Linda Strommer at (612) 821-6465 or at linda@anotherland.com.

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