
SeeMe & ITC Ethical Fashion Initiative collaborate on a Fine jewellery line and a Made in Haiti collection

September 2015

For the first time, the International Trade Centre's (ITC) Ethical Fashion Initiative will be partnering with SeeMe, the internationally renowned ethical jewellery brand. As a result, SeeMe will be launching its first line of Fine Jewellery made in Lebanon and Made in Haiti products during Milano Fashion Week.

The new Fine Jewelry line is designed Beirut with the renowned Armenian jewelers of Bourj Hammoud, Jack Levon, and with the Dutch designer Peter Bedner, as part of a UNIDO project supporting creative and cultural industries in the South Mediterranean region. The iconic SeeMe heart has been transformed into a precious fine jewelry piece with the help and ancestral skill of Armenian diamond setters. SeeMe is currently in the process of setting up a workshop to train, employ and welcome Lebanese and Palestinian women who have suffered violence. ITC is supporting SeeMe in the management of operation and training process.

SeeMe Haiti collection was produced in Haiti's Croix-des-Bouquets village on the outskirts of Port-au-Prince, where a community of master metalworkers live and work. The workshop sources recycled metal drums that are heated, flattened and cleaned before being hand-carved and painted into various objects ranging from interior items to jewellery and accessories. For SeeMe, the Haitian artisans handcrafted a capsule collection of bracelets incorporating messages such as "see me with your heart" and "only you can see me".

"SeeMe is an accomplished international fashion brand with a strong social message. We are thrilled to announce they are joining our family and support us to bring artisans back into fashion's supply chain in a fairer way."

Simone Cipriani, Founder and Head of the ITC Ethical Fashion Initiative.

SEEME

SeeMe is a fair trade certified luxury brand that produces heart shaped jewelry and accessories and provides ethical sourcing for other fashion brands. By wearing the heart, SeeMe clients join the #heartmovement, a worldwide campaign aimed at replacing violence with love.

SeeMe was founded in 2012 by Caterina Occhio, a former development aid manager with

over 15 years experience in working with several EU and UN agencies. SeeMe is a social enterprise that strives to improve the life of women who have been victims of violence. While still being a young company, SeeMe has achieved a lot. On top of being a safe resort and source of income for women victims of violence in Tunisia and Turkey, it also strives to positively influence the established brands in the fashion world, supporting an ethical approach to their sourcing procedures. SeeMe has collaborated with renowned fashion brands such as Karl Lagerfeld for whom it created a beautiful capsule collection, as well as with Missoni and Tommy Hilfiger for the latest Spring Summer collection, producing handmade crocheted trims for the former and star shaped necklaces for the latter.

Moreover, SeeMe heart necklaces, the heart being the iconic symbol of the brand, have been spotted on the likes of Suzy Menkes of Vogue International, Angela and Rosita Missoni of Missoni, Antonella Di Pietro of Tommy Hilfiger and Karl Lagerfeld, and many others. Premium retailers include, among others, Galeries Lafayette, Colette, and Luisa via Roma.

ITC ETHICAL FASHION INITIATIVE

The Ethical Fashion Initiative is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization.

The Ethical Fashion Initiative links the world's top fashion talents to marginalised artisans - the majority of them women - in East and West Africa, Haiti and the West Bank. Active since 2009, the Initiative enables artisans living in urban and rural poverty to connect with the global fashion chain. The Ethical Fashion Initiative also enables Africa's rising generation of fashion talent to forge environmentally sound, sustainable and fulfilling creative collaborations with local artisans.

In Haiti, the Ethical Fashion Initiative works with some of the most talented artisan groups - specialised in metal work, horn carving, papier-mâché, weaving and embroidery – to produce jewellery and accessories. These 'Made in Haiti' collections have thus far been showcased in the worlds' fashion capitals such as Rio de Janeiro, New York and Milan.

Under its slogan, "NOT CHARITY, JUST WORK." the Ethical Fashion Initiative advocates a fairer global fashion industry.

For more information:

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