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## ITC Ethical Fashion Initiative & FROM THE ROAD partner to work with weavers in Nepal and herders in Tibet, August, 2016

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The International Trade Centre's Ethical Fashion Initiative (EFI) is pleased to announce its new partnership with FROM THE ROAD (FTR) to expand its artisan network to Asia and instate an ethical supply chain of hand-woven yak and cashmere textiles.

EFI and FTR have a shared passion for true artisanal craftsmanship, luxury materials and have a common understanding of the importance of setting living wage and fair labour standards.

Together, EFI and FTR work with artisans in Nepal and will develop a special sourcing programme to source quality raw material from nomadic herders in Tibet. A long-term goal of this partnership is to improve artisans' ability to spin the raw material into thread through the introduction of spinning machines.

The hand-weaving sector of Nepal has experienced years of struggle due to the introduction of machinery and increased competition from fast fashion. It is the hope of EFI and FTR to bring the industry back to life to sustain its long-standing traditions of hand weaving, spinning and dyeing.

"We want to bring hand-weaving back to the heart of fashion. Too many people do not know how fabric is made and the richness behind the process. Hand-woven fabric is the true hand of fashion. This is why we have decided to include FROM THE ROAD in our community of artisan producers and we are building this relationship in a sustainable and durable way." says Simone Cipriani.

Susan Easton commented, "We are excited to partner with the Ethical Fashion Initiative to support the artisan community in Nepal and herders of Tibet as we continue to reinvigorate the hand weaving traditions of the region."

### **FROM THE ROAD**

FROM THE ROAD is a brand born out of a love for off-the-grid travel, a passion for artisanal techniques, and a desire to make beautiful objects with soul. Founder Susan Easton travels the globe creating limited-edition pieces and telling the stories behind them. The collection spans fashion and home, with a single unifying vision: Every item represents the union of rapidly disappearing indigenous techniques and a modern design sensibility.

### **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 enables artisans living in urban and rural poverty to connect with the global fashion chain. The Ethical Fashion Initiative also works with the rising generation of fashion talent from Africa, encouraging the forging of fulfilling creative collaborations with artisans on the continent. Under its slogan, "NOT CHARITY, JUST WORK." the Ethical Fashion Initiative advocates a fairer global fashion industry.

### **For more information:**

#### **Ethical Fashion Initiative**

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#### **FROM THE ROAD**

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