

For Immediate Release



Introducing Studio Samuel Foundation, Striving to Empower Vulnerable Ethiopian Women through US Based Fashion Partnerships

Launch set for New York Fashion Week September 2012



[New York, New York] – August 16, 2012 - Studio Samuel Foundation, which provides life skills, medical care and fair income (3x the local minimum wage) to vulnerable women in Ethiopia through its US based partnerships in the fashion industry, is due to launch product lines during New York Fashion Week this September 2012 at the Designers &

Agents show. Lines include apparel, jewelry and handbags.

Studio Samuel Foundation is committed to a fair trade business model and a quality product. A Workers First policy focuses on its production team of young women who have aged out of the orphanage system in Addis Ababa, Ethiopia, while a close eye is on quality control to maintain boutique-quality in all lines. **Studio Samuel Foundation** strives to provide a safe haven by bringing occupational training, medical care (including HIV testing and treatment), leadership courses, financial literacy and a sense of community to its team of women facing the alternative. Through this team, production is fully based in Addis Ababa, Ethiopia with product lines including jewelry, handbags, clothing and accessories. The goal is to create a globally appealing brand that encompasses lines comprised of 100% locally sourced materials and creates sustainable work for its growing team in Addis Ababa, Ethiopia.

Studio Samuel Foundation, which launched in April 2012, has already attracted attention from artists around the globe. Grammy winning singer, actress and icon **Cyndi Lauper** has given her support for the project, as well as Malaysian singer/songwriter **Yuna**. Yuna's latest single, "Live Your Life" (produced by industry superstar **Pharrell Williams**), is featured in Studio Samuel Foundation's marketing campaign and is a perfect complement to the project. Another supporter, bass player and singer **Esperanza Spalding**, is wearing select Studio Samuel Foundation pieces on her 2012 tour. Studio Samuel Foundation's first ad campaign, *Empowerment Without Pity*, features Australian singer/model **Vassy**, whose music has been featured in Nike, Google and Victoria's Secret ad campaigns, as well as on the television shows *Ugly Betty* and *Grey's Anatomy*.

Further support on the ground in Addis Ababa, Ethiopia, comes from **The LeAlem Higher Clinic**, which has partnered with Studio Samuel Foundation to provide full medical and dental care, including HIV treatment (if necessary) for the team. Because of partners like LeAlem Higher Clinic and lucrative opportunities in the fashion industry, Studio Samuel Foundation is building a strong sense of self and community for its team, one that teaches the effects of collective efforts with a goal of breaking the cycle of dependence.

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<http://www.studiosamuel.org/video.html>

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About Studio Samuel Foundation

Studio Samuel Foundation is an NGO founded by Tamara Horton, FIT graduate and recently named Global Ambassador to Ethiopia, by **Women's Campaign International**. Design and marketing for the project are based in NYC, with production located in Ethiopia's capital, Addis Ababa. Lines under the Studio Samuel Foundation umbrella adhere to their Workers First business model with a focus on fair trade, global activism and environmentally sustainable goods.

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