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Anchal's New Over-dyed Collection Improves Lives of Exploited Women

Louisville, KY. (August 18, 2015) – With the release of their Living in Color Collection in October, the Louisville-based nonprofit Anchal will create new economic opportunities for commercial sex workers in India. The textile designer has improved the economic realities of more than 100 exploited women, and will grow that number by least 35 additional artisans next year to manage the overdyeing process it is introducing with the fall collection.

Anchal began in 2009 when Colleen Clines, now Anchal's Co-Founder and President/CEO, was a graduate student at Rhode Island School of Design (RISD). The result of a seminar that explored design in the developing world and a trip to India, Anchal's foundation was laid when Clines recognized that design could change lives of exploited women around the world. Since then, it has been Anchal's goal to offer creative career alternatives to these women in order to economically empower and restore their confidence.

“When we were conceptualizing our pieces for this year, we wanted the challenges our artisans overcome to be tangible. We'll continue to use recycled saris, but overdyeing is a way we can honor another one of India's textile traditions and explore new ways to be even more self-sustainable,” says Clines.

The Living in Color Collection features a range of uncommonly beautiful home & apparel pieces made from hand-stitched kantha material that has been over-dyed to achieve vibrant teals, purples, pinks, blacks and grays, while preserving traces of the original pattern of the vintage saris below. The result is a collection of quilts, pillow sham sets, duffel bags, and two styles of scarves - each hand-sewn by Anchal's talented artisans and completely one-of-a-kind. Prices will range from \$46.00-\$350, and will be available for purchase starting in October.

Anchal's Living in Color Collection is the next evolution of Anchal's look and solidifies more opportunities for women around the world.

For more information about Anchal please visit: www.anchalproject.org.

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About Anchal:

Anchal (ahn-chal) is a Louisville based non-profit social enterprise that address the exploitation of women around the world by using design thinking to create employment opportunities, products and markets that support economic empowerment. What started out as a small group of students passionate about designing change for oppressed women now touches the lives of over 150 commercial sex workers in India. By providing alternative careers in textiles, Anchal helps women rediscover their self-worth, potential and creativity.