**Press Kit**

**Passion Lilie**

**Contact: Katie@passionlilie.com**

**Passion Lillie is a women's fair trade and eco-friendly clothing line that features streamlined silhouettes with a flair for the vintage and retro**.

The clothing line helps to **revive ancient artisanal techniques** by using all hand block printed or hand-woven fabrics that give their products a unique feel and look.

Their mission is to **empower artisans** across the world by creating dignified employment opportunities. Passion Lilie believes that these positive job opportunities lead to sustainable societies and a better world. They are dedicated to **preserving the environment** through the use of eco dyes and energy, waste and water reduction in the production process.

Katie Schmidt- a global traveller, experienced designer and philanthropist **based in New Orleans** does all the designs and patterning for Passion Lilie. Schmidt started Passion Lilie after a life-changing visit to India in 2012. During this visit she saw how one woman’s ability to provide for her family can uplift an entire community.

Passion Lilie partners with a **fair trade** stitching unit compromised of about 15 women in **Bangalore, India**. These women do all the stitching for Passion Lilie according to Schmidt’s patterns and designs.

A few different artisans groups spread throughout Rajasthan, Andhra Pradesh and Bangalore, India do the fabric production. Each group specializes in their own techniques that have been passed down through generations.

Schmidt visits the artisan groups in India on a yearly basis to ensure and improve working conditions, and product qualty and design.

View full Press Kit with images and links here: <http://passion-lilie.myshopify.com/pages/press-kit>