

PRESS RELEASE
June 2016, Santa Cruz - Bolivia



THE AYOREO TRADITIONAL HAND CRAFTED BAGS RETURN TO NY NOW GIFT SHOW

The Cheque Oitedie cooperative is a group of 45 Ayoreo indigenous women from Santa Cruz, Bolivia. They have preserved the style of traditional woven bags, based on the harvest of a bromeliad fiber - a wild pineapple known as **dajudie**, which is an ancestral inheritance.



Cheque Oitedie exhibited in Artisan Resource of NY NOW Gift Show for the first time in August 2015. We introduced our new designer collection with leather and/or braided straps in specific color combinations and sizes. We also brought a sample of our traditional bags with adjustable straps, in many colors and design, which we presented as the "One of a Kind" collection. In addition, we showed some traditional collector pieces. All sold well, and we received orders from new and repeat customers alike.

This August, sponsored by The Rainforest Fund, Cheque Oitedie will return with samples (to order) of the three styles exhibited last year, and we will again have the "One of a Kind" collection available for immediate sale.

New of this year is our macrame collection, tied with the same dajudie fiber in wonderful bright and classy colors. This smaller bag (7 x 9"), for people on the go who have only a few items to carry.



We are pleased to have been chosen to be represented in the "**SustainAbility: Design for a better world**" Display (Javits Center's North Concourse). You all are invited to visit us in booth MI -11 Artisan Resource division in the Javits Center - August 21 - 24.