



Media Advisory For Immediate Release

June 9, 2010

## Beijing's first ethical trade fair promotes rural livelihoods

**BEIJING** – On July 10, 2010, Beijing's first ethical trade fair will feature a showcase of contemporary artisan goods and hand-made crafts to promote sustainable livelihoods for rural Chinese women. The event will be hosted by **brandnü**, a Beijing-based store and artisan network that connects the energy of young urban designers with the age-old traditions of Chinese craftsmanship.

The fair is open to the public and will bring together artisans, NGO representatives, and entrepreneurs to learn about ethical trade in China. Presentations by community leader Wu Qing, a renowned professor and active leader of women's rights, and Nathan Zhang, founder of **brandnü**, will highlight the challenges and achievements of social enterprise in China. The event, which also marks the one year anniversary of **brandnü**, will feature exhibits by ethical trade producers, short videos and live music.

"If you can help one woman, you can help an entire family," says **brandnü** founder, Nathan Zhang. "This ethical trade fair aims to support the growth of sustainable enterprises led by rural Chinese women."

After living abroad in Canada for ten years, Zhang, a designer, returned to Beijing and started **brandnü** in 2009. **brandnü** sells ethically sourced and eco-friendly goods from over a dozen NGOs and artisan groups at its hip boutique in Wudaoying Hutong, near the Lama Temple. As its name implies, **brandnü** aims to promote creative partnerships between urban designers and rural women artisans.

The majority of **brandnü** artisans are female, disabled or unemployed and a portion of all proceeds are dedicated to "Rural Women," a local development organization. Over the past year, **brandnü** has contributed to a variety of charity projects including building two rural libraries in partnership with Dulwich British School, and hosting an exhibition of works by artists from the Beijing Huiling Community for people with learning disabilities. **Brandnü** is supported in part by Plastered 8 T-Shirts and the JLJ Group.

**WHAT:** Beijing's first ethical trade fair

**WHEN:** Saturday, July 10, 2010 (1-5pm) 3pm Talk by Wu Qing and **brandnü** associates

**WHERE:** Argo Greek Restaurant (Rooftop Terrace), 59 Wudaoying Hutong

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