

“It’s better to be
Looked Over
than OverLooked”

KuraDesign

KURA DESIGN AND PAPER TO PEARLS LAUNCH LIMITED EDITION CHARITY HANDBAG

Unique Partnership Employs Refugee Women; Designer Reinvests Portion of Sales Revenue in Organization

VIENNA, VA – Northern Virginia-based handbag line Kura Design has today announced the availability of a limited edition charity bag, created in partnership with the refugee organization Paper to Pearls. The production process employs more than 100 Ugandan refugee women, and handbag designer Margo Schlossberg will donate a portion of the bag’s sales back to Paper to Pearls to benefit additional support programs.

The pink satin bag, detailed with embroidered black roses and silver hardware, features a detachable beaded handle, which can also be worn as a necklace. The trademark handles, crafted by Ugandan refugee women enrolled in the Paper to Pearls program, offer both durability and ornamentation.

“Starting Kura Design was a dream come true for me,” said Margo Schlossberg, Kura Design founder and designer. “I’m now honored and humbled to play a part in helping the refugee women of Northern Uganda to realize their dreams of earning a living wage, creating something lasting and beautiful, and attaining self-sufficiency. It is my aim that these bags carry a legacy of hope and empowerment.”

The bags are available for sale online at www.KuraDesign.com for \$75. Schlossberg will donate \$20 from the sale of each bag back to Paper to Pearls, to support additional programs for the beaders in the form of education, training, and entrepreneurship development. Income earned by the refugee women employed through Paper to Pearls is roughly four times the annual average for other Northern Ugandan citizens. The women use these funds to purchase food, medicine, and school supplies for their children.

In order to meet stringent fair trade certification, the health of the bead makers and integrity of the product are paramount. The beading process utilizes a specially formulated odorless, non-toxic finish that contains no harmful solvents, while providing lasting sheen and strength.

“This partnership goes far beyond the creation of a lovely handbag,” said Barbara Moller, president and founder of Paper to Pearls. “We are opening the eyes of American women to the plight of Ugandan refugees and providing them with a vehicle to make a real difference with their purchasing power. For every beader in this program, we estimate that 30 more lives are impacted and improved. We have created a transformative ripple effect across an entire population of displaced people.”

About Paper to Pearls

An initiative of Voices for Global Change, Paper to Pearls works with women in internal refugee camps in Northern Uganda to create jewelry by hand-rolling beads from recycled paper, which is then sold in the United States. More than 80% of the proceeds directly benefit the women through income and training. Since 2006, the program has grown to include nearly 125 women in eight refugee camps, allowing them to make approximately four times the national average wage. Concerned with empowerment and self-sufficiency, Paper to Pearls also provides women with the skills and confidence to take control of their own lives. For more information, visit www.papertopearls.org.

About Kura Designs

Margo Schlossberg launched Kura Design in [YEAR] to offer stylish alternatives to what she believed were lackluster standard mall and department store handbag designs. Inspired by living abroad for four years, Kura Design was founded on the principles of creating stylish, unique, and quality bags for an affordable price. The name KuraKura means turtle and, for Margo, conjures memories of swimming with turtles in Bali, Belize, and the Florida Keys. Her hope is that every woman who wears a Kura Design handbag can also be transported into her own personal paradise. Kura Design bags are sold online and at a variety of boutiques throughout the Washington, DC/Maryland/Virginia region. For more information, visit www.kuradesign.com.

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PLEASE NOTE:

- High-resolution images of the Paper to Pearls bag and bead makers are available upon request.
- Interviews may be scheduled with Margo Schlossberg and/or Barbara Moller by appointment.

All My Best,
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