



Tanzania Maasai Women Art

Not just jewellery

Newsletter November 2010.

The jewellery collection 2011 has been created!

Tanzania Maasai Women Art 's brilliant Art Director and jewellery designer Francesca Torri Soldini from Milan has been with us again, here in Tanzania, and the new designs for the next collection have been selected.



The workshop at Mkuru with the Maasai women went very well and we all had unique and memorable moments !



The choices made this year have created a very diverse and

innovative collection that we are very excited about and we are looking forward to launching it at the beginning of next year.

Thank you again Francesca for all your volunteer work and for generously sharing your talent and skills with TMWA. It was, once again, a fantastic experience and a very special time.



News News!

A couple of our new designs will be produced with a combination of the traditional Maasai beads with the amazing recycled glass and aluminium beads created by the community project Shanga (www.shanga.org). It is really great to be able to support each other's project and we hope this first step will lead to other positive initiatives.

Ashe' Collection and e-store in USA

Anne Wells founder and director of UNITE the world with Africa, www.unitetnz.org, has recently established the **Ashe' Collection** which will soon be launched with a new website and e-store in USA. A few selected art craft products from Africa will be sold and TMWA jewellery is part of it.

Tanzania Maasai Women Art has its own **Facebook** page now. Check it out!

New market areas

2010 has been very dynamic for TMWA. New international market areas have opened in Denmark, Spain, Sweden, Bulgaria, Australia and Germany. The articles in two German magazine *Brigitte* and *Reisen und Abenteuer* have attracted a lot of interest from Germany and we are now seriously looking for a distributor there!



Tanzania Maasai Women Art

Not just jewellery

Development and business training

The time that we have had left, after design, sales and marketing has been spent putting some thought into the best way forward for the development side of TMWA.

Development is aimed at the women who are so much at the heart of the project, and is intended to improve their ability to become more involved in the management and business side of the company.

Because we believe that this aspect of the project is of huge importance we will hire a local development organisation with experience in this field. At the beginning of next year they will establish a training program to guarantee the progress and growth in this direction.

Arusha Christmas Fair

Once again we will have our stall at the Arusha Christmas Fair on the 27th and 28th of November 2010.

This year we are going to present a few of the new designs before we officially launch the whole collection 2011 at the beginning of next year. Grab the opportunity to buy and wear a piece of Jewellery that no one has seen before. Come to visit us at the Xmas fair !



Launch of the new 2011 collection



We will officially launch the complete new collection around the end February next year. As soon as we have set a date we will invite you to celebrate with us this exciting new achievement and share with us some happy and fun moments at our shop in Arusha.



Thank you all for your support and help to our project.

ASHE NALENG !

www.tanzaniamaasaiwomenart.com

info@maasaiwomenart.net

Support Us!

As a 'not for profit', development organisation, we would be grateful for any donations, which will be used in the support of business development for the Maasai women of Mkuru.



Donations can be accepted through our bank account, or by contacting us directly.

Exim Bank Account:

Tanzania Maasai Women Art Ltd.

TSH 0725195551

USD 0725195959