

## Selyn launches 'Hands on Hands' Collection



The 'Hands on Hands' collection

Selyn—the country's only guaranteed Fair Trade Handloom Company, launched its novel introduction, the 'Hands on Hands' collection, an array of needlework inspired by the skills of the rural Sri Lankan women artisans. The collection was launched in collaboration with renowned needle artist, Andrea Boekel. An exquisite collection of intricately hand embroidered and shadow worked garments by Andrea Boekel were also unveiled at the launch.

The Hands on Hands collection consists of handloom garments and other home decor items decorated with various crochet, patchwork, applique and cross-stitch designs. Among them is a beautiful collection of appliqued cushions inspired by Sri Lankan flowers. These products were made by women, including groups of war widows, from war torn and tsunami affected areas.

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The project is carried out by Selyn as part of their initiative to uplift the livelihood of and to empower the rural woman artisan and to innovate within the handloom industry. Selyn provides them with an opportunity to use these skills and uplift themselves as contributors to the household and thereby the economy.

Women from all parts of the Island—especially from Northern, Central and North Western provinces—have joined hands with Selyn and are involved in the creation of change within themselves and their communities.

Purchases at Selyn directly contribute to the Selyn Community Development Fund that seeks to empower woman artisans in rural Sri Lanka.



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