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**Indego Africa's Nicole Miller Bracelets Celebrated for Excellence in Design**

**Washington, DC (May 19, 2011)** - Indego Africa has been recognized by the Fair Trade Federation for outstanding work in the field of product design for their Nicole Miller Bracelets. Indego is a non-profit social enterprise that partners with cooperatives of women artisans in Rwanda on a fair trade basis, sells its partners' products on its online store and at more than 70 U.S. retailers, and invests 100% of its profits into training programs for the cooperatives.

In the fall of 2010, Indego Africa joined forces with iconic fashion designer Nicole Miller to create an exclusive collection of Fair Trade Textile and Woven Bracelets. Each Textile Bangle is made by Indego Africa's talented partner artisans at Cocoki cooperative, and is wrapped with vibrant Dutch wax cloth. Each Woven Bracelet is made by Indego's partner artisans at Covanya cooperative and is hand-stitched with needles and sisal fibers using traditional Rwandan techniques. The bracelets are available in a range of trendy and hip colors, and add African flair to any outfit. Like all Indego Africa products, they come with a tag personally signed by the artisan who created it, offering customers the chance to better know one of these entrepreneurial women. Biographies and photographs of the artisans can be found online.

Indego Africa has been making waves in the retail industry, selling products at large retailers such as Polo Ralph Lauren and Anthropologie, and was honored when the opportunity to collaborate with Nicole Miller arose. In designing these bracelets, Indego examined the ways that traditional Rwandan materials could translate into high fashion products. The end result was two unique bracelets that highlight traditional technique while also remaining at the cutting edge of fashion. The bracelets are vibrant one-of-a-kind finds that have been recognized for their design elements as well as for the social enterprise story behind them.

"Indego Africa stood out among the ten nominees for our 2011 Excellence in Product Design Award," says Mary Rose Parrish, Fair Trade Federation's Program Manager. "Their hip, innovative design and responsible use of materials have resulted in a great product that both speaks to consumers and creates a tremendous impact on artisans' lives." In addition to steady work and the fair wages paid to artisans, Indego Africa invests 100% of profits into training programs for the cooperatives. The Nicole Miller partnership perfectly displays Indego Africa's commitment to helping artisan partners find access to export markets so that they may lift themselves out of poverty.

As a Fair Trade Organization, Indego Africa has been rigorously evaluated for their full commitment to nine Fair Trade Principles that include transparency, capacity-building, paying promptly and fairly, environmental sustainability, and safe and empowering workplaces. Indego Africa has been a member of the Fair Trade Federation, the trade association that strengthens and promotes North American organizations fully committed to Fair Trade, since 2009.