



July 2011

I wish those UK retailers in denial about the issue of child slave labour in the rug industry would take a look at three video reports recently put out on CNN, in the USA; they profile the work of GoodWeave in Nepal and highlight the issue of bonded child slave labour and why it is rising. And then, I'd want them to read the eye witness account by the Harvard scholar and author Siddharth Kara of the horrors of child slave labour found in today's rug industry of India.

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Despite compelling evidence, GoodWeave is struggling to get the UK's high street retailers to take the issues seriously. In these tough economic times, sadly it seems that profit margins speak louder than children.



See: [Certifying your rug is slave labour free](#)

See: [GoodWeave works to end Nepal child labour](#)

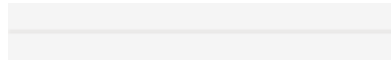
Also This Month

New Licensees

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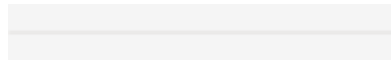
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New European licensees
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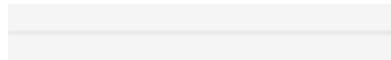
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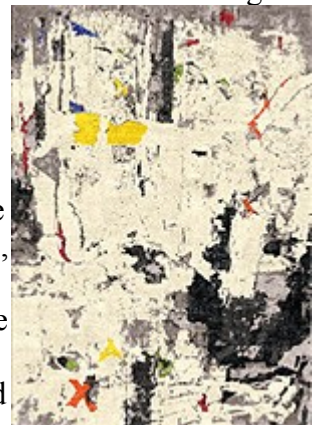
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Retail Partner News

[Knots Rugs](#) has relocated its London showroom from Battersea to a new flagship store at 595 Kings Road, in the heart of London's most desirable design district. Bonnie Sutton reports that they had outgrown their old premises and that the King's Road showroom has a wonderful frontage and is far more in-keeping with the company's specialised and top-end image. Coincidentally, Bonnie's grandfather first started the business some sixty years ago, just behind the current King's Road showroom, in Waterford Road, with a rug restoration school and shop, and so the company has rather neatly turned full circle.



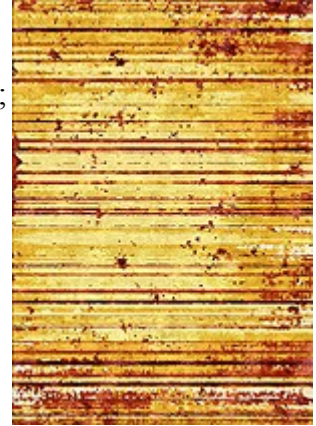
A strong urban theme pervades the latest new rug designs at [Bazaar Velvet](#), with seven new additions to its Abstract Collection of hand-knotted, luxury rugs now on display at its New King's Road Showroom. The rugs have a striking narrative, which juxtaposes strident elements of everyday city life with remarkable craftsmanship, fine detail and soft tonal effects, and are hand-knotted in luxurious Chinese silks and fine



Tibetan wools, which when blended together create intricate tonal effects.

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[Matthew Wailes](#) recently appeared on the front cover and in an article for Carpet & Flooring Review, where he talked about his support of GoodWeave and new collection of antiqued effect rugs; subtle combinations of texture & fibre have been used to create a distressed feel to the designs. The collection will be on display at Wool Classics showroom in Chelsea Harbour Design Centre from early September.



Christopher Sharpe, Chief Executive of [The Rug Company](#) was interviewed by Rhymer Rigby for the Financial Times How to Spend It online Business Diary on July 11th commenting on his business meetings that week and putting a focus on the company's expansion plans. The company evidently now employs 1500 or more people out in Kathmandu, making its rugs, and Chris highlights the important role that GoodWeave plays in the operation: "We belong to an organisation called GoodWeave. You pay them a percentage of what you export and they have four guys out on motorbikes out all day checking that children aren't working on the looms. I'd like to think we could send a pretty unpleasant journalist out there and know we had done our best."

Read the Article at the FT: <http://www.ft.com>

[Wovenground](#) will be launching another designer name at Decorex this year – that of Dutch designer Frans Molenaar. His rug designs stay true to his design ethos – elegant, stylist and beautifully made; the hand-knotted rugs will feature the GoodWeave label and will be available in either 100% wool or 70% wool and 30% art silk.



[Rug-maker](#) reports the recent Royal Wedding has led to renewed interest in its Stamp Collection of bespoke rugs, which start at £695 retail (trade enquiries welcome). Recent editorial coverage has included Vogue Magazine in Russia and Laurence Llewelyn Bowen on TV, and the company is now working on a Penny Black rug design.

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GoodWeave Rug Directory and Blog

The GoodWeave Rug Directory will be launched officially at Decorex and therefore all content needs to be submitted by the end of July, as previously requested. This is a new

GoodWeave marketing development for GoodWeave's Retailers in the UK, which will not only give excellent visibility to new designs bearing the GoodWeave label, but will also boost GoodWeave UK's presence on the web with timely consumer and press related information, views, stories and advice. From time to time we will be inviting guest bloggers, so if you have any suggestions please do get in touch.

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International News

Pilot GoodWeave project in Afghanistan

GoodWeave has been awarded a contract to expand its operations into Afghanistan, where it will implement a similar inspection scheme and social programmes as in Nepal and India. The pilot project, now in the planning stages, will be part of a broader economic development project that will establish in-country rug finishing facilities. While the carpet industry is Afghanistan's largest legal employer, the country suffers from a 40 percent unemployment rate. GoodWeave will help increase Afghanistan's access to international rug markets, while the reduction of child labour will put more adults back to work.



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GoodWeave India appoints Executive Director

GoodWeave welcomes Vivek Srivastava to the post of Executive Director of GoodWeave India. Vivek has over 16 years of experience in the corporate, development and government sectors.

Prior to joining GoodWeave, Vivek served as the Portfolio Manager and Country Representative of the Children's Investment Fund Foundation in India. Vivek has also

worked with the US-based non-profit PATH in India, supervising a portfolio of programs in health, nutrition, water and health technologies, and the United Nations Development Programme, advising the Government of India on how to improve the aid effectiveness of externally funded programs cutting across various sectors of development.

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New European licensees

GoodWeave is pleased to welcome the following new licensees to the organisation, expanding the organisation's reach in Europe to 30 licensees: [Sirecom Tappeti](#) in Italy, and [Makeda Rugs](#) in Sweden.

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Decorex hosts ethical sourcing seminar and exhibits winning design

The winner of the 2011 GoodWeave Student Rug Design Competition is Tracy Bidwell, a final year student studying Textiles and Surface Design at Cleveland College of Art and Design. Her design was inspired by the structure of nature and the colours and styles of the 1950's, in particular the Festival of Britain, and caught the eye of the judges, who included British designer Celia Birtwell, design journalist Barbara Chandler and Lucy Upward from Cover Magazine.

The competition aims to encourage young designers to learn about the commercial world of rug design and ethical manufacture and was sponsored by Jacaranda Carpets and WovenGround.com. A mature student, Tracy was previously a nursery nurse and feels a close empathy with the GoodWeave cause: "A child can only realise its full potential if it's allowed the freedom to grow and develop how nature intended, this does not involve working in harsh conditions in a factory."

The winning design is currently being hand-knotted in Nepal and will be on display on the GoodWeave stand G241 at the [Decorex](#) International exhibition 25-28th September. Samantha Towle, Executive Director at GoodWeave UK, will also be giving a seminar at the exhibition Monday 26th September at 2.45pm, regarding ethical sourcing for Interior Designers, with particular focus on the rug sector.



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