



**TRADITIONAL ARTS
& ETHNOLOGY CENTRE**

FOR IMMEDIATE RELEASE

New Fair Trade Shop opens in Luang Prabang

Luang Prabang, Laos
30 July 2014

The Traditional Arts and Ethnology Centre (TAEC) announces the opening of the TAEC Boutique in Ban Vat Sene in Luang Prabang. This sister store to the popular Museum Shop brings together handicrafts from 12 ethnic groups from across Laos and features the Heirloom Collection. Master artisans, respected in their communities, create exquisite, original pieces for sale as part of this exclusive collection.

Recognizing the need to support skilled artisans and preserve traditional knowledge as the market becomes saturated with mass-produced, cheaper goods, TAEC created the Heirloom Collection. Heirloom Collection pieces showcase weaving, embroidery, applique and other traditional techniques found in Laos, and come with a certificate of authenticity from the Traditional Arts and Ethnology Centre. Only available at the TAEC Boutique, these one-of-a-kind collector's items can be exported without contributing to the damaging antiques trade.

“We are proud to open this new shop on the main road in town, and we hope to increase sales and income for our handicraft producers. I think people will like the modern design of the Boutique – it is very different than anything else in Luang Prabang,” said Thongkhoun Southvilay, TAEC Co-Director.

A founding member of Fair Trade Laos, TAEC helps to improve the living conditions of the poorest people in Laos through handicraft development and sales. TAEC producers retain an average of 50% of the sale price for all items. Working in 33 different villages in 12 provinces, TAEC provides no-interest loans, training and market information to artisans, helping rural artisans to preserve traditional knowledge and bring their products to market.

Founded in 2006, the Traditional Arts and Ethnology Centre is dedicated to preserving the cultural diversity of Laos. In addition to ongoing work with villages and artisans, TAEC operates a museum in Luang Prabang with permanent and temporary exhibitions showcasing the cultures and traditions of Laos, including those of the Akha, Hmong, Katu, Kmhmu, and Tai Lue people.

Learn more about more about TAEC at www.taeclaos.org and fair trade in Laos at www.laosfairtrade.org.

TAEC Boutique
Ban Vat Sene
Luang Prabang, Lao PDR
Open Daily 9 AM – 9 PM

email: shop@taeclaos.org
phone: 030 5377557
website: www.taeclaos.org

Press Contact:

Donna Lednický
Director of Marketing and Development
Traditional Arts and Ethnology Centre
Ban Khamyong
Luang Prabang, Lao PDR

email: donna@taeclaos.org
phone: +856 71 253364

###

High resolution photos and photos of other products and artisans are available upon request.



Yao Mien Women Embroidering



*Part of the Heirloom Collection
Yao Mien Baby Carrier detail with applique
and silver*



Yao Mien Baby in Handmade Hat



Yao Mien Bridal Headcloth



TAEC Boutique on the main street in Luang Prabang.