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Area's First Fair Trade Clothing Store to Open in Cleveland Heights

Cleveland Heights, OH – October 2, 2006 – The Cleveland area's first fair trade clothing store is opening in October. It's what conscientious shoppers have been waiting for. Cleveland Heights resident Lisa Dunn will open the doors of Revive, a clothing store offering products that are fair trade or union made. The Grand Opening is scheduled for Saturday, October 14, 10am – 5pm.

With a background in retail, Lisa knows how hard it is to compete. Because large retailers demand lower costs from their suppliers, U.S. factories are closing and sweatshop factories proliferating overseas. "Consumers are becoming more aware that most products are made in sweatshops, even if they don't know all the horrid details," said Lisa. "They would prefer to spend their hard-earned money in an ethical manner."

Lisa became familiar with the brutal reality of sweatshop labor while working for the InterReligious Task Force on Central America, a human rights group that exposes the abuses of global economics. Fair trade is a just alternative that pays a living wage, ensures healthy and safe working conditions, and promotes environmental sustainability. Lisa sees hope in the fair trade movement. She says, "Fair trade is a beacon of light in a world where economic globalization is increasing poverty and suffering."

Lisa has already seen successful fair trade in action. She serves on the board of Ten Thousand Villages in Rocky River, a nonprofit fair trade store that offers handicrafts from developing countries. As a volunteer for Cleveland-based International Partners in Mission (IPM), Lisa has traveled to El Salvador to do product development with sewing cooperative, Mujer y Comunidad. In addition, she has visited and hosted women's cooperatives based in Guatemala and Nicaragua.

Fair trade has a long, proven record of success throughout Europe. It is now catching on in the U.S. Lisa is excited to be part of that trend.

Revive will have a shopping atmosphere that embraces fun, functional and ethically made fashion, and that uplifts others in the process—producers and consumers alike. "I see this as a lifestyle store, promoting sustainable living in all aspects of our lives," Lisa said. "Businesses can be successful and still show respect to our environment and to all people."

Revive will offer clothing for women, men and children, accessories, home décor and more.

For more information see: www.revivestore.com.

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