



Andean Collection Introduces the Antisana Line Urban Inspiration Influences New Collection



Left: Infinity Scarf and Frida earrings in sunset orange; Right: Lola Hat in fuchsia

Brooklyn, NY (July 20, 2011) - Andean Collection introduces the Antisana line, which takes the brand beyond jewelry to include scarves, hats, and belts. A nod to the urban influences designer Amanda Judge uncovered in both Brooklyn and Ecuador's capital city, Quito, the expansive collection is designed to compliment and elevate a contemporary wardrobe.

"We looked to emphasize more literally the collaboration between the urban and the rural by incorporating geometric shapes and designs we find during our everyday walks in Brooklyn," said designer Amanda Judge, who founded the company in an effort to help bring sustainable change to the rural communities of South America

This twist on their traditional materials is most prominent in designs that feature Tagua, a versatile seed that has become a staple in the line. In this collection, Tagua takes on a more modern, dressy feel, as seen in styles like the Honeycomb and Trapezoid necklaces. The introduction of rings, made from bullhorn and Tagua, are oversized and strategically structured - a singular piece that makes a strong style statement.

But a shift in shape isn't the only change you'll see. In addition to rings, Andean Collection features hats and Infinity Scarves for the first time ever in the Antisana line. A celebration of the indigenous men and women's hats found in Ecuador, The Lola Hat is a fun, felt alternative to many of the fedoras currently featured in U.S. shops. Available in both bright and neutral shades, this chic accessory is designed to literally turn heads. Gorgeous infinity scarves, incorporating indigenous weaving techniques and patterns, provide warmth and add a pop of color to an everyday look. In addition, an expanded belt collection boasts two styles with buckles, and two that wrap and tie around the body for maximum versatility. Both belts and scarves are crafted on incredibly intricate handmade wooden looms.

Soft and bold gem tones such as midnight teal, berry, quarry (an ice blue), and periwinkle take center stage as the shades of the season, while popular colors such as sunset orange, soft gray, onyx, pacific blue, leaf green, and of course, natural ivory, remain abundant as well.

But perhaps the biggest difference is the one you won't see by studying the products. It's the difference Andean Collection is making in the lives of its lead artisans back in Ecuador. From season to season, new artisans are put on the path to prosperity. The lead artisans' children now go to school, and with the help of Andean Collection's non-profit arm, Andean Project, educational scholarships and small business consulting programs are available, helping to create overall economic growth locally.



Andean Collection is available at <http://www.theandeancollection.com> , as well as Anthropologie stores and in over 600 boutiques in the U.S. and internationally.

About Andean Collection

Andean Collection takes design cues from our diverse world. Incorporating bright colors and soft hues and combining natural materials with rustic materials, the Andean Collection sources materials and labor in the Andean region of South America. The finished look integrates these worlds, resulting in unique and inspired designs that fuse the urban with the rural, and the natural with the modern. Creating to encourage change, Andean Collection was founded to bring sustainable improvements to impoverished communities in South America. The collection offers artisans the opportunity to participate in the global market, and simultaneously provides customers with access to the elusive world of the rural Andes. Through the non-profit arm, Andean Project, the company ensures that the change remains productive and healthy, through addressing other poverty-related issues that are funded through profits gained from the collection as well as private donations.

###

For all PR Inquires, please contact Amy Cunha
BigPicture PR
17 Osgood Place
San Francisco, California 94133
+1.415.362.2085
+1.415.350.3154 mobile

amy@bigpicpr.com
www.bigpicpr.com

Blog: theandeancollection.blogspot.com · **Video:** <http://vimeo.com/8768363>