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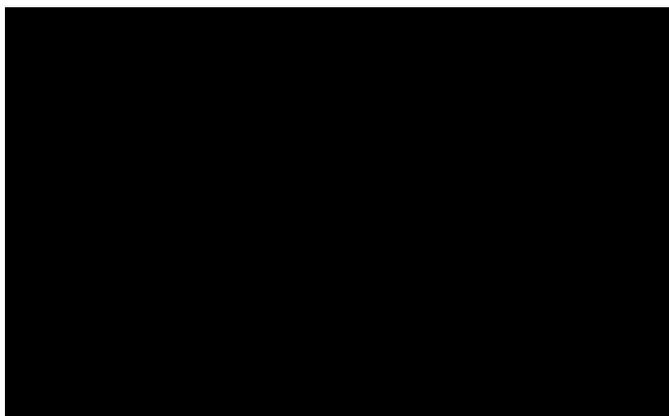
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FREE NEWSLETTER

ECONOMY

Anchal Project partners with Madewell, to host pop-up store event at Oxmoor

By [LISA HORNING](#) | February 4, 2019 12:10 pm



Quilts by Louisville-based Anchal Project will be on display in Madewell stores across the country throughout February. | Courtesy

The [Anchal Project](#), a nonprofit clothing and textiles seller founded and based in Louisville, is partnering with Madewell

and its products will be on display in more than 120 Madewell stores in the United States and sold online.

Quilts were selected by Madewell to coordinate with the brand's Fair Trade Certified collection of denim through February, and will be in display windows, according to Anchal Project. Home products and travel bags are available permanently through the website, Madewell.com.

"We're thrilled to partner with a brand like Madewell that is embracing the sustainable fashion movement and taking the important steps to increase transparency in their production process, and incorporate fair trade practices that protect workers and the environment alike," said Maggie Clines, creative director of Anchal Project, in a news release.

"It's inspiring to witness retailers like Madewell recognize the need for this shift in the industry, and take the opportunity to educate their wide customer base about the importance of sustainable manufacturing practices," Clines said.

Clines and her sister, Colleen Clines, created the organization to help former sex workers in India learn textile design and creation to pull themselves out of poverty. The organization says it has helped more than 400 women, including a few in Louisville, become artisans and empower themselves. All of Anchal's products are handmade by women artisans.

Anchal has partnered with Anthropologie, [Guggenheim Museum Store](#), Urban Outfitters and Madewell, and its eco-friendly products have been featured in Harper's Bazaar, Vogue, Forbes, Better Homes & Gardens, Design Sponge, Architectural Digest and Design Milk.

To celebrate the collaboration, Anchal will host a pop-up event noon to 2 p.m. Feb. 24 at Madewell Oxmoor Center. The event will feature a discount of 20 percent off any purchase of \$125 or more.

LISA HORNUNG

Lisa Hornung a native of Louisville and has worked in local media for more than 15 years as a writer and editor. Before that she worked as a writer, editor and photographer for community newspapers in Kansas, Ohio and Kentucky. She has a bachelor's degree in journalism from the University of Georgia, and after a 20-year career in journalism, she obtained

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a master's degree in history from Eastern Kentucky University
in 2016.



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