



THE CREATION OF THE CHARLOTTE DI VITA COLLECTIONS™

Charlotte di Vita launched the first collection of hand-painted and handcrafted miniature enamels in May 1998 into a buoyant UK collectibles market to instant success. Today, the Charlotte di Vita Collections™ is recognised internationally as a leading collectibles brand.



Garden Cat (CM154) from the Clare Maddicott and Linda Edwards Collection

Today there are 156 designs in the Charlotte di Vita Collections™ and their continued popularity ensures secure employment and fair working conditions for the Chinese craftspeople, as well as providing a national platform for Charlotte di Vita's ethical trading ethos.

In October 1998, Charlotte di Vita was invested as a Member of the Order of the British Empire (MBE) by Her Majesty The Queen at Buckingham Palace. Charlotte in turn presented Her Majesty with one of the first miniature enamel teapots. Charlotte comments that, "The MBE has brought international recognition to our work, bringing Trade plus Aid® to the attention of a far wider public."

To date, Charlotte's ethical trading initiatives have not only been able to return over US\$4,480,200 to the producer communities to pay for their handicrafts, including these talented Chinese enamellers, but has also raised over US\$347,200 to initiate charitable projects to assist underprivileged communities in Asia and Africa.

The Charlotte di Vita Collections™ brand name is now recognised in the giftware trade as the market leader in miniature enamel collectable teapots.

The Collections are distributed around the world by W. Goebel Porzellanfabrik, one of the world's most respected and well-established collectibles companies. And following a very successful initial year, in 2002, Goebel agreed a new four-year licensing contract that guarantees a minimum annual licensing fee of US\$325,000, a total of US\$1.3 million. This means that Charlotte can continue to develop additional income generating design and manufacturing projects and make donations to Trade plus Aid® for the design and implementation of sustainable charitable programmes.

ENDS

For more information, to organise images or to arrange an interview contact:

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