

**LULAN ARTISANS™:**  
**SUSTAINING SOUTHEAST ASIA'S TRADITIONS WHILE SHAPING ITS FUTURE**  
***~ Unique Crafts and Cultures Thrive in a Visionary Collaboration  
of American Designers and Asian Artisans ~***

MONTEREY, Calif., June 2, 2008 – The lands of Southeast Asia dazzle with brilliant color, natural beauty, intricate patterns and a mystical faith that still inspires and informs the work of its artisans. Now, the exceptional crafts and distinctive cultures of Cambodia, Laos, Thailand, Vietnam, and India, are reinterpreted in a unique collaboration between American designers and gifted Asian artisans.

Lulan Artisans™ is the vision of Charleston, S.C.-based architect/designer Eve Blossom, who developed her passion for the ancient art of hand-weaving during a two-year sojourn in Vietnam. Travelling throughout Southeast Asia, she was inspired by the unparalleled talent and spirit of the local artisans. She also saw the opportunity to produce environmentally sustainable products that



could be marketed in the West for the benefit of the communities that created them.

The result is an innovative alliance between Blossom, consulting California design partners Laura Guido-Clark and Michael Koch and a group of artisans who have kept ancient traditions and techniques alive for centuries. Headquartered in Charleston and founded in 2004, Lulan is committed to preserving regional artistic traditions by creating sustainable yet luxurious fabrics that are handwoven and hand-dyed. "We are a for-profit social venture," Blossom notes. "Lulan works in partnership with more than 600 artisans, developing local cottage industries and helping to meet the specific economic needs of each individual community. These artisans are truly our partners."

Lulan designs and produces high-quality, handwoven, hand-dyed natural textiles used as upholstery, curtains, pillows, duvets, throws, wallcoverings, lampshades, rugs and other home accessories. These singular fabrics elegantly merge original, contemporary designs with centuries-old Southeast Asian weaving techniques. Each region's distinctive artistic traditions are reinterpreted by Lulan's American designers with fresh perspectives on pattern, palette and texture. The product line is available through designer showrooms and select specialty retailers, such as ABC Carpet & Home in New York City.

A key aspect of Eve Blossom's vision is to enhance the weavers' economic development by creating sustainable livelihoods and improving the quality of life, not just for its Asian artisans but

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for their towns and villages. Today, Lulan's partners include 18 different groups of spinners, twisters, dyers, weavers and finishers. These groups had previously organized themselves; Blossom works with them to take them to the next level. In fact, Blossom would like to expand the partnership to include 10,000 artisans in the years ahead. "We're determined to provide the resources to assist with whatever economic and social programs each community needs to prosper," asserts Blossom. These programs are geared to the individual needs of each group. Where one might want childcare, another might have literacy classes for women as a priority. Support is both local and global. Lulan is responsive to their local conditions, while offering expertise in international product development and marketing.

Lulan's holistic approach honors the rhythms, growth cycles, traditions and regional specificity of its artisans. The company's reverence for nature and commitment to environmental sustainability is evident in its use of natural and low-impact dyes and all-natural materials. These fabrics are better for the environment, the weavers and the consumer. Lulan's textiles exude a sense of place, time and meaning and are filled with mastery, love and pride of the handmade.

**About Lulan Artisans™.** Headquartered in Charleston, S.C., and founded in 2004, Lulan Artisans,™ designers and producers of luxurious, handwoven, hand-dyed sustainable textiles for the home that elegantly merge original contemporary designs with centuries-old Southeast Asian techniques, is a unique collaboration between Charleston-based architect / designer Eve Blossom and a group of gifted artisans located throughout Southeast Asia. Primary goals are sustainable business practices, creating economically viable livelihoods and improving the quality of life for its artisans, their families and their villages.

Lulan collections are available through designer showrooms and select specialty retailers. For more information, call 843-722-0118 or visit [www.lulan.com](http://www.lulan.com).

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Eve Blossom  
Founder/ President  
Lulan Artisans

**NEW DESIGNS FROM LULAN ARTISANS™**

*~ Lulan Artisans Introduces New Handwoven Designs with Modern Style ~*

MONTEREY, Calif., June 2, 2008 – The traditional art of Asian weavers merges with the contemporary vision of architect / designer Eve Blossom and two celebrated American designers in the sumptuous new collection of textiles and home accessories introduced by Lulan Artisans™. Handwoven, hand-dyed fabrics in two new silk designs – offered as yardage as well as home accessories such as bedcovers, pillows, table runners, window treatments and throws – for casual luxury for every room in the home.

Blossom, founder/president of Lulan, collaborated with award-winning California designers Laura Guido-Clark and Michael Koch, well-known for their urbane color sensibilities and complex textile constructions, to produce sensuously and emotionally evocative new designs. Their designs come to life in small workshops in Asia, where master weavers use centuries-old techniques to create the collection by hand.

**Organic Symmetry**

Titled "Organic Symmetry," the collection references the environmentally sensitive materials and fabrication process of the offering as well as its geometric patterns. The designs are highly textural, yet discreet, with sophisticated, multi-layered weaves using a brocading technique. Fabrics are hand-colored with natural or low-impact dyes with the use of all-natural materials.

There are two patterns – available as yardage and fine home accessories – and one hand-knotted silk rug:

**Dots and Dashes.** 100% handwoven silk fabric. Brocaded dots and dashes shimmer above background of soft tonal color. Six colorways: Cream, Sand, Butter, Poppy, Willow and Sprig.

**Curvilinear.** 100% handwoven silk fabric. Soft hues topped with luminous curved brocading. Six colorways: Scallop, Taupe, Cloud, Copper, Mint and Sable.

**Rain.** 100% hand-knotted silk rug. Six colorways: Raw Umber, Indigo Calm, Mauve, Cochineal, Tumeric and Birch Tree.

**About Lulan Artisans.** Lulan Artisans is a unique collaboration between Charleston, S.C.-based architect/designer Eve Blossom, consulting designers Laura Guido-Clark and Michael Koch, and a group of gifted artisans located throughout five Asian countries. Under Blossom's supervision, partnerships with more than 600 spinners, twisters, dyers, weavers and

- more -

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finishers produce high-end fabrics, decorative accents, lighting accessories and floorcoverings that elegantly merge original contemporary designs with traditional Asian craft techniques. The manufacturing program includes hand-dyeing, loom set up and hand-weaving; its holistic design approach honors the rhythms, growth cycles and regional specificity of its all-natural materials. Dyes are natural or low-impact to be as environmentally sensitive as possible. Primary goals are sustainable business practices, creating economically viable livelihoods and improving the quality of life for its artisans, their families and their villages.

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