



Charlotte di Vita™
COLLECTIONS

Charlotte di Vita Collections™ Announces \$1.3 million Deal and Launches New Designs

SPRING FAIR BIRMINGHAM 2003

HALL 5 STAND J14/K13

Original Press Release February 2003

Charlotte di Vita Collections™, the market leader in miniature enamel collectable teapots, has announced a new deal with its European distributor, W. Goebel, Porzellanfabrik.

"I have been working with Goebel for over a year now and the relationship has been so successful that Goebel has now guaranteed a minimum licensing fee of US\$325,000 annually for the next four years." explains Charlotte di Vita MBE.

Charlotte continues to make donations, from funds raised through the Charlotte di Vita Collections™, to the Trade plus Aid® charitable trust. Since Charlotte di Vita founded Trade plus Aid®, she has raised over US\$420,200 to initiate charitable projects to assist impoverished communities around the world.

"Goebel has been very committed and their continued support means that I can continue to invest in the development of new design and manufacturing facilities as well as to provide longterm funding for Trade plus Aid's charitable projects in Asia and Africa."

New designs

Spring Fair 2003 sees 19 new designs introduced to the Charlotte di Vita Collections™ of exquisite handcrafted and handpainted miniature enamel teapots. The entire range will be showcased at Spring Fair 2003 exclusively on the Goebel stand in Hall 5.

Collectors will welcome a totally new Collection: the **Rosina Wachtmeister Collection** of stylish cats. Rosina Wachtmeister is a world-renowned artist and her vibrant images and powerful colours are very popular with international collectors. Rosina herself was born in Vienna, studied art, sculpture and design in Brazil and now lives in Italy. Her work has been exhibited in Brazil, Italy, Switzerland, France and Germany. This is the first time that her art has been interpreted in enamel.

In addition, there are new designs inspired by **Monet, Renoir and Klimt** in the ever popular Famous Paintings Collection.



New charitable projects

Throughout 2002 Charlotte undertook several extended trips to South-East Asia, China and Africa in order to research charity projects for Trade plus Aid®.

In western China she joined a group of Hong Kong Rotarians to visit leprosy sufferers in four very isolated villages. After her visit, Charlotte introduced The Rotary Club of Hong Kong to HANDA and together they are developing a strategy to aid these impoverished communities. HANDA was set up by a Chinese doctor in 1996 to develop self-help programmes and give medical aid to leprosy (Hansen's Disease) sufferers in China. In South Africa, Charlotte initiated a nutritional outreach programme to feed 1000 desperately needy people a day in the townships close to the Trade plus Aid® Design Studio in Johannesburg. Charlotte explains, "Over the next two years we will fund the distribution of 469,000 meals to those affected by Aids and TB and to children who arrive at school, day after day, with no food in their stomach."

Charlotte has been assisting the Kaloko Trust in Zambia since 1996. The Kaloko Trust is a successful organisation working to alleviate poverty in Luansobe, one of the poorest rural areas in Southern Africa. In 2000, Trade plus Aid® contributed towards the education of children graduating from primary school. In 2002, Trade plus Aid® agreed a five-year funding programme (totaling US\$32,175) to enable the children to continue their schooling until twelfth grade.

In March 2002, Trade plus Aid® assisted a music specialist to travel to Vietnam to work as a volunteer with the Christina Noble Foundation for Children and to buy musical instruments for her music therapy work with street children.

How you can contribute to Trade plus Aid 's work

Trade plus Aid ® believes in self-sufficiency therefore does not accept donations, so the best way you can help its charitable work is by purchasing the Charlotte di Vita Collections ™ of miniature enamels.

There are now 156 miniature teapots available in the Collections.

Standing just 8 to 12cm high, every enamel teapot is individually handcrafted and hand-painted, taking up to four days to complete and entailing more than 129 skilled tasks.

Intricate craftsmanship and timeless designs, make the Charlotte di Vita Collections ™ works of art to be treasured, like their 17th Century counterparts, from generation to generation.

Every teapot is a genuine numbered limited edition collectable, back-stamp authenticated and presented with a brass tag confirming the teapot as a "Certified Original ". The teapot comes in a stunning exclusive, design-led silk-lined gift box.

For retail enquiries contact Goebel (info@goebel.de)

ENDS

For media information and photography contact::

media@charlottedivita.com