

For Immediate Release

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MANTRA: GORGEOUS HIGH-END INDIAN TUNICS

Santa Fe, N.M. — *Mantra—A Lifestyle Bazaar* is pleased to launch their line of beautiful, high-quality Indian tunics and kaftans. The word mantra means prayer, and a prayer can create transformation. Mantra’s website, **mantrabazaar.com**, goes live Saturday, April 12, to coincide with Vaisakhi, the Indian harvest festival. There will be a public celebration of the launch in Santa Fe, at Ten Thousand Villages. The event is free and open to the public.



Mantra Bazaar is a small, women-owned, fair-trade, Santa Fe-based clothing company specializing in handmade tunics and kaftans. Owners Betsy Ronel and Shibana Singh discuss how they met and started the company in a new video recently uploaded to their Vimeo page: <https://vimeo.com/88799899>.

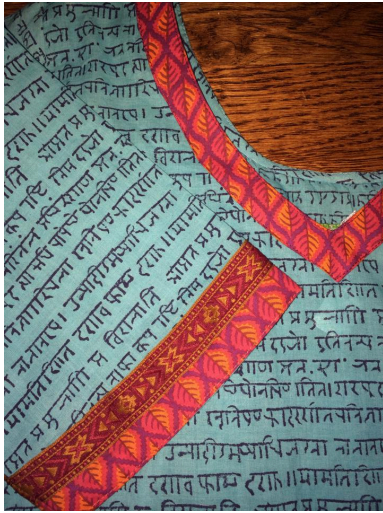
“Our tunics bring out beauty,” says Ronel. “In our shirts, women look like jewels: colorful, bright, happy. Our tunics have been blessed, and I think the energy infused is felt by the wearer. They are made of high-end fabrics and treatments and we sell them at affordable prices. Our tunics are more than shirts. They are part of a lifestyle that embraces community. We keep our business Santa Fe-based by working with local talents. Our community in India is women-run and employs five tailors, each with her own family. The choices we make are conscious, with the community at large in mind. Mantra supports both nonprofits and hardworking individuals.”

15% of Mantra Bazaar sales, and 100% of the sales of silent auction on April 12, will benefit the Esperanza Shelter for Battered Families, in Santa Fe (<http://www.esperanzashelter.org/>).

“It is our desire that our clothing will support our clients on a journey toward peace, creativity, and authentic personal transformation,” adds Singh. “I resonate deeply with the philosophy of *Vasudeva Kutumbakam*—the world as one family. Through Mantra, we envision a community that extends beyond the barriers of nationality and race.”

Guests at the April 12 event in Santa Fe will be able to try on and purchase pieces from Mantra’s new line. Homemade Indian delicacies, dance performances, a trunk show, and a silent auction will create a very special afternoon. In addition, the mantrabazaar.com website

will be unveiled.



Mantra Bazaar tunics and kaftans are available at www.mantrabazaar.com starting April 12, and online now through Etsy and at several Santa Fe boutiques, including Ten Thousand Villages. Plans to expand nationwide are in the works.

What: Mantra Trunk Show, Silent Auction, and Website Launch

Where: Ten Thousand Villages, 219 Galisteo Street, Santa Fe, NM: 505-982-0436, www.tenthousandvillages.com

When: Saturday, April 12, 2:30 pm

www.facebook.com/mantralifestylebazaar

www.etsy.com/shop/MantraBazaar

www.mantrabazaar.com (Site officially launched at April 12 event)

Sizes: XS–XXL

Prices: \$68–\$148 (long kaftans)

INTERVIEWS AND IMAGES AVAILABLE ON REQUEST

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