

Press Release Contact: Kristy Norbert / kristy@herfuturecoalition.org

NEW YORK, N.Y - April 5, 2017

HER FUTURE COALITION JOINS FORCES WITH LULU FROST
TO DESIGN AN ICONIC CUFF TO END SLAVERY

"Jewelry is a healing tool, and a weapon" (Lisa Salzer-Wiles)

Forever free—that is what will inspire the design process for Lulu Frost owner Lisa Salzer-Wiles and the women artisans of Her Future Coalition as they collaborate on a jewelry design to raise awareness and engage the public in combating modern slavery. “Engaging people’s hearts and minds is critical in the fight against human trafficking. We are thrilled to work with Lisa and her team at Lulu Frost on a bracelet that will be more than just beautiful; it will help rebuild lives,” Kristy Norbert, Executive Director of Her Future Coalition.

Lulu Frost is a jewelry brand based in NYC, founded by designer Lisa Salzer-Wiles in 2004 with the purpose of spreading meaning through each of her works. Lulu Frost is beloved for its modernistic approach to celebrating the past, coupled with a brand commitment to create lasting value and meaning in each and every piece. Lisa believes, "Metal is from the earth, it is so rich and elemental. The power and energies it carries, become those that the wearer can carry".

Modern slavery is a human rights emergency, affecting 29 million people worldwide. Rescuing people from slavery without a post-rescue plan leaves survivors vulnerable to re-trafficking and further exploitation, which is why Her Future Coalition (formerly known as Made by Survivors) has spent the last 12 years providing shelter, education, and high-wage employment to survivors of human trafficking and extreme abuse. This year HFC is poised for growth that will support many more survivors on their path to fiscal independence than ever before.

Founder Sarah Symons explains: “Our ability to help more women and girls is greatly increased because of the dedication and talents of experts like Lisa Salzer-Wiles. Having her on our side is invaluable”.

During the time spent together in India, Lisa and the women will work on a piece that will symbolize the girls and women path to becoming forever free, and will be worn by people around the world who support ending human trafficking, rebuilding the lives of our sisters and setting them on a new path of freedom.



Peg Cafferty of Ad Lumen Productions, has also joined forces and will be filming this journey. Says Peg, "The time is now. There is a growing movement around ending human slavery and sex trafficking and it is important to document the creation of this one piece of jewelry that represents so much". Peg and her team at Ad Lumen Productions will be filming the design process in Calcutta. We appreciate all the support and look forward impacting the world through jewelry and love.

Please contact us above to inquire about images.