



CPALI Newsletter

February 2010

CPALI hits the NY fashion runway

From Maroantsetra to the Meat-packing District. Children's stories about caterpillars turning into butterflies fabulize the potential of a plain caterpillar to become a colorful delicate creature that beautifies the world. The CPALI silk project reverses the narrative: we are striving to capitalize on the ephemeral creations of high fashion to generate the funds and attention that can preserve nature by benefiting people at the base of the pyramid. Thanks to lots of hard work by farmers and sewers in Madagascar, and help from our new friends in the fashion industry, a piece of wild silk textile made in Maroantsetra appeared in the Meat-packing district in a runway display during the New York, 2011 Fall Fashion Week http://www.nytimes.com/slideshow/2011/02/14/fashion/201220214SCENE_FW-9.html.

Early in 2011, Summer Rayne Oakes, the founder of Source4Style www.source4style.com introduced Tara St. James, the founder of Study NY www.notjustalabel.com/study_ny to CPALI. Tara used two meters of CPALI's patent-pending, nonwoven textile to make a strikingly beautiful, ethereal skirt that was modeled by Kelly in the Fall 2011 presentation by Study New York. We hope that such exposure and the attention generated by the silk's inclusion in the Source4Style and the Material Connexion libraries will connect us to customers whose purchases will encourage the farmers and the team - According to Mamy, "Everybody is looking at those pictures. Our hope is to get this project improve, and that was good news". Thank you Tara!



Bernard rearing larva



Making wild silk textile

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CPALI team and textile



Kelly models Tara St. James skirt

News from the Field



Returning home

SEPALIMAD, the partner organization that CPALI established in Madagascar, has sent a newsletter that you can download it at www.cpali.org under "Mamy organizes new farmer networks.pdf".

In his report, Mamy introduces you to

our new lead farmers who are organizing five farmer teams in four communities around the Makira Protected Area. All of their farms are in the designated "green zone".

We are please to be able to report that we have received enough funding support our scale up to 250 farmers and hence the team will be organizing new lead farmers in new lead sites.

The hurricane Bingiza hit Maroantsetra with full force. We are relieved to report that the team is fine although our rearing garden was partially destroyed. We are waiting news from the more isolated farmers.

Marketing update



Bertrand, proud CPALI/SEPALIMAD team member, shows off wild silk paper made to be encapsulated. CPALI is marketing its textiles and papers to a variety of industries that include architecture, interior design, sustainable fashion and fine arts, to name a few. During January the team made this silk paper that was ordered by an architectural firm in Greece and a London fashion accessories designer in London. Our current work is focused on scaling up production so that we can insure a sustainable stream of silk paper and textiles for our new customers.

Bertrand shows off silk paper

Thank you for your continued interest and support of CPALI, SEPALIMAD. Let the adventure continue!

We welcome your suggestions and comments - please contact me at: or suggest additional products or markets, please contact ccraig "at" cpali "." org.

Donations can be made on the CPALI website (ww.cpali.org) or through Global Giving.

Sincerely,

A handwritten signature in cursive script that reads "Cay".

Catherine Craig, PhD
CPALI CEO

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