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Women-Owned Indaba Celebrates Milestone 30 Years in Business

Continuing its mission to inspire and delight customers through meaningful product

Vancouver, Canada – November 1, 2019 - In 2020, Indaba will celebrate 30 years as a leading home and lifestyle resource for retailers, designers and customers across North America. Founder and CEO Irene Held and her daughter, Alison Gillespie, are a dynamic, fun-worshipping and impassioned mother/daughter duo who live by Indaba's motto "always be looking". With eyes wide open to the beauty around them, Irene and Alison travel the world in search of beautiful, handcrafted, ethically produced products and exciting designs.

Indaba (n: gathering) draws from the philosophy that style and comfort should be part of everyday living and for the past 30 years it has been Indaba's mission to supply retailers throughout North America with fresh, innovative, and quality merchandise that values hand-crafted over mass-produced.

Irene Held has always had a passion for beautiful art, interiors, and handcrafts. Irene moved to Vancouver Island from South Africa, and in 1990, she was inspired by her African roots to start Indaba at her kitchen table. Indaba has grown immensely since the early days of importing Zulu baskets into Irene's garage, and today, Irene and her daughter, Alison lead a dynamic female-centric operation of over 30 full time employees and 100 sales reps.

Indaba supplies over 3000 retail and design customers with an impressive selection of over 4000 products. With showrooms at AmericasMart Atlanta, Las Vegas Market, Dallas Market Center, and the Toronto Gift Fair, wholesale customers look to Indaba as a style leader and depend on its fresh, inspired collections season after season.

Customers today are searching for authentic brands that tell a story and promote meaningful, well-made product. Since its inception, Indaba has differentiated itself through the handmade quality and longevity of its products, qualities that are becoming increasingly relevant to today's consumer. "We touch everything. We design everything in Canada. We work directly with artisans and manufacturers. From product development to catalog creation, we promote our makers and design modern craft lifestyle collections with a focus on handmade, sustainable, ethical, and fun" says Alison.

"We care about our work and we work hard because we care ... We take pride in being interesting. We're eclectic, we're diverse, we tell stories, we're never boring" says Irene. Even after 30 years of traveling the world in search of all things Indaba, Irene's enthusiasm is infectious and authentic.

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