



Selected Press Recognition of Exhibitor Incubated Businesses

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07.02.1998	A Future Dependent on the Past	The Washington Post	25 G
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12.30.1996	Getting Dolled Up for a Commute-and a Career	The Washington Post	27 G
09.05.1996	The Pottery Principle	The Washington Post	28 G
06.06.1996	High-Voltage Hues	The Washington Post	29 G
May.1996	Turning Heads	The Washingtonian	30 G
12.09.1995	The Mug Business: Cold and Hot	The Washington Post	31 G
11.17.1995	Jewelry Entrepreneurs Ring District with Stores	Washington Business Journal	32 G
03.05.1995	Secondhand Row	The Washington Post Magazine	33 G
03.27.1994	You Can Leave Your Hat On	The Washington Post	34 G
06.26.1992	A Global Bazaar, Atmosphere Included	The Washington Post	35 G





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Business Incubations at The Flea Market at Eastern Market

November 10, 2011

From Market to Main Street: Businesses blossom

WASHINGTON, DC -

It's been a while since we've written about Flea Market at Eastern Market business incubations that have morphed into brick and mortar stores; but it's an ongoing process and a good story. This edition has a fashion focus among four such stores, three of which have opened in Northwest DC.

First down the runway in January was *It's Vintage Darling* at 3423 14th St. NW in the Columbia Heights neighborhood. Featuring fashionable "hand-picked vintage one-of-a-kind finds, for men and women," the store is the creation of Kindall Hudgins, who began selling at the flea market "eight years ago" and Amira Hakim, also an exhibitor.

"We actually met at the flea market," said Hudgins, who like Hakim had also kept separate Sunday spaces at the flea market until they combined the stands last month. *It's Vintage Darling* is open afternoons and evenings except Mondays.



Hudgins & Hakim. Image: Jocelyn Weiss

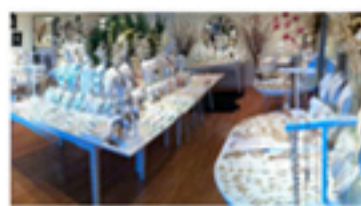
Rock It Again, "the premier source for Iconic Vintage Designs," also decided in January to locate in Columbia Heights at 1428 U Street, NW. The vintage clothier is co-owned by Clint Pierre and Aviyah Jacobi, both of whom originally had separate stands, now combined, at the flea market.



"A lot of places were boarded up," Pierre was quoted in a recent Washington Times article on the bustling neighborhood thrift store scene, which is helping revive storefronts there. *Rock It Again* is closed Saturdays but offers afternoon and early evening hours the rest of the week. For an idea of the inventory, the duo has posted dozens of fashion photos from both the flea and the store at: RockItAgain.com

Turquoise Jewelry Boutique was opened October 14 at 2118 18th St. NW in the Adams Morgan neighborhood by Cigdem and Mazar Ertekin, who emigrated from their native Turkey in 2000 following their marriage in the late 1990s. Cigdem started the business at Eastern Market "with a little table" in 2005 which expanded rapidly, by 2008, into her permanent 200 square foot location in the Hine School yard.

Mazar said he quit his job to devote full time to the business and now runs the market location while Cigdem tends "this cozy store." The couple also "does lots of street festivals and special events like Downtown Holiday Market and the



Turkish Festival," both in DC; and also jewelry and accessories shows all over the United States. *Turquoise Jewelry Boutique*, located between Wyoming and California Sts, NW, is open Noon to 7 p.m. Tuesday through Sunday.

An interesting retailing story is that of *Vibrant Art Wear*, which was opened by entrepreneur Jo Axt at 301 N. Market St., Frederick, MD in 2001. Axt started selling at The Flea Market at Eastern Market in June 1999 and by April 2000 opened her first store, *JAXTS*, at Savage Mills Mall in Savage, MD. The business rapidly grew to five stores located in three Maryland cities: Frederick, Hagerstown and Columbia.

Now only *Vibrant Art Wear*, voted "Best Women's Fashions" in Frederick Magazine, remains open and Axt has returned to tap her flea market roots as well. The new clothing and accessories store opens at 10 a.m. every day, and the inventory is also available online.



Application Extension for Downtown Holiday Market

Jerilyn Paladino, who trades as *The Alpaca Girl* at the flea market, had an offshoot business, *Alpaca Dogs*, mentioned in a Peruvian Embassies newsletter that was "distributed to all of the companies in Peru who are interested in international trade opportunities." More about the dog wear line can be found [here](#)



Speaking of international trade involving Peruvians, it reminds us that several businesses with Peruvian roots have operated at the flea. Elmer Farfan, *Cuatro Suyos*, who specializes in Alpaca products (hats, scarves, ponchos) and other unique crafts handcrafted in Cusco, Peru; and Alexandra Rodriguez, *Alexa's Empanadas*, are still permanent exhibitors.

Finally, we should mention that *Coos on F*, the downtown DC art gallery that has showcased several Eastern Market artists since its opening in 2007, received a recent positive review in the Washington Post, which can be found [here](#).

WASHINGTONIAN

It's Vintage Darling: The Best-Kept Shopping Secret of Columbia Heights

A few blocks north of Target, a rowhouse overflows with clothing from decades past **By Sarah Zlotnick**



DC, a destination for grade-A vintage shopping? Attempt that assertion two years ago and seasoned consignment hunters would have laughed all the way back to New York or Austin. But the Washington area has undergone a renaissance of sorts, with unbelievable resources quietly popping up all over the map. Alexandria's [Pretty People Vintage](#) does California boho and cocktail jewelry like no one else in the area, [Dr. K's](#) and [Rock it Again](#) on U Street are giving men great reasons to go retro, and Butler + Claypool's [roaming pop-up shops](#) are a fun, flash-focused way to score unique items.

A central locus of this revival sits two blocks north of the Columbia Heights Target.

Though entirely forgettable from street view, It's Vintage Darling houses a truly nonpareil collection of vintage gems. Opened by Amirah Hikim and Kendall Hudgins, the shop sources men's and women's clothing, jewelry, and accessories from New York, California, Massachusetts, and Florida.

It's Vintage Darling is funky at first glance. Just try to ignore the walls covered in old-fashioned magazine cutouts. The store displays a rack of '80s sequined pieces, chunky African fertility beads, and multicolored heels strewn about the floor. And Howard girls, we can already see you *killing* it in the extra-large feather earrings designed by fellow student Areeyal Goodwin (\$35 to \$70).

Closer inspection, however, reveals a solid dedication to a more demure style—think 1960s tea dresses, delicate evening gloves and purses, and the most wearable collection of vintage shirtdresses in the city. Prices are accessible, too: frocks average \$40; skirts come in around \$45; and sequined items, which are typically upwards of \$200 at department stores, are priced in the \$50 to \$60 range.

It's Vintage Darling: The Best-Kept Shopping Secret of Columbia Heights

A few blocks north of Target, a rowhouse overflows with clothing from decades past **By Sarah Zlotnick**

Though the shop's motto is "where every find is one of a kind" (and that is certainly accurate), label lovers and more conventional shoppers will not be without their fix. A truly impressive selection of Gucci and Louis Vuitton travelers and handbags sit atop shelves and inside glass cases, and finds like flowing Missoni skirts fill up the rack devoted to high-end designers. More conservative shoppers can pick up Longchamp and the occasional Lilly Pulitzer, and bargain or impulse buyers should veer straight for the suitcases filled with steals—these are It's Vintage Darling's \$10 bins.

The store doesn't have an official Web site yet, but manager Elise Peterson (@vintagedarling1) tweets of-the-moment picture updates on new merchandise. The shop also has a [Facebook page](#) that it updates regularly. For pictures of the store and a look at some of the merchandise, [view our slideshow](#).

It's Vintage Darling, 3423 14th St., NW, 202-525-1327. Open Tuesday through Thursday 3 to 8 PM, Friday 1 to 9, Saturday 11 to 9, and Sunday 12 to 7. Closed Mondays.

See Also:

[The Best New Shops of 2011](#)



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Market Businesses: Street to Storefront

Newsletter June 9, 2010

Incubator of Innovators

WASHINGTON, DC -

Throughout its nearly 30 years, the Flea Market at Eastern Market has incubated dozens of creative endeavors into actual brick and mortar businesses. Both established and emerging incubations caught our attention recently.



Jim Nixon, who with partner Hector Zarate, established the popular Peruvian-Import Adams Morgan store, Toro Mata, at 2410 18th Street, NW, a few years back, recently wrote:

"I hadn't been through Eastern Market on Sunday in about a year when I actually won one of the \$25 gift cards on your website recently. That prompted me to consider checking out the merchandise there to see if anything would fit into our store inventory at Toro Mata. The following Sunday morning I was walking the tent displays. As it turns out, an exhibitor had several pieces of furniture in good condition and at very fair prices that would fit into my shop's current product mix.

"I returned the following week and purchased more furniture and small items and food from a couple of the other vendors. And it was the gift card that prompted me to visit after a long absence!

"The overall quantity, quality and diversity of merchandise available in the schoolyard has never been better in my 15 years experience as a vendor and/or customer," concluded Nixon.

The emerging brick and mortar business is that of Jon Wye, who was featured in the May 16 issue of "WP," the Washington Post Magazine, which reported Wye had "signed a contract to open his first store...by joining 59 merchants in Limelight Marketplace in Manhattan."

Wye, a belt and alternative clothing designer, launched his Flea Market at Eastern Market business in 2007 and first attracted Washington Post ink in October 2009.

Read the entire Post magazine story [here](#)

2010 Art Market at Arts on Foot Announced!

Recruitment of artists for the 18th annual festival was announced recently by Michael Berman, Executive Director of Diverse Markets Management (DMM), a Flea Market at Eastern Market related company.



"The Washington Examiner's Arts On Foot is Washington, DC's, premier outdoor arts festival," wrote Berman. "Spanning four city blocks, the event kicks off the Fall arts season and showcases the best that Downtown DC has to offer. Held in the vibrant Penn Quarter neighborhood and with the Donald W. Reynolds Center for American Art and Portraiture as its backdrop, the festival," sponsored by Wines of Argentina, will be held Saturday, September 11.

"Following the success of the 2009 Art Market, the 2010 juried Fine Arts Market will expand to four days from Wednesday, September 8 through Saturday, September 11, the festival day. On Wednesday, Thursday and Friday, the Art Market will be set up on the wide F Street sidewalk between 7th and 9th streets NW, adjacent to the Reynolds Center for American Art and Portraiture," Berman continued.

"The Market is within steps of two Gallery Place metro entrances; across the street are the Verizon Center, and the bustling 7th Street Gallery Place corridor. The Hotel Monaco, the International Spy Museum, and upscale restaurants face the Market. Accompanied by a stage with low-key entertainment, specialty food options, and an information booth, the Art Market introduces the event and the participating artists to the burgeoning Downtown office and Penn Quarter neighborhood populations, providing a taste of what will take place at the festival on Saturday when the Art Market expands to incorporate 30 to 50 additional artists."

Complete information and online application are available [here](#)

Capitol Riverfront Market

Some Flea Market at Eastern Market "Food at the Flea" exhibitors have participated in the new Capitol Riverfront Market, offering fresh produce and locally prepared foods, which opened Thursday, May 6th and continues from 3 pm to 7 pm weekly through November 18th at the intersection of New Jersey Ave., SE & M St., SE, adjacent to the Navy Yard Metro (New Jersey Ave exit).



Among vendors selling fresh fruits and vegetables, breads and baked goods, herbs and spices, pickles, olive oil, jams, honey, desserts, flowers, and prepared foods have been **Micha's Sorbet**, **Bonjour La Parisienne**, and **Virginia Bakery**. Also managed by DMM, Berman said, "Tomorrow's market should be particularly vibrant" as the National's baseball series with the Pirates, which yesterday featured the frenzy of a prodigy pitcher's major league debut, concludes with a 7:05 game at the nearby stadium.

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Whatever Happened To

BY KRIS CORONADO

The popular Eastern Market fashion designer



Jon Wye is expanding to Limelight Marketplace in Manhattan.

CINCHING IT

One week

How long it takes Wye to make 100 belts

8

The number of hefty machines in Wye's workshop for functions such as cutting belts and applying the protective coating

Jon Wye is rubbing two belts together inside his work shed at Washington's historic Eastern Market. The belt and alternative clothing designer has just discovered that a thin protective coating for his belts holds up quite well.

"I'm so excited," he says, beaming — so much that you wonder what his reaction was like in February when he signed a contract to open his first store.

Wye already had a strong following when he was featured in *The Washington Post* last October. He launched his brand in August 2007, set up his Eastern Market tent and Web site (Jonwye.com), and locals were quick to snatch up his vibrantly patterned belts, graphic T-shirts, wrist cuffs, dog collars and more.

This month, Wye, 30, will

expand by joining 59 merchants in Limelight Marketplace in Manhattan. Built in a 12,000-square-foot space that once housed a church and, later, a nightclub, Limelight is less mall and more hip menagerie of up-and-comers in the food, fashion and decor industries. Wye's neighbors include Grimaldi's (yep, the Brooklyn pizza joint Michelle Obama visited in March) and Brocade Home (a two-year-old home decor brand by West Elm founder Lisa Versacio).

For the first month and a half, Wye will work his 250-square-foot space solo, ringing up T-shirts, and measuring and cutting his belts to fit customers on site. When stock gets low, he'll call Jeff Ball — a fan who became Wye's first full-time employee last year — to send more belts from their D.C. workspace and shirts from their Alexandria-based printer, Dead Bat Designs.

Wye's career seems to be falling into place, he says, just as his personal life has taken a hit: A four-year relationship ended in October, and Wye's 10-year-old malamute-retriever mix, Fred, died in March. "It's definitely been the worst year and the best year of my life," Wye says.

But he doesn't have time to sulk. Recently, he was training Ball and brainstorming ideas for the rest of the store's custom-made furniture.

"I feel like I'm a Pinto switched with a Porsche engine, and the Porsche engine likes to run faster and hotter," he says.

For the original story, go to washingtonpost.com/magazine.

2008 PHOTOGRAPH BY PAUL VERSACIO

Alt-Crafter Jon Wye

Friday, October 2, 2009

Jon Wye, <http://www.jonwye.com>

Specialties: Printed leather belts, dog collars and wrist cuffs; also designs T-shirts

Price range: Belts, \$65; cuffs, \$20; dog collars, \$28-\$35; T-shirts, \$20-\$36

Ask Jon Wye whether he's part of the alt-craft movement, and he'll demur: He has been too busy building his leather-belt business to run in the craft circles.

More than any other maker here, Wye seems almost post-craft. His ambitions are to build his brand and expand his line beyond the belts, cuffs and T-shirts that he currently makes; next up are guitar straps. He shyly mentions dreams of wide recognition for his work (an accessories and T-shirt brand like Ed Hardy comes to mind).

Evidence of his growing empire: Wye, 30, hires other artists to collaborate on the "intellectual pop" designs that adorn his belts. Outside artists also help design and print the T-shirts. And his workshop -- the back of his parents' Capitol Hill home -- is full of massive machinery that hints at imminent industrialization: an industrial sewing machine; a hulking *thing* whose only job is to punch out perfect little belt holes; another noisy device plugs in his signature rivets (which bear a little explosive poof that he had custom-made in an ambitious batch of 25,000.) He has given up his job, moved back in with his parents and taken out loans to completely focus on his goals.

For now, however, you can still find Wye's fingerprints all over his wares. He's the one in the workshop, thinning the leather and printing it with the designs; the method involves printing the leather like a tattoo artist might tattoo skin, getting the dyes beneath the surface.



Jon Wye crafts leather belts, dog collars and cuffs. He plans to expand his line beginning with guitar straps. (Dayna Smith - Dayna Smith - For The Washington Post)

Having pinned down his process ("We're very industrial about things this year," he concedes), he's focusing on the business side. Says Wye: "My dad sat me down at one point, and he said, 'You love making this stuff. You hate selling it.' So I had to learn to love to sell it."

These days, he's got his approach down to a science. "All of it matters. Every little piece," he says, ticking off his market-day rules. "I will always stay late at an event. I will never pack up early no matter how bad the show is. I will always stand and be in an attentive position; never any sunglasses, always wearing my own product."

"He's literally your local T-shirt printer you can talk to you," Wye says. Visit <http://www.scheduledshirts.com> or call 703-373-3740.

Weaver Leather in Mount Hope, Ohio

Wye buys his leather from this company in Ohio's Amish country. "If you talk to them on the phone, they are the freaking nicest people in the world," he says. "And basically their catalogue was my 101 class." Visit <http://www.weaverleather.com>.



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Open & On Target at Eastern Market

August 25, 2008

Businesses Open and Reconstruction on Schedule



WASHINGTON, DC (August 25, 2008)-- Reconstruction of Eastern Market is on schedule and on budget for a grand reopening next summer, according to reports last month following a construction site tour arranged by the DC Office of Property Management.

The tour, attended by DC Mayor Adrian Fenty, Council Member Tommy Wells and other city officials, was widely covered by local media and highlighted "the wonderful progress we continue to see weekly," according to Tom Rall, manager of The Flea Market at Eastern Market on Sundays.

"The city is really fulfilling its promises for both construction of a temporary building for displaced merchants and for a thoughtful restoration of the historic building itself," praised Rall. "New windows throughout the building and addition of a South Hall skylight are going to recreate a light and airy environment for the reopening." construction of a temporary building for displaced merchants and for a thoughtful restoration of the historic building itself," praised Rall. "New windows throughout the building and addition of a South Hall skylight are going to recreate a light and airy environment for the reopening."

In the meantime, the East Hall, where the merchants moved to a location across the street, has already been open for more than a year and recently expanded hours "to serve you better," wrote Merchant Mike Bowers.

"Crowds have also been returning on the weekends," said Rall, who attributes some of that to city advertising that has attracted both "Europeans taking advantage of a favorable exchange rate and metropolitan customers who thought we were closed" following the fire at the end of April 2007.

View the Office of Property Management reconstruction webcam:

[OPM webcam](#)

Travel Channel Features Eastern Market



"We also got a boost from the Travel Channel," said Rall, noting that a Washington, DC edition of "Samantha Brown's Passport to Great Weekends" had an initial airing

on the cable network August 7 and included an Eastern Market segment.

"Travel Channel viewers have been emailing EasternMarket.net to see if they can contact an exhibitor who was featured," said Michael Berman, director of communications.

The show's Associate Producer Michael Petrella reported to us that "it was a very popular episode" and should be rerun soon.

Here's where the schedule will be posted:

[Travel Channel schedule](#)

Downtown Holiday Market Announced

Berman, who also heads our associate company, Diverse Markets





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Open & On Target at Eastern Market

August 25, 2008

Management (DMM), wanted us to remind both potential customers and exhibitors that DMM recently announced the fourth annual Downtown Holiday Market, which is cosponsored by the Downtown Business Improvement District.

"This year we continue to build our very successful event with more days, an enhanced selling environment and an expanded footprint," he wrote.

The market will open Friday, December 5th, and will run continuously through Tuesday, December 23rd. Hours will be from 12pm-8pm each day. It will again be located on the wide sidewalk of F Street, this year stretching from 7th to 9th Streets NW, in front of the National Portrait Gallery.

Exhibitor applications close September 8th. More information is available:

[Diverse Markets Management](#)

Artists Reopen Studios on F St

Berman, as president of the Downtown Artists Coalition (DAC), also announced in a press release the grand opening of *F ST | Arts*, a suite of 6 brand new studios, at 923 F Street, NW. on Sept 5th at 6:30pm.

Artists displaced by downtown development will celebrate their return then. The return highlights "extraordinary cooperation in preserving cultural assets downtown," said Michael Berman.

The cooperation was spurred by DAC, which was formed in 1999 to organize the many artists who were facing possible eviction by redevelopment of the 900 block of F Street. The effort to preserve some of the last remaining artists' studios downtown culminated in a 2001 agreement which ultimately involved not only DAC but also the Committee of 100, the DC Preservation League, the landowner, the Archdiocese of Washington; the developer, Akridge; and the District government.

Included in the new Carroll Square development at 975 F Street, NW, is 7000 square feet of working art studio space, now leased from Akridge by DAC, which subleases to many of the artists who originally occupied space on the street. The studios occupy the 2nd and 3rd floors of the preserved and rehabbed townhouses that are incorporated into the development.

Berman's space in the project will function as a gallery called CAOS on F. The opening show will feature paintings by Berman, wood furniture by Matthew Falls, ceramics by Joe Hicks and paintings by Quint Marshall. In addition to Berman, Falls and Hicks are exhibitors at the Flea Market at Eastern Market.

Edited By LIZ SEYMOUR

A Fashion Show In the Kitchen

The apron may have had its heyday in the 1950s, but the housewife coverup has resurfaced as more than a mark of Grandma's pride. From the sheer and ruffled to the yellow polka-dotted, this dish-drying, pot-holding, dust-chasing collectible has evolved into a sassy emblem of kitchen couture — and so has the craft of making them. Perhaps it's the Bree Van De Kamp effect (thanks to "Desperate Housewives") or the appeal of this generation's June Cleavers, as seen on food and home shows on cable television.

EllynAnne Geisel, an avid collector and author of "The Apron Book," says women in the 1950s began making aprons when improvements in appliances made housekeeping less time-consuming.

So what inspired Amy Karol, an artist and mother in Portland, Ore., to start making aprons by hand,



Vintage pieces from "The Apron Book" by collector EllynAnne Geisel.

BY STEVE BRLEY

hosting online apron swaps and blogging (angrychicken.typepad.com/tieoneon) about them? She had more time after she stopped working downtown and became a stay-at-home mom. There is a network of apron aficionados, along with a generation of vintage apron sewing patterns that can be found on image-sharing sites such as Flickr.

You can still be a hostess with the mostest even if you don't have time to sew. Find vintage-inspired

aprons at www.anthropologie.com or www.jessiesteele.com. The real deal is sold at such shops as Marianne LaRoche (www.chezmarianne.com), which sets up every Sunday at Eastern Market. Other outlets: Vintage Swank in Front Royal (540-636-0069), Polly Sue's Vintage Shop in Takoma Park (301-270-5511) and the Remix in Alexandria's Del Ray neighborhood (703-549-4110).

Meaghan Wolff



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Supporting Social Services: Here and Abroad

August 23, 2006

August 24, 2006—"Through the years it has become more and more apparent to me that one of the main functions of a flea market is the support of social services. This month's newsletter features two such examples," said Tom Rall, Manager of The Flea Market at Eastern Market since 1984.

On the Air

Here at Home

One of our exhibitors, The Covenant House, and its Washington Artisans Workshop, was recently profiled on Channel WUSA9 news. The



piece, **JC & Friends: Nikia Young**, written By JC Hayward, features Nikia Young, a high school drop-out, who came to Covenant House eight months ago to work on getting her GED and to perfect her woodworking skills in the woodworking program.

Covenant House of Washington, which recently celebrated its tenth anniversary, was established to address homelessness and poverty among teens and young adults in the District. The goal of the program is to equip youth with marketable job skills.

The Artisans Workshop, led by volunteer Matt Barinholtz, has been regularly selling its work at The Flea Market at Eastern Market. And the feature follows Nikia and some of the other artisans directly to their market booth, a training ground of salesmanship.

Learn more about [The Covenant House](#) and its [Washington Artisans Workshop](#)

[The Covenant House Artisans on WUSA9](#)

Featured Exhibitor Katrina Ulrich

The Red Persimmon, Helping Overseas



Katrina Ulrich is the newest Featured Exhibitor at EasternMarket.net. Her business, The Red Persimmon, showcases cotton and silk bags, beaded jewelry, and home decorator items made from vintage saris. The products are all made in a "Women's

Income Generation" program called Blue Mango, co-founded by Ulrich with her sister, the onsite coordinator, in South India.

Blue Mango works with marginalized women: those affected by AIDS, widowed and abandoned wives, women who are physically or mentally challenged or victims of domestic abuse. It provides a place to work and an opportunity to earn a fair income.

Instead of first designing a product and then hiring trained women for production, they first accept women regardless of education or experience and provide free training. They then design marketable products which they can produce.

The women are encouraged to take ownership in Blue Mango. Instead of hiring from the outside, the women are promoted into positions of higher responsibility. Blue Mango was founded in November 2001 and has grown from one room with six women to a new workspace with more than sixty women.

Every year Katrina spends three months in India with the program. This year she invited fellow exhibitor Susan Johnson of Lillypad Designs to tag along. "She loves India and is doing wonders working in the beading room and designing new jewelry," Katrina emailed us earlier this year. "We're soaking up the intense and warm sunshine, the green parrots early in the morning, the coconut palms and surrounding rice paddies and mountains."

More information is available at [The Red Persimmon](#)

[Featured Exhibitor Katrina Ulrich](#)