

Mushmina Teams Up With FedEx to Expand Their Brand of Global Fashion Chic

See how 2014 FedEx small business grant winner Mushmina went from a basement in New Jersey to global fashion label that empowers women

PHILADELPHIA, PA, July 14, 2014 ([PRWEB](#)) July 15, 2014 -- When sisters Heather and Katie O'Neill moved into the basement of their family home in 2009 to start Mushmina, their parents were supportive but concerned. Since then Mushmina, which features accessories handmade by artisans in Morocco, has opened a retail store in Philadelphia, an online store that sells their world crafts internationally and has notched a first place win in the 2014 FedEx Small Business Grant Contest. Their parents are now their most loyal ambassadors and make a proud appearance in the FedEx video that tells the story of Mushmina's evolution.

<https://www.youtube.com/watch?v=aFf8w7IBrmU>

“What we love most about Morocco is really the vibrant spirit of the culture and the people there,” says Mushmina co-founder and creative director Katie O'Neill who runs the Philadelphia-based shop. She and Heather, who lives in Morocco and manages production there, saw an opportunity to harness the traditional skills of rural artisans to meld fashion with a social initiative. Together the two are turning their dream of a business that economically empowers women into a thriving reality. The O'Neill brand of global fashion chic is not only turning Moroccan moms into entrepreneurs but also training a new generation in traditional crafts and women of all ages in 21st century business skills through the Flying Camel Training Center established in 2013.

Consistency and reliability are two of the most important factors emphasized at the training center and also why from the beginning Katie and Heather came to count on FedEx to deliver their unique and fair trade products around the world. “To know that FedEx is reliable and that they respect small businesses and get our packages where they need to go on time is very valuable to us,” explains Katie who emphasizes that it's important for Mushmina customers to know they are contributing to the livelihood of women by buying products that are “handmade with love.”

About Mushmina:

Mushmina is a fashion and design company with a social mission that began with two sisters, Heather and Katie O'Neill living and traveling in Morocco and Mali. They started Mushmina to translate the impeccable craftsmanship and vision of local artisans to the global market. Their mission is to create beautiful inspired products that have cultural integrity and soul. Through the sale of uniquely stylish, handmade fair-trade clothing and accessories, Mushmina creates employment opportunities for women and men in developing countries. Mushmina's products empower all people to be beautiful and expressive.

<http://www.mushmina.com/>

If you would like more information about Mushmina or to schedule an interview contact Mirrah Curtis at 215-732-5500 or [pr\(at\)mushmina\(dot\)com](mailto:pr(at)mushmina(dot)com).

FedEx... Serving Small Businesses

Small businesses are key customers for FedEx and key players in the global economy. According to the U.S.



Small Business Administration, small businesses represent 99.7 percent of all employer firms. They also create more than half of U.S. jobs, employ almost half of all private sector employees and account for 98 percent of firms that export goods.

The FedEx portfolio of services allows small business to gain access to the global marketplace and to shipping, logistics and printing solutions.

For more information on how FedEx helps small businesses, please visit the FedEx Small Business Center at fedex.com/us/small-business.



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