



ABOUT US

Mtree, short for Mustard Tree, derives its name from the smallest of seeds that grow into a tree. It only takes one person, one act and one community to begin the organic change and growth from something insignificant to something substantial. We believe in children and young people in developing countries to become **sensitive**, **compassionate** and **responsible**, and act upon the deep ties that lie within all humanity.

Artists around the world who share this common vision have joined Mtree, interacting with the young generations in developing countries with **visual arts**, **fashion design**, **dance**, **music**, and **architecture**.

Children and young people in Mtree programs learn how to listen to their inner voice, build each other up, and explore the meaning of community through the language of visual and performing arts.



FASHION FOR ALL

Intro to Skill-Based Fashion Design

Creative, skill-building fashion design program for teenage girls and young women in communities where opportunities to learn fashion design and encouragement for unique self-expression are limited or never sought out.





MTREE X DEPLOY

Mtree had a unique opportunity to be part of British fashion house DePLOY and their pop-up shop at Waterfall Mansion in New York, where proceeds from their sales were donated for our cause. With the generous support of guests, our first fund raising photo exhibition from Mtree projects in Benin and Kenya was a huge success.

DePLOY is a British sustainable clothing brand that celebrates integrity, wonder and purpose. Inspired by culture and nature, DePLOY champions women who unite a bright and responsible approach to everyday living, creating super smart, distinctively tailored designs using exquisite textiles with regeneration philosophy.





FOREVER 21

X



In support of Mtree's mission, our first major collaboration recently launched with **Forever 21**—a one of a kind **tote bag capsule collection** showcasing artworks from Brush with Hope programs in Kenya and Benin, West Africa. Each artwork carries a special story—one of pure excitement, one of hope, and one of dreaming to become a teacher one day. Each purchase will help fashion design education in Africa and will help further Mtree's work.



MY LIFE



THE GIRL WITH RED HAIR



FIRST IMPRESSION

To purchase the bag, search "Mtree" at forever21.com or visit <http://bit.ly/2ir7IZk>



DISCOVER 12 | 06 | 17

TAGS: BRUSH WITH HOPE, FOREVER 21, GOOD WORKS, MTREE

SHARE IT:

GOOD WORKS: EVERY CHILD IS AN ARTIST

Markers, crayons, pastels, paints, glitter glue, construction paper. These are the early creative tools of any kid artist-in-the-making (and the occasional grownup who really appreciates an arts-and-craft moment). In some parts of the world, however, there are children who've never had the opportunity to hold a paintbrush or experience the singular joy of opening a fresh carton of Crayolas.

Enter **MTree**, the nonprofit organization focused on bringing arts education to underprivileged and severely marginalized areas of Africa. Led by founder and C.E.O. Yohan Choi, MTree networks passionate professionals who value innovative actions of sharing to promote creative, independent, and sustainable life in developing countries. Since the organization's first creative-art education program, **Brush with Hope**, was introduced in Benin, West Africa, Mtree has built up its incredible stories of change using visual art, fashion design, music, and eco-friendly soil architecture in remote villages in African countries. And Mtree's latest effort continues to build upon that success: Its recently launched first major collaboration with mega specialty retailer **Forever 21** is a **one-of-a-kind tote bag capsule collection** showcasing artworks from the Brush with Hope programs in Benin and Kenya. Each piece of artwork carries a special story—one of excitement, of hope, of wonderful aspiration—and each tote bag sold will go directly to support future Mtree fashion-design and arts education programs throughout Africa. Beautiful proof that a little art can go a long, *longway*.



FOREVER 21 MEETS MTREE

Brush with Hope

Art provides space for creativity, builds confidence and helps us learn to appreciate our own beauty. Forever 21 has created a capsule collection in support of fashion design education in developing countries.

To Learn More about the charity visit: www.mtree.org

