

## BOUTIQUE TUAREG TRUNK SHOW IN TIBURON NOVEMBER 23 - DECEMBER 1

**F**or the first time TuaregJewelry.com will have its own retail store—but only for 10 days. Boutique Tuareg will be at Etcetera Etc. located at 80E Main Street on Ark Row in downtown Tiburon from November 23 through December 1. Hours are 11 a.m. to 9 p.m. each day. The entire inventory of jewelry and silver items as well as some leather pieces will be on sale. Bring your holiday gift list and we will help you select exquisite pieces for your special friends and relatives. We will also have our collection of photos, books and artifacts there for people who would like to learn more about the Tuaregs and the Sahara.

The shop is just a short walk from the Tiburon ferry landing. For those who drive there is plenty of parking in the lot



Etcetera Etc. aka Boutique Tuareg for 10 days.

behind the shops. Make a day of it browsing in the shops on Main Street and enjoying a meal at one of the several waterfront restaurants.

### CHRISTMAS “SHOP” AT 100 PINE STREET IN SAN FRANCISCO

The management of the office building at 100 Pine Street at Front Street in the financial district of San Francisco has kindly offered us space in Suite 700 for a pre-Christmas sale on December 6 and 7. Hours are 7:30 a.m. to 3:30 p.m. both days. For those of you coming from outside San Francisco the building is conveniently located close to BART, MUNI and the Transbay Terminal so you can take public transportation and avoid the holiday traffic jams.

### TUAREG JEWELRY NOW IN RETAIL STORES

The Tuareg jewelry project started in May 2001 when Elhadji Koumama walked off a plane in San Francisco with a small backpack of jewelry, a change of clothes and not a cent in his pocket. He had even borrowed the money for the flight from an Austrian friend. We two lawyers had a willing

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spirit to help him sell the jewelry but not a clue as to how to tap the market. Our initial efforts included word of mouth among friends, several false starts in traditional jewelry outlets and a connection with an African jewelry dealer who waited until a few hours before Elhadji boarded his plane to go home to get distress sale prices for the beautiful pieces. Shortly after he left we put up a basic website, the predecessor of the current [www.TuaregJewelry.com](http://www.TuaregJewelry.com). In the fall of 2001 I proudly took Elhadji \$850, the proceeds of the sale of the jewelry that the trader didn't buy. (Larry and I bought a good bit of that jewelry ourselves.)

In 2002 we began to sell the jewelry at street fairs in addition to the open houses,

website and word of mouth. While there was a rapid growth in sales this was not a sustainable business model for the long term. I was concerned that so many people were dependant on me to select the shows and participate in the fairs, and that the business would collapse when I am no longer able to run it.



Tiburon Art Festival

TuaregJewelry.com has gradually changed the focus of the business to include wholesale sales to museums shops and other stores. Elhadji and I attended our first trade show, the Museum Store Association (MSA) convention in Denver, in April. Next year we will have a booth at the San Francisco International Gift Fair in January, a wholesale only event, as well as one at the MSA convention in April. You may have noticed that we

recently added a section on the home page called "Retail Stores" that lists a few places where you can see and buy the jewelry. New stores that carry the jewelry will be added. (Please contact me at [annelston@lossing.com](mailto:annelston@lossing.com) if you have a suggestion for a store that might be interested in the jewelry.)

We continue to participate in high quality juried art festivals such as the Marin Art Festival and Tiburon Art Festival. The new business plan calls for increasing the number of such shows and, when it is economically feasible, to expand geographically beyond the San Francisco Bay Area. Seeing our established customers and meeting new people is a genuine highlight of running the business.

Open houses and private showings are still part of the business plan. These events are an excellent way to view the entire collection without having to jostle the crowds at our art festival booths. To arrange a special showing you can either call me at 415-332-5598 or 415-882-4200 or send an email to [annelston@lossing.com](mailto:annelston@lossing.com).

## INQUIRING MINDS

### DO TUAREGS HAVE ARRANGED MARRIAGES?

The short answer to the question is that while Inadan families may suggest suitable mates young people make their own decisions. Elhadji's family suggested that Kola Attefock, his first cousin on his mother's side of the family, would be a good wife for him. She was then a teenager and he was in his early 20s. Although they are relatives he didn't know her well as she lived in Elmeki, a village in the Air Mountains. He and his brothers visited the Attefocks and Elhadji went back several times to get to know Kola. Eventually Kola and Elhadji decided to marry.

Occasionally families push too hard for a particular marriage and it backfires. This happened recently with Atta's daughter, Azou. She reluctantly married a cousin. Almost immediately she regretted her decision and told her parents that she did not accept the man. When it became clear that she would not change her mind she divorced him and returned

home. There is no stigma associated with the divorce.

If you have an "Inquiring Minds" question that you would like for us to answer in a future newsletter, please send us an email at the address below:

[annelston@lossing.com](mailto:annelston@lossing.com)