

# Fossil x ME to WE Project



**Requirements:** Work with Me to We to set up sample beaded swatches with Kenyan Mamas, coordinate production of beaded swatches in Kenya, ship swatches from Kenya to China to complete strap production for “Mamas to Mamas” Mother’s Day marketing campaign.

**Deliverable:** Completed above requirements with challenges. Beads were selected from open market with two different shades of pink. Had to coordinate with China factory, QC team, and planning to send lighter pink bead styles to North America stores and darker pink bead styles to EMEA and Asia stores.