

# FRONTAL • UNIQUE • TAMÍD תָּמִיד

תָּמִיד tamíd (hebrew) = always. constant. durable.

## FASHION. THAT SETS FREE.

aids. prostitution. drugs. human trafficking ...  
girls in the 3rd, 2nd, 1st world ...

whoever wears a תָּמִיד skirt, is also carrying a share of the responsibility for helping girls to find their way free from dependencies and oppression.

whoever is wearing a תָּמִיד skirt, displays a direct and visible sign that can not be ignored. frontal.  
every skirt set is unique.

תָּמִיד - always, constant, durable.

## THE MISSION

The Demi&Ashton Foundation found that

- every year an estimated million children are forced to work in global sex "industry"
- worldwide slave trade generates more than 39 billion \$ every year
- selling young girls is making more profit than illegal selling of drugs or weapons

A friend of ours - she is working for 19 years in a Ugandan orphanage - told us:

*"At first I pick up those aids orphans, often only some months old, from the street, and then at age 18 they have to leave the home and I meet them again in the street, often in prostitution..."*

That's the point where תָּמִיד comes in.

always. constant. durable.

We offer these girls a two-year internship in a dressmaker's workshop where they learn all the necessary skills for a career in dressmaking. They learn the manual skills, bookkeeping, web research, how to choose fabrics and much more.

The תָּמִיד collection is produced by the girls in that workshop.

תָּמִיד is not about giving donations. It is about fair payment for good work that sets free, makes them independent and builds up their self-esteem.

Behind every תָּמִיד skirt stands a girl who now has hope.  
Behind every girl there is a family with up to 8 - 10 members.

When we first became aware of the human trafficking statistics, we first were discouraged by how small an impact we would be able to make compared to the immensity of this horrible situation. But we were reminded of the starfish story, which you may already know:

### ***The Old Man and the Starfish***

*Author: Unknown*

*There was a young man walking down a deserted beach just before dawn. In the distance he saw a frail old man. As he approached the old man, he saw him picking up stranded starfish and throwing them back into the sea. The young man gazed in wonder as the old man again and again threw the small starfish from the sand to the water. He asked, "Old man, why do you spend so much energy doing what seems to be a waste of time?" The old man explained that the stranded starfish would die if left in the morning sun. "But there must be thousands of beached and millions of starfish!" exclaimed the young man. "How can you make any difference?" The old man looked down at the small starfish in his hand and as he threw it into the safety of the sea, he said,*

*"I made a difference to this one."*

### **THE DESIGN**

The **תָּמִיד** skirt sets are manufactured in a Ugandan dressmaker's workshop attached to an orphanage.

Every set comes with one upper part and three to five lower parts, which can be zipped or buttoned on and off.

The skirt set can be worn as a mini, midi, flared or pleated skirt, ... easily converted through our patented design into a different style.

The variations of fabric, texture, colors ... and the ease with which the skirt can be changed into different combinations increases the charm of **תָּמִיד**.

Each and every skirt set is unique.

In exactly the same way that every human being is uniquely created by God and loved by Him.

### **CONTACT:**

Éva Friedrich-Ulrich + Gunter Friedrich  
3521 Untermeisling 16  
AUSTRIA  
tamid@me.com  
mobile: +43 676 9465322