



NEED TO KNOW

Once More, With Feeling

Using a distinctive tag on your travel bag, such as with the sports tags above, makes tremendous sense. Sure, instead, you could go out and buy some non-black bag—say yellow—that would be a cinch to spot on the luggage carousel, but after just one trip those bags are going to look as if they were run over by a greasy train. So nondescript basic black remains a smart idea for a bag, but if the sports tags don't do it for you as an identifier, there are alternatives.

A good one is a fair-trade product that provides financial and emotional support to more than 500 Bolivian and Peruvian women who produce these and other products for the Jenny Krauss label. The women, some impoverished and abused, set the price for their embroidered tags. Krauss doesn't negotiate a lower price, because though highly skilled, their job opportunities are scarce. Thus, this is a humanitarian project, but it's one that works well for everybody. They retail for \$12. Have a look at jennykrauss.com.

-Ross Werland, Tribune Newspapers

