

EBAY CANADA PARTNERS WITH DESIGNERS ANU RAINA AND MOONROX FOR 2014 MOTHER'S DAY COLLECTIVE

-Exclusive seven-piece giftable collection launches for sale on eBay.ca today, Monday, April 14-

TORONTO, April 14, 2014 – Make Mother's Day a treat by surprising Mom with accessories that will add spring and bling to her wardrobe! Today eBay Canada launches the **eBay Mother's Day Collective**, an exclusive collaboration with two up-and-coming Canadian fashion designers featuring a capsule collection of giftable silk scarves and handmade jewellery. As a top shopping destination, eBay connects Canadians to the things they need and love – anytime, anywhere – including this seven-piece collective, available on **eBay.ca/eBay4Mom** until Mother's Day, May 11.

Clothing and accessory designer [Anu Raina](#) and jewellery designer Monique Chan, creator of [MoonRox](#), have teamed up with eBay Canada this spring to offer accessories for moms and fashionistas alike, at fixed, Buy It Now! prices. **All pieces are \$75 and under, and all offer free shipping across Canada.** While the MoonRox pieces – a handcrafted necklace, bracelet and pair of earrings with crystal accents – were inspired by the mother-figures in Chan's life; Anu Raina found inspiration for her pieces – three luxurious silk scarves – from her two children and the happiness of being a mom herself.

A crystal-beaded statement necklace from the collection, made by MoonRox, will be sold at auction starting at 99 cents. The seven-day auction will begin on Monday, May 5 at 11 am ET and end on Mother's Day, Sunday, May 11 at 11 am ET. All proceeds from the auction will benefit [Inspirations Studio](#), a project of Toronto-based charitable organization [Sistering](#) that provides practical and emotional support to women in need.

"eBay is a destination for fashion-lovers of all kinds – whether shopping for well-known or luxury brands, or hunting for unique or vintage pieces – and we're proud to add this special collection to our global fashion marketplace. We are particularly delighted to introduce MoonRox and Anu Raina to a broader Canadian audience and to connect them with fashion aficionados across the country and around the world," said Andrea Stairs, country manager, eBay Canada. "The accessories in this collective work as individual pieces or can be mixed and matched for a bolder statement. Whatever way they are worn they will dress up any outfit...and make the perfect Mother's Day present!"

Canadians can start shopping **eBay.ca/eBay4Mom** for gifts for mom, or simply for themselves:

Anu Raina:

- **Blue Donut Scarf** – Fixed price, \$75
- **Shoes Scarf** – Fixed price, \$75
- **Hugs & Kisses Scarf** – Fixed price, \$70

"I was thrilled to be able to create a collection showcasing my kids' personalities because they really are at the heart of everything I do," said Anu Raina, designer. "They add a playful spirit to the sophisticated quality of my designs."

MoonRox:

- **Radiant Necklace** – Fixed price, \$70
- **Luminous Bracelet** – Fixed price, \$55
- **Twinkle Radiant Earrings** – Fixed price, \$30

- **Glimmer Bauble Necklace** – Auction starting at 99 cents with proceeds benefitting Inspirations Studio

“All moms deserve a little bit of sparkle on their special day. I channeled the two moms in my life, my own mom and my sister, when creating this collection,” said Monique Chan, designer and founder of MoonRox. “My jewellery pieces can be worn as a set or separates, allowing moms to wear them in any way that suits them!”

This exclusive eBay.ca sale runs from Monday, April 14th until Mother’s Day, Sunday, May 11th at eBay.ca/eBay4Mom with free shipping across Canada.

High-resolution images of the collection - on and off figure - are available upon request. For more, follow [@eBayCanada](https://twitter.com/eBayCanada), [@Anu_Raina](https://twitter.com/Anu_Raina) and [@MoonRox_ca](https://twitter.com/MoonRox_ca) or #eBay4Mom, and visit facebook.com/eBayCanada for updates and inspiration on the collection.

About eBay

Founded in 1995 in San Jose, Calif., eBay Inc. connects millions of buyers and sellers globally on a daily basis through eBay, the world’s largest online marketplace, and PayPal, which enables individuals and businesses to securely, easily, and quickly send and receive online payments. We also reach millions through specialized marketplaces such as StubHub, the world’s largest ticket marketplace, and eBay Classifieds sites, which together have a presence in more than 1,000 cities around the world. eBay is visited by more than 8 million unique Canadian per month (comScore Media Metrix: November 2013).

About AnuRaina:

Anu Raina is a clothing and accessories brand founded by Anu Raina in 2010 in Toronto. Now operating from an Oakville studio, Raina designs with the cultured woman in mind. Guided by her artistic urge to express her personal journeys through the timeless medium of colour, shape and form, Raina has quickly become known for her highly original, chic pieces. With a bachelor of technology in women’s wear from London College of Fashion (England) and a diploma in textile craft and design from Sheridan College, Raina has been an artist-in-residence at Toronto’s Harbourfront Centre. Her work has also been showcased at Toronto Pearson International Airport. Anu Raina garments are made entirely in Canada.

About MoonRox:

Monique Chan launched MoonRox in 1999, using skills honed throughout a life of crafting and creating. MoonRox is based in Toronto and seeks to provide unique and high quality hand-crafted jewellery to women of all ages. Designs range from simple and bold to dazzling and intricate. Over the years, MoonRox designs have evolved, but have always continued to be fashion forward with a signature dash of colourful and whimsical flair. Each and every piece is conceived and created by Monique in her downtown Toronto studio.

About Inspirations Studio:

Inspirations Studio is an art-based micro business incubator for low-income women who have been impacted by poverty, homelessness, trauma and mental health issues. Members attend Inspirations to develop micro-businesses to generate additional income. Participation facilitates the recovery of self-esteem, self-confidence, respect and dignity as well as creating a community of women with entrepreneurial spirit. Inspirations Studio is a project of Sistering, a woman’s organization that offers practical and emotional support to women through programs which enable them to take greater control over their lives. Guided by the principles of anti-racism/anti-oppression, Sistering works to change social conditions, which endanger women’s welfare.

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