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## **Shop Svaha's Book & Education-Themed Apparel at 2019 ALA Annual Conference**

Chantilly, VA- Svaha USA is an online STEAM themed clothing and accessories store and brand. Svaha's mission is to start a clothing revolution for adults and kids to empower them to be whatever they want to be such as authors, scientists, engineers, artists, and more! They are well known for all of their dresses, skirts, and leggings with pockets and their fun yet educational prints! Just some of these geeky products you will find at the ALA Conference are the Dewey Decimal Classification Dress, Edgar Allen Poe Dress, Library Cards Dress and Book Spines Dress! Svaha USA is thrilled to be at the ALA Annual Conference and support The American Library Association. You can check them out and make purchases at Booth#518.

To view their store online, go to [www.svahausa.com](http://www.svahausa.com) or [www.gosteamgo.com](http://www.gosteamgo.com).  
Enjoy 20% off your purchase with code ALA2019.



### **About SVAHA USA**

Svaha was born in 2015 when Founder, Jaya Halepete Iyer, created this clothing line in honor of her 3-year-old daughter, who wanted to be an astronaut when she grew up. Dismayed at the lack of space-themed shirts for girls, the mom decided to

address what she saw as "a significant gender bias that exists in the kids' apparel industry." Jaya is an apparel industry professional & wanted to encourage her daughter's passion in the best way she knew how – with clothes! She began to get an overwhelming request for Women's clothing as well in STEAM themed prints, so the line has expanded enormously and now has over 400 products online including clothing and accessories for adults, kids, and babies. One of their most popular categories are their book-inspired items such as their Library Houses Dress and Bountiful Books Skirt!

It goes without saying that Svaha is achieving their goal in helping future generations of children recognize and act upon their dreams as well as empowering women to show their passion for STEAM.

