

"Lit is Life."

Classic Coup was born out of passion—a love for great books, meaningful conversation, and rebels-with-a-cause. Celebrating rich reads that change heads and hearts, Classic Coup is more than a tee shirt company. It is a movement promoting great literature for critical thinking and compassionate living. Shirts sold send books to children in schools and orphanages in Quito, Ecuador.

For more on our commitment to Latin America, [go here](#)



Owner and Creative Director Cindy McCain(right) with Designer Angela Muir(left)

The Launch

In 2009, on the first day of her 29th year of teaching, Cindy McCain read to her English classes the roster of authors they'd tackle that fall. Each August with the enthusiasm of a sportscaster announcing the World Cup Dream Team, she gushed about a lineup of characters: Atticus Finch, Willie Loman, Hamlet and Heathcliff. Then she sprinted.

Read on..

The Mantra and the Mission

Classic Coup's mantra is "Lit is Life." Classics are timeless, intersecting with pop culture. They are subversive. Great authors—rebels, social critics, visionaries—wrestle alongside us with life's most crucial issues...like what to do with family and career...with duty and desire... with love and hate. They remind us of what matters most and call us to the

Read on..

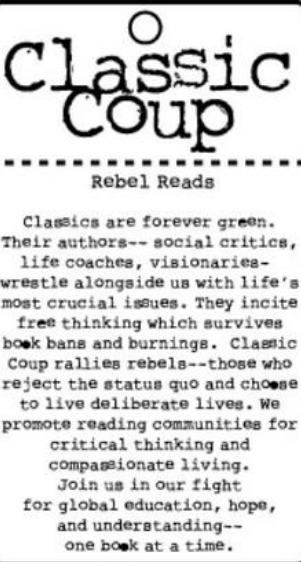
Join the Cause

Classic Coup is flipping pages, turning heads, and taking names. Vote for the next shirt released by [emailing](#) here the character, author, or book that has made the biggest difference in your life.

And follow The World Tour of the Traveling Shirt [here](#).

Read on..

"Rebel Reads"



Classic Coup

Rebel Reads

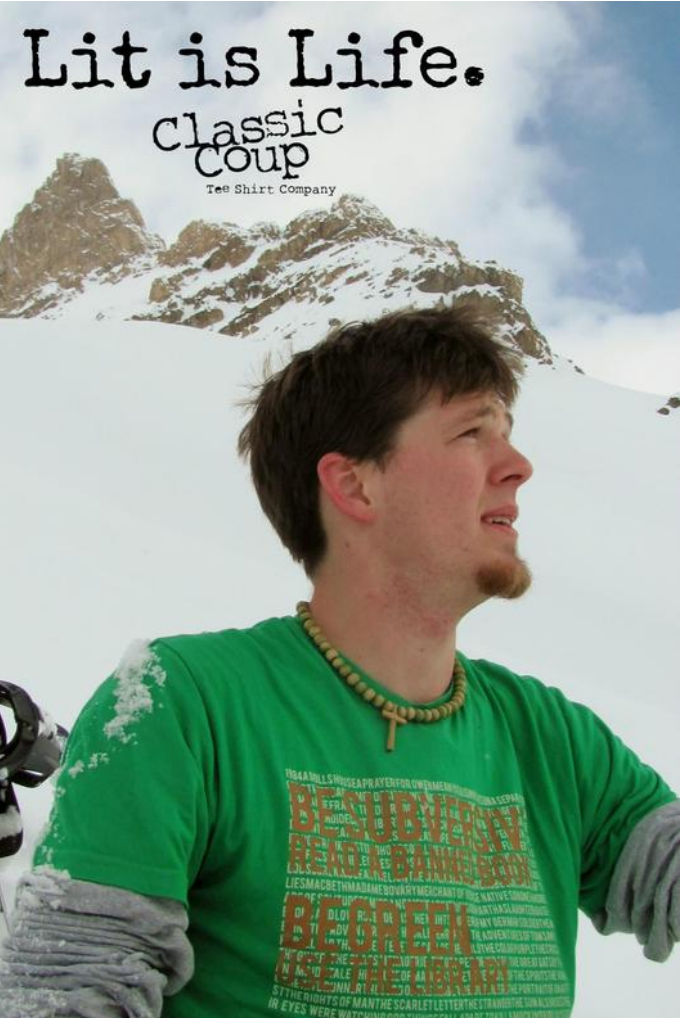
Classics are forever green. Their authors-- social critics, life coaches, visionaries--wrestle alongside us with life's most crucial issues. They incite free thinking which survives book bans and burnings. Classic Coup rallies rebels--those who reject the status quo and choose to live deliberate lives. We promote reading communities for critical thinking and compassionate living. Join us in our fight for global education, hope, and understanding-- one book at a time.

Founder/Creative Director of Classic Coup, a tee shirt company that promotes reading literature for critical thinking and compassionate living. Wrote all content for shirts, tags, website, blog, press releases, ad campaigns, social media. My former student and Rhode Island School of Design alumnus, Angela Muir, was graphic designer for shirts and brand (signage, order forms, line lists, catalogs, tags, postcards,).Savannah College of Arts and Desgin alumnus, Emily Lancaster, did artwork for the "Tink" shirt..

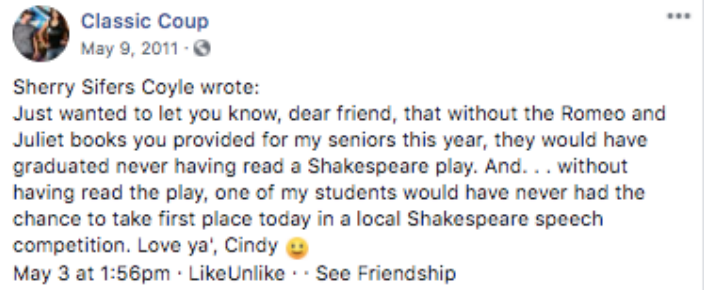
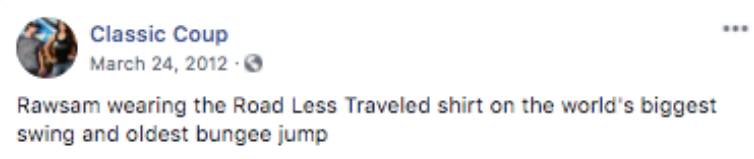
BRAND FOUNDER & CREATIVE DIRECTOR

MARKETER





Delivering books and volunteering with my students at schools in Ecuador
Classic Coup Goes to North, Central and South America; Africa; The Middle East and
Europe



Chérie by Ma'amoul sold on Etsy, Facebook, and by Mended by Hand Wellness and Massage

Ma'amouls are delicious Lebanese cookies—a buttery semolina pastry filled with exotic dates, imported nuts, Mediterranean spices, and Middle Eastern essences. Ma'amoul is also my grandmother name, three wonderful times over. This name has become a symbol to me of life's sweet blessings and delights.

Founded in faith and rooted in Kentucky, life's journey has taken me from single to married and back again, bridging three continents and weaving a path through bluegrass and yellow roses to forests of rain, sandy Saharan heat, and valleys of French chateaux. While raising four wonderful children and learning new languages and cultures, there has been both excitement and adventure, challenge and discovery.

In this new season of life, like Spring's return following a long, hard winter, creativity has been a sign of renewal, affirming the presence of blossoming hopes and dreams, of living happily-ever-after. Each unique piece of jewelry starts with an essence carrier or purposeful stone. Beads, ribbon, wire, paper, or glass are added to craft a blessing in color and texture. --Sally



Chérie (Cherished by God)

Cindy McCain believes journeys are essential for leading us home—to the women we were created to be. While living solo in Morocco two years she watched God design a mosaic from shards of seasons in her life.

I remember high school dances ending with Chicago's 'Color My World' and praying one day someone would be my happily-ever-after. A single mother for almost 20 years, I taught where my kids attended school K-12. When the nest emptied, I was really sad. Then God called me to fly away, too. I landed in Africa.

An Italian friend told me once I was meant for a grande amore. We all are. God calls us to a love story—one with Him full of adventure and beauty breaks for the soul. He gave me roses in the desert; restored my youth; clothed me in confidence, strength, and dignity; colored my world. I walked tall as a woman much loved.

Thanks to Sally Boyd of Ma'amoul—BFF since we were five and the most creative woman I know. She blazed the trail to Africa, serving solo and later raising her family there. Our hope is that women who wear these designs will remember they are cherished by the One who loves best and feel connected to a global, cross-generational sisterhood of seekers.--Cindy

More of Cindy's journey and publications at her lifestyle/travel blog, southerngirlgoneglobal.com. Contact her at cindylmccain1@gmail.com. Available for writing workshops and retreats.

In Morocco, a north African kingdom of ancient ramparts, Arab-Andalusian palaces, Sahara sands, and Atlantic depths, exquisite colors illuminate life. Rich pinks express love and belonging, terra cotta protection, molten yellows change, and liquid blues peace.

Jewelry inspired by one woman's journey...



Chérie

Designed by Ma'amoul

Marketing for Chérie jewelry line by Ma'amoul. Owner Sally Womble designs were inspired by my Moroccan journey and photos.

FOLLOW YOUR HEART (right) *Your heart knows the way. Run in that direction.* — Rumi
Asilah medina, Photos of Morocco by Cindy

WONDER AT BEAUTY (far right) Chérie designs capture the colors of Marrakesh sunsets-- conch-pink, cream, and lemon yellow-- reflected in pools, rekindling childlike wonder.

WALK IN FAITH (front cover) Chérie designs transport us to "The Blue City," Chefchaouen, where Jewish immigrants fleeing the Spain Inquisition settled and painted the town true blues for faith, the heavens, and the Mediterranean Sea.

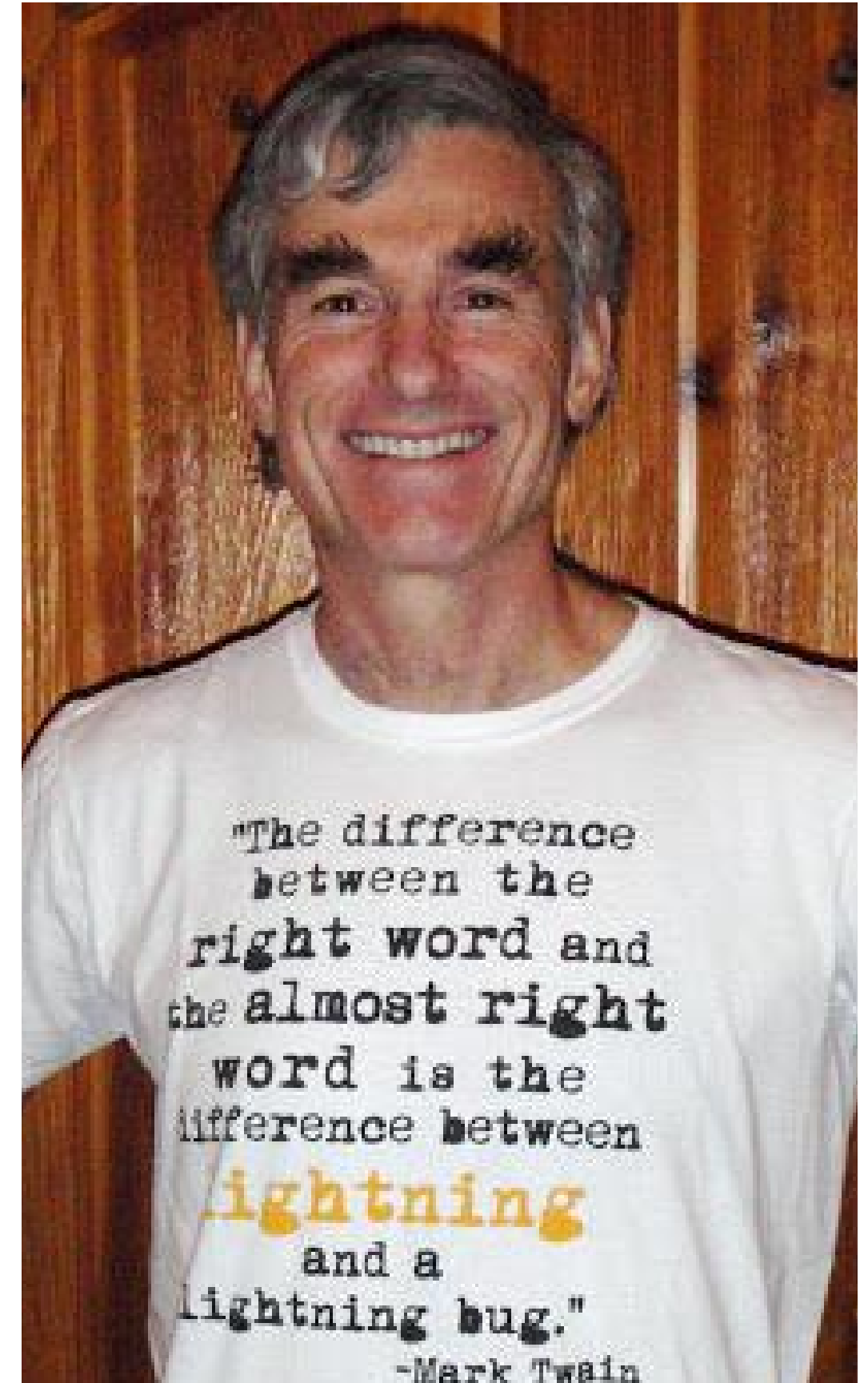
CHOOSE ADVENTURE (right) I first visited Ben Youseff Madrasa, a museum and former Islamic college built in the 14th century, on my maiden voyage into the Marrakesh Medina. Peering out the window of what was once a student dormitory onto this new land, I knew God had much to teach. I knew He'd make me stronger, steadier here—like the cedar and marble about me. I'd appreciate the beauty and mystery as intricate as the stucco carvings. I saw above the courtyard entrance, an arch like those of the Alhambra, the Shell of Santiago, a Christian symbol of St. James' spiritual journey, the Camino de Santiago. As the sun changed alabaster to shades of cream, biscuit, and amber, I felt full of warmth and light. A seeker. A pilgrim Christ called to this journey.
--Cindy
southerngirlgoneglobal.com



SEEK AND FIND (far right) Chérie designs inspire accepting God's call to new adventures. Massive honey-colored portals invite us to courageously knock, seek, and find a beautiful new world waiting on the other side.



Custom designed onesie for Parnassus books and shirts for Italian For Fun! and Nashville Writers Meetup,. "Twain" shirt, worn here by T. A. Barron, *NYTimes*/International Best Selling Author:



CUSTOM DESIGNER