**FOR IMMEDIATE RELEASE**
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**JEWEL BRANDING & LICENSING INTRODUCING A HOST OF NEW DESIGNS AT SURTEX**

FOR IMMEDIATE RELEASE: Atlanta, GA – April 15, 2016 Jewel Branding is pleased to announce the introduction of new and exciting artists and designers premiering at Surtex in May:

* **Collier Campbell** was founded in the 1960s by two sisters and found real fame in 1971 when the French fashion designer Yves Saint Laurent used designs by Collier Campbell as the inspiration for his first ever ready-to-wear collection. Collier Campbell went on to collaborate with many of the world’s top designers, retailers and manufacturers including Liberty, Jaeger and Conran in the UK and Martex, Westpoint and Springs in the USA. Categories already signed include rugs, stationery, crafting kits and home décor fabric. Jewel is seeking licensees in bedding, bath, kitchen textiles, home décor, apparel, accessories and luggage.
* **Breathless Paper Company** was foundedin 2008 by husband and wife team, Matt & Jess Berinato.  It all started with wedding invitations and baby announcements and has expanded into wonderfully witty and beautiful paper products. Their collection appeals to young and old, traditional to hipster.  We promise they will leave you Breathless! Categories available include greeting cards, stationery, calendars, wall art, home décor, gifts and tabletop.
* **Vicky Yorke's** design style is bold and British with cultural influences from around the world that create a uniquely blended look. Using striking color pallets her work is decorative and whimsical. She loves to create designs inspired by nature and geometrics. Categories available for licensing include greeting cards, stationery, calendars, home textiles, fabrics, home décor, tabletop, kitchen, housewares and gifts.
* **Angelle** is an accomplished textile designer who has designed some of the top selling prints in current contemporary fashion. Her commercially successful work can currently be found in every major department store worldwide, as well as many specialty boutiques under top designer brands such as Trina Turk, Sperry Topsider, La Blanca, Fabletics, and L- Space. Categories available include home furnishings, apparel, accessories and fabrics.

2016 has been a busy year with the launch of new licensing partnerships for Jewel Branding & Licensing’s portfolio of artists and designers:

* For those seeking coloring book art, look no further! Jewel will be showcasing brand new coloring art from **Lily & Val, Pen + Paint, Robin Pickens, Robbin Rawlings, Lezleelliott, Elizabeth Silver** and **Valerie Valerie.** Over the past year, Jewel has partnered with publishers including Fox Chapel Publishing, Blue Star Coloring and Trends International to introduce new coloring books for **Lily & Val, Robin Pickens, Aunty Acid, Pen + Paint, Valerie Valerie** and **Valentina Ramos.** **Robin Pickens** has partnered with Primitives by Kathy on a holiday gift coloring collection of ornaments, boxes and frames that will be introduced later this year.
* **New York Botanical Garden**. The licensing program for the US’s largest botanical garden continues to blossom with new introductions including an 85 sku jewelry and fashion accessory collection by Erwin Pearl that launched last Christmas. The line has continued to expand with new collections for Mother’s Day and exclusive offerings in celebration of NYBG’s 125th Anniversary. Other extensions in development include calendars and stationery with licensee, Pomegranate and home décor fabric from Fabricut. NYBG is expanding globally with the launch of wall murals and room décor by Surface View. **Just in time for Surtex, NYBG will be opening their archives to offer an extensive collection of rare works available for licensing. Surtex attendees can stop by Jewel Branding & Licensing’s booth (417) for a chance to win a stunning NYBG by Erwin Pearl necklace valued at $685.**
* **Bouffants & Broken Hearts**. Retailers and consumers alike cannot get enough of Kendra Dandy of Bouffants and Broken Hearts' colorful and quirky designs.  In addition to her established partnerships with leading brands like Anthropologie, Nike, and Bobbi Brown, the designer has a slew of new product releases including cosmetics, apparel, accessories, footwear, home decor, and stationery launching this year and throughout 2017. Luxury Italian fashion label, Lazzari, partnered with Kendra on a whimsical collection of shirts and dresses. F+W will be releasing a coloring book featuring the illustrator's beloved designs.  Trimcraft is developing an extensive collection of crafting products and designs to be released globally in 2017. Robert Kaufman worked with the designer to create a fashionable collection of fabric. Fab and DENY DESIGNS developed a fun collection of home decor products, accessories and apparel.  Barnes & Noble launched playing cards with the designer's art through Andrews Blaine.
* **Lily & Val.** Renowned chalk art designer, Valerie McKeehan, lovingly creates each of her designs entirely by hand, from sketch to slate. She has become THE authority on chalk and hand lettering as demonstrated by her highly successful book, *The Complete Book of Chalk Lettering* which is in it’s second printing and her recent article in *Martha Stewart Living* about hand lettering. Her **Lily & Val** brand is having phenomenal success at retail through licensing partnerships for home and wall décor, stationery, greeting cards, calendars, rugs & mats, storage products and more. Categories available for licensing include kitchen textiles, housewares, tabletop and stationery.
* **Catalina Estrada.** Catalina Estrada's program is expanding in the USA with bedding and bath collections that debuted through Baltic Linen. Hallmark partnered with Catalina Estrada on an extensive stationery and gift program to include note cards, scarfs, frames, mugs, trays, umbrellas and other products slated for launch on Mother's Day 2017. Hallmark's Catalina Estrada coloring book launched earlier this year and a 2017 wall calendar featuring her stunning images will be released in the fall.  Bradford Exchange has also collaborated with the illustrator to launch figurines and accessory products slated for release later this year.
* **Shell Rummel** is a renowned watercolor painter known for her sophisticated designs that are inspired by organic lines, authentic materials and the fluidity of nature. 2016 has been an exciting year as Rummel has evolved into a true lifestyle brand with the introductions of bedding by Westpoint Home, bath by Popular Home, rugs and pillows by Surya and fabrics by Westminster. Categories available for licensing include furniture, home décor, apparel, accessories, stationery and baby.

For more information about any of Jewel’s designers, please visit [www.jewelbranding.com](http://www.jewelbranding.com)   Please visit them at Surtex booth #417.

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**About Jewel Branding & Licensing**

Jewel Branding & Licensing is a full-service global brand management and licensing agency. Headquartered in Atlanta, GA, Jewel represents a diverse portfolio of designers and design-based brands including The New York Botanical Garden, Rachael Hale, Tracy Porter and Antik Batik. Jewel develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe.  For more information, visit [www.jewelbranding.com](http://www.jewelbranding.com).