



ANNA GRIFFIN

Incorporated

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For Immediate Release

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Get Organized, Anna Griffin Style!

Anna Griffin Expands Craft Storage Line

Craft and Hobby Association Show, Anaheim, CA January 2009 – Make room for the glitz and glamour of the newest addition to Anna Griffin’s Craft Storage Line. A bold black and white statement of dramatic damask patterns brings a taste of Hollywood to the fashion-forward crafter. "We took our most popular pattern in crafting and incorporated it into our exciting craft storage line," said Anna Griffin, President of Anna Griffin Inc. "It’s big, bold and beautiful!"

With the idea of turning dull storage options into fashionable accessories, Anna Griffin introduced a line of hip storage solutions for all crafting needs. Gone are the days of polyester canvas and boring solids, say hello to perfectly coordinated colorful patterns!

An extension of the Dorothy Collection, also available in home office and social stationery, the craft storage line retails from \$19.00 to \$60.00. The newest additions include:

Camera Case – Calling all digital divas! This darling case makes carrying a camera couture. Complete with a zippered closure and wrist handle, this must-have retails for \$19.00.

Accordion Clutch – Introducing a new way to store and travel with your crafts. This crafting clutch has four accordion dividers; making organizing photos, embellishments and other crafting supplies a snap! Clutches aren't just for evenings anymore! Retails for \$32.00.

Craft Storage Tote – The glamorous, oversized tote bag works well for knitting, scrapbooking and even a weekend get-away. The expandable tote features a laminated cotton exterior, oversized handles and a removable interior pouch and retails for \$60.00.

Desktop Organizer – For crafters that want to make a statement, this desktop organizer is the perfect crafting carryall. With dual zippers and repositionable dividers, this desktop organizer is made to fit it all. Retails for \$35.00.

The Anna Griffin Craft Storage line has taken craft storage to a whole new level with designer patterns and on-trend color ways. Now available in three color combinations, all of the bags are trimmed in ribbon and are made of laminated 100% cotton fabric, a desirable material as the surface easily wipes clean.

Anna Griffin made her mark in the wedding industry over a decade ago by developing one of the industry's first 'print it yourself' invitations with a custom look. Today, Anna Griffin is a recognized authority when it comes to translating exquisite patterns evocative of old world style into modern, mix and match designs.

Anna Griffin's signature collection includes, invitations, social stationery, home office and decorative papers. In addition, there are currently over 1,000 Anna Griffin licensed products in partnership with famous American brand leaders such as Lenox, Department 56, C.R. Gibson,

*Windham Fabrics, Burnes Home Accents, Wallies, Envelopments and Sterling Publishing.
Experience the world of Anna Griffin for yourself at www.annagriffin.com*

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