



ANNA GRIFFIN

Incorporated

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For Immediate Release

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Crafting Quartet

Four New Paper Crafting Collections Debut at Winter CHA

Craft and Hobby Association Show, Anaheim, CA January 2010 – Promising to be the standout crafting statements of the year; Valentina, Isabelle, Cecile and Calisto are four decked-out designer collections created by paper personality, Anna Griffin. Expect dramatic details that promise to translate memories to masterpieces as only Anna Griffin could do!

“Whether you are beach bound, headed to the chapel, head-over-heels in love or just in a playful mood, these four brand new collections will inspire crafting in countless ways,” said Anna Griffin, President of Anna Griffin Inc. “Each line offers a canvas for capturing the memories we want to last forever.”

Offering elegant and fashion-forward finishes, each collection is made up of patterned paper cardstock, 12”x12” bulk and diecut papers, chipboard alphabet stickers, hand-stitched papers,

oversized diecut stickers, border sticker rolls, journal pack, vellum quotes and 3-D and flocked stickers.

The Valentina Collection

Love is in the air with Valentina. Full of flirty features in lipstick red, pouty pink and powder white, one is sure to fall head-over-heels for this Valentine vixen. Make a statement with dainty doily décor and hand-stitched papers adorned with hearts. Capture love stories with the sweet sayings we all “adore” and dress up your sentiments with glittered papers, stickers and diecuts. Richly textured damasks will tempt while elegant scrolling sends arrows through the heart. Forget the flowers and send love with sparkly XOXO’s and flocked kisses, a gesture that will last forever!

The Isabelle Collection

Bright and happy-go-lucky, Isabelle is full of smiles and laughter. From tweens to sorority girls, this Kappa Kappa cutie collection is sweet as pie. Maraschino cherry red, cotton candy pink and sour-apple green paired with tones of on-trend turquoise are sugarcoated to sparkle for a burst of flavor at every turn. Pump up the fun factor with silly sticker sayings and preppy papers dressed in vibrant tile work and medallions. Brighten up those memories with family and friends with the playful patterns and cheery compliments of this vibrant collection!

The Calisto Collection

Come sail away with the beachy chic vibes of Calisto. Laid-back luxury reminiscent of cool cottage living brings a subdued monochromatic palette of muted ochre, antique blue and calming cream for a Cape Cod-esque experience. Oversized, 3-D title stickers and quaint vellum quotes are dusted with sandy scenery and weathered accents for an easy, breezy feel that will capture your vacation with ease. Decorative papers mimicking faux bois and crisp linen accompanied by metallic papers and seashells by the shore give Calisto that sand between your toes feeling.

The Cecile Collection

Capture romantic moments with the tonal prints and luxurious embellishments of this beautiful collection. A delicate and muted, powdery pastel palette of lavender, warm grey, mint, blue and cream, this magically elegant wedding assortment is inspired by true love. Using the most lavish of embellishments, Cecile's graceful chipboard letters encrusted with glitter paired with old-world floral three-dimensional stickers and Brussels lace borders put the perfect finishing touch on this extravagant wedding paper assortment.

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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