



ANNA GRIFFIN

*Incorporated*

2270 MARIETTA BOULEVARD  
ATLANTA, GEORGIA 30318

For Immediate Release

Contact: Lindsey Catone  
404-817-8170 x102  
lcatone@annagriffin.com

## **Anna Griffin Announces New Decorative Fabric Division**

*Anna Griffin Announces the launch of New Product Category*

**Atlanta, GA July 2010** – Anna Griffin Inc. proudly announces the launch of their brand new Decorative Fabric division set to debut at the International Quilt Market, October 30th – November 1st in Houston, Texas. Inspired by exquisite patterns evocative of old world style, the Anna Griffin home sewing and quilting fabric collection will offer an assortment of modern mix-and-match designs, created expressly to add beauty and charm to contemporary living.

An addition to the current product offerings that include invitations, social stationery, paper crafts and fabric accessories, the Decorative Fabric collection promises to deliver the same elegance and sophistication the Anna Griffin brand is known for.

"I am thrilled to expand my line to include decorative fabrics," said Anna Griffin, President of Anna Griffin Inc. "The transition into the textile market is a natural evolution for the brand. My designs translate beautifully on both paper and fabric."

From beautiful botanicals to animal prints, Anna Griffin's old-world style has captured the hearts of design savvy consumers around the world. The announcement of the new decorative fabric division, formerly licensed to Windham Fabrics, brings excitement and anticipation to the industry. An already well-established name in the paper crafting,

stationery and gift markets, Griffin's newest collection of decorative fabric is ideal for both consumers' quilts and home craft projects.

Each collection will include 18-24 patterns of 100% cotton, 44/45 wide printed fabrics. For more information, visit [www.annagriffin.com](http://www.annagriffin.com) or call 1-888-817-8170. For Sales inquiries please contact Clarinda Nelson, National Sales Manager Fabric Division at 952-913-8406.

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