

PRESS RELEASE
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Elizabeth Lucas Showcases New Product Line at NYIGF 2011

Mixed-Media Print Company Heading to New York with New Pillows and New Artwork

Two years ago, The Elizabeth Lucas Company went to the New York International Gift Fair as a test. They wanted to determine how much demand there was in the interior design industry for their wholesale prints.

This year, they're back with new art, a new product line, and a successful show track record under their belts.

New Bolsters and Floor Pillows for Vintage Decorations

At NYIGF 2011 the wholesale art company will showcase new bolster pillows and floor pillows. The new products incorporate "antique scientific" illustrations from the 1800s – detailed images of birds, botanicals, sea life and animals.

Like the rest of the ELC collection, all the new pillows are hand-made in the USA, at their Sun Valley, Idaho studio.

Green-Friendly Artwork

Elizabeth Lucas takes care to stay green-conscious for all of its artwork. For example, one of the most popular ELC pieces is "Riding the Vineyard." It's a 36" x 54" wall print made with recycled cardboard.



And before you think recycled cardboard can't make for good design – the piece was featured in Country Living's "House of the Year 2010" project. "Riding the Vineyard" hangs on the walls of a custom-built green home at New York's World Financial Plaza.

Their new bolsters & floor pillows also use green-friendly materials. In fact, it's a popular sales advantage.

"We use a water-based ink for the pillow designs," says Scott Lucas, co-founder of The Elizabeth Lucas Company. "No dyes. So there's no bleeding, and the designs maintain their color. Customers love the natural feel and the sharpness."

Successful First Year in Business, Going For 2

At this year's International Gift Fair, the Elizabeth Lucas Company will showcase their new bolsters and floor pillows in hopes of continuing their track record. Booths at the America's Mart in Atlanta and the High Point Market in North Carolina helped grow product sales to wholesalers and interior design firms by 10% show over show.

They will be in the "At Home" Division, Pier 94, at the New York International Gift Fair (NYIGF) 2011.

Visit The Elizabeth Lucas Company at www.elizabethlucascompany.com for art examples and a wholesale price list.

Images of the prints and pillows mentioned above, or from The Elizabeth Lucas Company website, may be obtained by email through PlanetMagpie. Please email doreyne.douglas@planetmagpie.com with your request.

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