

## **PRESS RELEASE**

CONTACT:  
Tianyi Wang  
626.354.3669  
tianyi@tiselle.com

### **NEW LETTERPRESS STATIONERY FROM TISELLE SHOWCASES TIMELESS STYLES WITH A TOUCH OF WHIMSY TISELLE launches new designs at 2010 National Stationery Show, such as the clever “Non-Refundable” baby card and sassy “Unf!@nd You” card**

(Los Angeles, CA and New York, NY) May 16, 2010 – [TISELLE](#), a custom letterpress and design studio, announces new additions to its current line of letterpress stationery, including thank you, congratulation and occasions cards. Bright and colorful, the greetings emote humor—even irreverence—packaged as refined and exquisitely-crafted stationery.

“My designs reflect a balanced harmony of verse and visual. More simply put, they’re cheeky storytelling,” explains Tianyi Wang, TISELLE owner and designer.

TISELLE’S 2010 retail collection features signature additions to the following lines (single card - \$5 MSRP; 6 per box set - \$15 MSRP):

- Love Notes:
  - Bugs and Kisses: Our nerdy worm in huge rimmed glasses will melt your heart and bring a jolly smile to your face. A cheerful complement of pea green and apple red brightens the card.
  - To my baby mama/ daddy: Pink fanciful flourishes and black decorative placards adorned with hearts to tell your baby mama or baby daddy how much you appreciate them.
- Correspondence Cards:
  - Unf!@nd You: A simple sassy card in “Facebook blue” that pays tribute to the newly minted word “unfriend,” officially dubbed “word of the year” by the [Oxford Dictionary](#) in 2009.
- Baby Cards:
  - Non-Refundable Delivery: Show your congratulations to a new parent with this warm, irreverent card of velvet black and yellow—a twist on the classic stork with a touch of humor.
- Thank You:
  - Teapot: In candy colors of reds, oranges, and blues, the precious teacups and teapots on this card help you express your warm thanks.

TISELLE’s designs are on display at the 2010 National Stationery Show (NSS), May 16–19, 2010, Booth #2063, Javits Convention Center in New York.

TISELLE is also pleased to announce recent stationery award nominations from industry luminaries.

With winners to be announced on May 17, TISELLE celebrates its nomination for the prestigious Louis Award at the [22<sup>nd</sup> Annual International Greeting Card Awards](#) for its [wtf Braille card](#) in the Friendship/Encouragement/Humorous (\$3.50 and above) category. In addition, the Domo Arigato thank you card was nominated for the 2010 [trendys award finalist](#) in the Greeting Card category from Stationery Trend Magazine.

Hi-res images available at [http://www.tiselle.com/Downloads/spring10\\_hi\\_res.zip](http://www.tiselle.com/Downloads/spring10_hi_res.zip)

#### **About TISELLE**

TISELLE is a custom letterpress+design studio located in the heart of Los Angeles. Initially launched as a custom design studio specializing in event invitations, social stationery and business cards, the brand expanded with a retail line in 2008. TISELLE prints using various presses including the Vandercook Sp15 and the Heidelberg. By using only eco-friendly paper and materials and subsidizing 75% of its electrical power through solar panels, the studio is committed to reducing its carbon footprint. TISELLE has been featured in such publications as Modern Bride Magazine, Stationery Trend Magazine, The Los Angeles Times, and Design\*Sponge. Authorized wholesale retailers can visit: [www.TISELLE.com](http://www.TISELLE.com) for additional ordering information.