



**Press Release | July 11, 2008**

### **Shimmer Studio**

Shimmer Studio offers unique letterpress stationery for modern correspondence.

Shimmer Studio made its exciting debut at the 2008 National Stationery Show in NYC where the original letterpress designs were lauded by guests as exceptionally vivid in color and unique in design.

Shimmer Studio cards are flat, rather than traditionally folded, and are printed by hand on a letterpress printer. All inks are custom mixed to produce the eye catching colors that complement Shimmer Studio's designs of the natural and elemental world.

All designs can be customized for special events such as wedding invitations, personal stationery, birth announcements, etc. Please contact Shimmer Studio to discuss your special event and to receive a quote for custom-made stationery.

Shimmer Studio will be featured at Beckman's Handcrafted Show in Chicago which runs July 19 through July 22, 2008

### **about Shimmer Studio**

Shimmer Studio is the creation of artist Dana Bowers and came to being after many years of toiling as a graphic designer in the corporate world and beyond. Several years ago Dana embarked on a search for the perfect medium to express her artistic vision and after considerable exploration she discovered letterpress printing.

Letterpress printing beautifully accentuates her whimsical illustrations of the natural world. All Shimmer Studio artwork is original and copyrighted. Each design began as a hand drawn sketch in one of Dana's many moleskine sketchbooks. All Shimmer Studio stationery is printed by hand on a letterpress printer and all ink colors are custom mixed.

After spending two years developing original designs and prototypes of letterpress stationery Shimmer Studio debuted our new line at the 2008 National Stationery Show.

Shimmer Studio is located in Chicago.

### **web Links**

[www.shimmer-studio.com](http://www.shimmer-studio.com)

[www.beckmans.com](http://www.beckmans.com)

[www.nationalstationeryshow.com](http://www.nationalstationeryshow.com)

**unique letterpress stationery for modern correspondence**

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## PR Kit CD-ROM | product shots and descriptions

This PR kit includes a CD with this press release as a PDF as well as 8 full-color high-resolution product shots. Thumbnails of the photos are below with some information about each photo. For any additional information or samples please contact Dana Bowers at 312.401.6368 or [dana@shimmer-studio.com](mailto:dana@shimmer-studio.com). All designs ©2008 Shimmer Studio.



**file name:** style508033.tif  
**MSRP:** single card: \$6 | box of six: \$18  
**dimensions:** 5-1/2" x 4-1/4" (A2)  
**title:** Elemental Serendipity  
**description:** Illustration of a butterfly letterpress printed in turquoise and chocolate brown inks on 100% cotton paper.



**file name:** style508047.tif  
**MSRP:** single card: \$6 | box of six: \$18  
**dimensions:** 5-1/2" x 4-1/4" (A2)  
**title:** Lotus Flower  
**description:** Illustration of a lotus flower letterpress printed in pink and chocolate brown inks on 100% cotton paper.



**file name:** style508015.tif  
**MSRP:** single card: \$4 | box of six: \$14  
**dimensions:** 4-7/8" x 3-1/2" (4bar)  
**title:** Serendipity  
**description:** Illustration of a butterfly letterpress printed in fuchsia ink on 100% cotton paper.



**file name:** style508042.tif  
**MSRP:** single card: \$6 | box of six: \$18  
**dimensions:** 5-1/2" x 4-1/4" (A2)  
**title:** Lush Life  
**description:** Illustration of a cornucopia of flowers letterpress printed in turquoise and chocolate brown inks on 100% cotton paper.



**file name:** style508073.tif  
**MSRP:** single card: \$4.50 | box of six: \$15  
**dimensions:** 5-1/2" x 4-1/4" (A2)  
**title:** Goth Holiday  
**description:** Brocade pattern letterpress printed in silver on Italian metallic cardstock. The holiday card reads, "Happy whatever and merry everything else."



**file name:** style508056.tif  
**MSRP:** single card: \$6.50 | box of six: \$20  
**dimensions:** 9-1/4" x 3-7/8" (No.10)  
**title:** Lush Life  
**description:** Illustration of a cornucopia of lush flowers letterpress printed in fuchsia and turquoise inks on 100% cotton paper.



**file name:** style508054.tif  
**MSRP:** single card: \$6 | box of six: \$18  
**dimensions:** 5-1/2" x 4-1/4" (A2)  
**title:** Mandala six  
**description:** Illustration of a mandala letterpress printed in turquoise and teal inks on 100% cotton paper. This design is part of the mandala series.



**file name:** style508038.tif  
**MSRP:** single card: \$6 | box of six: \$18  
**dimensions:** 5-1/2" x 4-1/4" (A2)  
**title:** Cherry Blossom  
**description:** Illustration of a cherry blossom letterpress printed in pink and chocolate brown inks on 100% cotton paper.

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