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Subject: A Little 'Bling-Bling' Is Landing in Mailboxes Everywhere: Spotbear Productions Returns to Art Deco, the Dawning of Glamour, for its New Stationery Collection

May 5, 2005 - San Francisco, CA – Art Deco, characterized by grace and exuberance, is the inspiration for the newest collection of handcrafted stationery from San Francisco-based Spotbear Productions (www.spotbear.com). A turn away from recent explorations of the edgy 70s and the kitschy 50s, this line explores Art Deco's glamour, luxury, pizzazz, and speed – also the definition of modern-day 'bling-bling' culture.

Art Deco, which flourished internationally during the 1920s and 1930s, was the last era that prized style and sparkle. Now, Spotbear Productions celebrates our returned fascination with glamour and glitz (which is clearly seen in our cultures' close following of celebrities' lavish lifestyles). With the help of Art Deco-inspired images, the new line exudes hope, glamour, and shine – allowing everyday people to shower family and friends with a little elegance and glitter of their own.

Greeting cards, blank cards, and boxed and holiday cards are all adorned with Art Deco-influenced images, such as sleek peacocks, radiant sunbursts, and elegant fountains. The line is topped off with showy Austrian crystal rhinestones – a salute to both 20s glamour and modern-day bling-bling.

Unusual, bold, book-owner-identifying bookplates will remain a favorite staple of this collection, also with Art Deco as the muse. Bookplates are ornamented with images of swirling flowers, vintage furniture, and chic flappers.

As always, Spotbear Production's signature technique was used to create the stationery: images are hand-carved on linoleum blocks, which are then scanned and printed on elegant paper.

Spotbear Productions will be exhibiting the Art Deco-inspired line and its Victorian architecture-inspired line at the National Stationery Show, May 15-18, 2005, at the Javits Convention Center in New York City in Booth #5411.

Spotbear Productions' products can be found across the United States, as well as in Canada, Australia, and New Zealand.

Suggested retail price:

Counter cards - \$3.50
Boxed cards - \$14.00
Bookplates - \$7.00

Note to Editor: Samples and high resolution images available by request.

