



New for Summer 2010



**FOR IMMEDIATE RELEASE**

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## **NEW *ODDS n' ENDS* COLLECTION FROM ENESCO TURNS ORDINARY MATERIALS INTO EXTRAORDINARY GIFTS**

**Itasca, Illinois (July 14, 2010)** – Flea Market Chic, one of the hottest and most enduring trends in home décor, is the basis for a new line of everyday gift items from Enesco. *Odds n' Ends* is an all-new collection of adorable folk-inspired figures, plaques and gift tags that consumers will be delighted to share and enjoy. Each item begins with ordinary materials such as wood, tin and other found elements that have been artfully transformed into extraordinary objects.

The *Odds n' Ends* collection combines rustic-looking, folk-art inspired figures with engaging decoupage snippets of storytelling. In addition to standing figures, wall plaques and angel figurines, the line includes gift tags and magnets that reflect the designs and messages of the larger items.

Well-known artist Lori Siebert designed the *Odds n' Ends* line as an homage to the growing influence of mixed media and repurposing of once-useful everyday objects that are destined for the junkyard – from old window screens to rust-colored tins and peeled wooden banisters.

“With *Odds n' Ends*, I wanted to create a collection of items that each has its own little vignette, like a mischievous yet sweet kitty with the message, ‘...and she knew she ruled the house’” says Lori Siebert. “Enesco encourages its artists to try fresh approaches. Because we brought so much enthusiasm and heart to *Odds n' Ends*, we think it will really delight the customer and make retailers very pleased.”

The *Odds n' Ends* Collection is scheduled to arrive at fine gift stores nationwide beginning in December.

### ***Odds n' Ends Figures***

Tin Folk Art Angels are 11” tall, combining a variety of rustic materials to create a sweet result. SRP \$32.50

Adorable 7” standing figures include such folk favorites as a cat, bird, owl and angel, each bearing a short story snippet on the base. Crafted from metal, wire and wood, some with moveable features. SRP \$16.00



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**Odds n' Ends Angels**

The line includes six serene angels inspired by rustic hand-crafted ceramics. Each angel bears a different gift and message sign, such as a cupcake with the message “Happy Day;” butterfly with “Feel Better;” or flower with “Sweet Friend.” Each is 8.25” tall; SRP \$24.00.



**Odds n' Ends Plaques**

An assortment of six mixed-media hanging wall plaques incorporates rustic barn-style painted wood, tin, wire and dangling attachments. Each includes a short phrase that complements the scene, such as a butterfly approaching a flower with the snippet, “...and she loved to spend time in the garden,” or a bird with the message, “...and she decided to sing for no reason at all.”

Plaques are 8.5”H x 7.5W; SRP \$18.50.



**Odds n' Ends Impulse Items**

Consumers will love this collection of endearing Gift Tags and Magnets that reflect the **Odds n' Ends** “found object” design aesthetic. Each item bears a sweet message that relates to its design, such as a gift tag with a heart token bearing the message, “You are loved.” Easy-setup display units make these ideal point-of-purchase assortments for retailers.



Magnets combine single elements from **Odds n' Ends** designs with one-word messages. SRP \$6.50



These miniature hanging gift tags are the perfect accompaniment to a bottle of gifted wine or special present. Wooden tags feature metal message plaques and hanging attachments. SRP \$7.00

**NOTE TO EDITORS:** High resolution images of all items are available from Enesco corporate communications.

**About the Artist: Lori Siebert**

Lori Siebert’s career in art began when she was 7 years old. She won a ribbon in a local art fair for a painting of a clown. Her Mom promptly enrolled her in painting classes and from then on she was constantly making stuff, drawing, painting, sewing or doing something artistic. After graduating from college with a degree in Graphic Design, she started her own design firm with help from her husband, Steve. She began moving into licensing and product development after several years of doing branding, package design and signage. The illustrative and product-based work that she does now, circles right back to what she loved doing as a kid.

