

MAYVES®

Mayves

Hazenboslaan 35
2343SW Oegstgeest Netherlands

T. +031 (0) 6 40809366
E. info@mayves.com
W. mayves.com / cardlestore.com

PRESSRELEASE 'New Spring Collection from Mayves'

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New Spring Collection from Mayves

A little over a year ago, Mayves introduced the Cardle®: a fire-retardant greeting card which can be folded into a lantern. This spring, Mayves releases three new series of Cardle®: the inspirational series 'Flights of Fancy', the dreamy series 'Woodland Paradise', and the playful collaborative series 'Cardle® + Hum with Me', a joint effort with trendy new Berlin-based design-duo Hum with Me.

The designs from 'Flights of Fancy' consists of three classic watercolour miniatures featuring birds of spring, accompanied by inspiring mottos.

The series 'Woodland Paradise' introduces a new style for Cardle®: the design applies full cut-outs rather than partial ones, creating a 3D effect which employs "negative space". The series consists of one design which is available in three different colours: green, blue and pink.

The new collaborative series 'Cardle® + Hum with Me' is the result of a joint effort with trendy design-duo Hum with Me from Berlin. Talented graphic designer June Keser's style is a perfect fit for the pretty pastels which are the trend of the coming season.

These and earlier Cardle® series can be seen during the upcoming Spring Fair in Utrecht. As a guest exhibitor, Mayves' new distributor House of Home will show Mayves' products on the 7th floor of the Utrecht Trade Mart building. In addition to Cardle®, House of Home will also show B'lumen®, Mayves' newest product.

The last day of the fair features a special "meet&greet" with the women behind Cardle®: on 5 March visitors will be able to meet Yvette Scheltema, product designer of all of Mayves' innovative paper products, and Claudette Kulkarni, Ms Scheltema's business partner.

Spring Fair, 3-5 March 2013 at Trade Mart Utrecht
House of Home, guest exhibitor, F618 (7th floor)
