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GRAPHIC DESIGNER GENERATES BUZZ IN HOME ACCESSORIES INDUSTRY

Heather Lins Home showcased in *Domino* magazine and selected by New York International Gift Fair jury.

January 23, 2009 — A new talent has emerged on the home accessories scene. With her typographically-styled designs, graphic designer Heather Lins has created a line of accent pillows and table linens that is turning industry insiders' heads and garnering media attention.

The contemporary, home decor magazine *Domino* showcased Lins's textiles as an everyday luxury in its 2008/2009 Holiday Gift Guide. According to their Web site (www.dominomag.com), *Domino* hunts for the best-designed items for their busy, fashion-conscious readers.

Apartment Therapy noted that "[s]ome of our favorite new designs from our trek through the New York International Gift Fair...came from newcomer Heather Lins" on August 18, 2008. Apartment Therapy, a popular Web site and blog (www.apartmenttherapy.com), showcases real people in real homes. Canada's Uppercase Gallery (www.uppercasegallery.ca) showcased Heather Lins Home in its weekly feature, Type Tuesday.

Judges from the Accent on Design® "A+: Young Designers' Platform" competition noticed Lins's flair for wit and beauty in home textile design and chose to showcase Heather Lins Home at the August '08 New York International Gift Fair (NYIGF). The "A+" competition selected only three emerging talents from all its applicants. The winning designs were chosen based on concept, creativity and originality. The "cutting-edge, fresh and untapped design talent" showcased their products alongside hundreds of established designers participating in the juried Accent on Design® show.

"I am new to the home decor industry. Being recognized by an industry leader like Accent on Design® is a powerful vote of confidence." Lins says. "Graphic design is often a solitary pursuit. It was gratifying to meet other product designers and to sell my home textiles to trend-setting retailers."

Lins's designs are based on vintage typography, eye charts and conversation bubbles—images that are easily identifiable but unexpected on pillows and table linens. Lins's training in graphic design is apparent in her work. "I'm a word nerd. I often think of the titles for my collections first and then realize the designs. It's like coming up with captions and then creating the pictures to go with them," Lins states. For example, her collection of accent pillows inscribed with speech bubbles is called *Conversation Pieces*.

Lins's home textiles are screen printed by hand with water-based inks onto natural-fiber fabrics — seamlessly integrating modern design and artisan production techniques. All pieces are sewn and screen printed in the U.S.A.

MORE >

PAGE 2

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Please visit www.heatherlinshome.com for more information and a complete list of retailers.

About Heather Lins

After graduating from the University of Wisconsin-Madison with a graphic design specialization, Heather Lins created design solutions for public and private sector clients and also taught university-level graphic design courses. Lins eventually shut down her computer and got her hands dirty in the screen printing studio. Lins founded Heather Lins Home, a surface design and product design studio in Madison, Wis. Lins aspires to make her designs modern and accessible, witty and beautiful.

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