

ABOUT THE DESIGNER



Heather Lins finds inspiration in familiar objects and every day places. Her design studio, Heather Lins Home, is a doodle factory where sketches evolve into unexpected, contemporary designs.

After graduating from the University of Wisconsin–Madison with a graphic design specialization, Lins created design solutions for public and private sector clients and also taught university-level graphic design courses.

Lins eventually turned off her computer and got her hands dirty in the studio. Each artful gift and home accessory in the Heather Lins Home collection is screen printed by hand with water-based inks onto natural-fiber fabrics. Each piece is a little different, reflecting the mark of its maker.

Her current collections are based on vintage typography, eye charts and conversation bubbles — images that are easily identifiable but unexpected when found loafing on the sofa or adorning the dining-room table. Lins aspires to make her designs modern and accessible, witty and beautiful.