

## Press Release from Laurie Wisbrun

FOR IMMEDIATE RELEASE:

### Laurie Wisbrun Designs Licensed by Robert Kaufman Fabrics

**Austin, Texas – February 22, 2010:** Select designs from Laurie Wisbrun have been licensed by Robert Kaufman Fabrics for two new fabric collections – Tufted Tweets and Urban Circus.

Tufted Tweets, Laurie's debut line of printed fabrics for Robert Kaufman Fabrics, will debut in April and be in stores by May 2010. Tufted Tweets includes four designs which feature classic chairs and sofas with wee birdies playfully perched on the backs. Urban Circus, Laurie's second line of printed fabrics for Kaufman Fabrics will launch during the fall of 2010. Urban Circus includes five new designs which feature boldly patterned elephants, giraffes, and coordinating geometrics. Both collections feature lush and modern color palettes and will be available through leading home sewing fabric retailers.

"Laurie brings a fresh, new look to our product lineup. Her designs are whimsical and fun, yet have a sophistication that make her designs unique. We're confident her line will be well received by the rapidly expanding market of younger, more modern crafters, quilters and creative types", says Kyle Sanchez, Director of Strategic Marketing, Robert Kaufman Fabrics.

"As an avid sewer and self-proclaimed fabric junkie, I'm thrilled that my first major licensing deal is with Kaufman. They have been so supportive and easy to work with and it's made the entire experience so much fun," said Laurie Wisbrun.

Laurie Wisbrun will debut as a licensed artist at Surtex 2010 in New York, May 16–18, 2010. Her booth number is 553 on Level 3 of the Jacob K. Javits Convention Center, Hall 3A. The show runs simultaneously with the National Stationery Show.

#### **ABOUT LAURIE WISBRUN**

Laurie Wisbrun is an emerging pattern and textile designer based in Austin, Texas who launched her design career in August 2008 with the goal of establishing a creatively meaningful business based on her distinct vision. Her aesthetic is about finding beauty in ordinary objects and playfully transforming them into fresh designs with 'everyday special' appeal. Laurie's designs are applicable for home décor products, stationery & paper goods, craft/hobby products, wallpaper, textiles, children's apparel and more. For more information please visit: [www.lauriewisbrun.com](http://www.lauriewisbrun.com)

#### **ABOUT ROBERT KAUFMAN FABRICS**

*Designer fabrics for the creative sewer.* Founded in 1942, this Los Angeles-based fabric manufacturer wholesales to the home sewing retail and manufacturing markets, with customers including manufacturers of finished goods, such as apparel, bedding and accessories, and retail customers whose end-users comprise home apparel and craft sewers. For more information please visit: [www.robertkaufman.com](http://www.robertkaufman.com)

**### High Resolution Images Available Immediately Upon Request**

Contact: Laurie Wisbrun

Tel: (512) 431-4907 Email: [lauriewis@yahoo.com](mailto:lauriewis@yahoo.com) Web: <http://www.lauriewisbrun.com>