



ANNA GRIFFIN

Incorporated

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Anna Griffin Launches Blend
Anna Griffin Announces the Launch of Blend Fabrics, a New Licensing Division

Atlanta, GA – Anna Griffin Inc. proudly announces the launch of their brand new licensing division, Blend. Set to debut at the International Quilt Market, October 29th – 31st in Houston, Blend is expressly designed to reach new product categories while promoting talented artists from around the world. A major milestone in the company’s history, Blend is a strategic business decision designed to take the company to the next level with modern, upscale fabrics and stationery.

“Blend is a collective of many artists work, a mixture of styles, and a celebration of talent,” said Anna Griffin, president of Anna Griffin, Inc. “Blend Fabrics is a high-end textile design company that supplies fabrics and licensed designs to major retailers, independent retailers and e-commerce retailers worldwide.”

A true tribute to talent, Blend’s artists represent both well-known designers and some of the world’s best-kept secrets. With unique, fashion forward design aesthetics, each artist brings an all-encompassing approach to the marketplace with a fresh, on-trend design perspective.

“These artists have longevity in their design aesthetic, combined with modern, contemporary style,” said Joe Spiegelberg, president of Blend. “Blend is about building brands for these artists by translating high-end design to both paper and fabric.”

A blend of artistry and business, this symbiotic relationship has all the components for success. A licensing division with an Anna Griffin design perspective blends 18 years of successful product development and design with a truly dynamic mix of world-renowned talent.

Comprised of nine stellar designers, the International Quilt Market launch will debut more than 11 exciting new fabric collections in cotton and flannel. For more information, call Joe

Spiegelberg at 855-817-0604. For sales inquiries, please contact Clarinda Nelson, National Sales Manager at 952-913-8406.

About Anna Griffin

Anna Griffin made her mark in the wedding industry 18 years ago by developing one of the industry's first "print it yourself" invitations with a custom look. Today, Anna Griffin is a recognized authority when it comes to translating exquisite patterns evocative of old world style into modern, mix and match designs. Anna Griffin's signature collection includes invitations, social stationery, home office, decorative paper, fabric accessories and quilting fabrics.

About Joe Spiegelberg

Joe Spiegelberg founded Maude Asbury in 1988 and brings 23 years of artistic and business-savvy industry experience to Blend. Maude Asbury is a luxury gift company that designs and manufactures fabric covered photo albums, picture frames and magnet boards that are hand made in the U.S.A. With an unsurpassed reputation for quality products, many Maude Asbury collections have featured cotton fabrics from the quilt industry. Joe has collaborated with leading fabric manufacturers to design and color fabrics specifically for the Maude Asbury brand.

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