

# POSTERS THAT SPEAK TO THE HEART

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I LOVE MY TYPE is taking the world by storm. After their first year in business, the duo behind I LOVE MY TYPE has already built up a strong fan base and their posters adorn the wall of homes in every part of Denmark. The typographic posters have received a warm welcome abroad as well. The list of international retailers is growing steadily, and an English version of the webshop has just been launched.

It all started with a collection of posters about a year ago. In the spring, a new collection was added, and now I LOVE MY TYPE has just put the finishing touches on a third series of posters, which will feature the popular typographic references in fresh combinations with other graphic elements.

Behind the scenes are Kathrine Højriis and Thomas Bærnholdt – partners in both life and business. As a graphic designer, Kathrine provides the creative talent, while Thomas represents the business side.

## **GOOD NEWS FOR ALL POSTER LOVERS**

The posters were just the beginning, as the business soon expanded, in response to popular demand, to also include frames. Now, I LOVE MY TYPE has their own range of frames in today's most fashionable colours and materials, available for sale to both individuals and retailers.

And that's not all. There are more exciting new I LOVE MY TYPE products in the pipeline.

"We've been working hard and have come up with some brand new product series, which still have I LOVE MY TYPE's distinctive look. My love of typography runs deep and comes to expression in everything I do. Typography is encoded in our name and is, of course, a major source of inspiration. We can't wait to reveal to the world our latest creations," says Kathrine Højriis.

For more info and to see the entire collection, please visit [ilovemytype.com](http://ilovemytype.com).

*With I LOVE MY TYPE, which was founded in autumn 2013, graphic designer Kathrine Højriis has realized her dream of combining her passion for self-development with her interest in typography and interior design. Today, the brand has more than 20,000 Facebook fans and the posters are well known in Denmark and abroad.*

## **CONTACT:**

Kathrine Højriis, [kathrine@ilovemytype.com](mailto:kathrine@ilovemytype.com), tel. +45 2266 2309.