

GREAT FRAMES FOR YOUR FAVOURITE POSTERS

We have good news for poster and art lovers. Finding high-quality frames with the right size and materials for today's cool prints and posters has never been easy. So the duo behind I LOVE MY TYPE decided to do something about it.

"From the very beginning, people asked us where they could find nice frames to match our posters. We checked out the market, but were not impressed. Either the quality wasn't high enough or the materials or colours were completely off. So then we thought: Let's just make them ourselves!" explains Kathrine Højriis, graphic designer and founder of I LOVE MY TYPE.

From idea to brand new product. When the first pallets of frames quickly sold out, the duo knew they had a winner. "We started out simple, with frames in matt black and oak. Now we have expanded the range to also include copper and brass. Both are popular elements in interior design at the moment," says Kathrine Højriis.

The frames, which are sold via the webshop, ilovemytype.com/frames, are available in four sizes – 30x40 cm, A3, 50x70 cm and 70x100 cm – and priced at EUR 27-67.50.

It is also possible to become an affiliated retailer of I LOVE MY TYPE's frames, which are already available in a number of Danish shops.

NEW POSTER COLLECTION

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 put the finishing touches on a third series of posters, which will feature the popular typographic references in fresh combinations with other graphic elements.

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.

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.

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