

A SUMMER SURPRISE: TWO NEW ART COLLECTIONS CREATED WITH UNIQUE TECHNIQUES

I LOVE MY TYPE experiments with new exciting techniques that creates a unique and enticing look. The new collections 'Drops of Distortion' and 'Portraits from a Mirror' is an addition to the artistic universe of I LOVE MY TYPE and carry on, the purpose of spreading joy and motivation into the everyday life.

DROPS OF DISTORTION

This abstract collection is hand painted and created with a unique technique letting salt fusion with paint and water. The creating-process is a collaboration between Art Director Kathrine Højris and the salts powerful distortion on the surface. The salt is working independently and Kathrine controls it with the hands of an artist, so the powerful fusion becomes a beautiful decoration with soft nuances on the surface.

Drops of Distortion expresses the beauty of movement in the contrast that appears between the calmness of a surface and the distortion of one.

The abstract design can be interpreted in many different ways, and the patterns tell a different story depending on the eyes who sees. *"It is my wish that the viewer will immerse them self into the design and attach their personal values and create their own stories – that will bring them joy and reflections".*

The name Drops of Distortion is a symbol of a positive development, that creates movement in something motionless and stagnant. Values that is a big part of I LOVE MY TYPE's brand core, believing that life is a process.



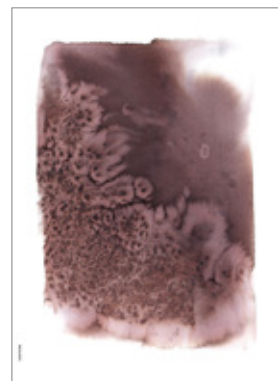
IMPACT BLACK
A3 + 50x70



FUSION MID GREEN
A3 + 50x70



DROPLETS DEEP CYAN
A3 + 50x70



PIGMENT CLARET
A3 + 50x70

PORTRAITS FROM A MIRROR

This collection represents four strong women that allure you with their intense look.

'Portraits from a Mirror' is a brand-new look for I LOVE MY TYPE. It is portraits of women of today and represent valuable qualities, feelings and forces that lies within all of us - character traits that should be cherished.

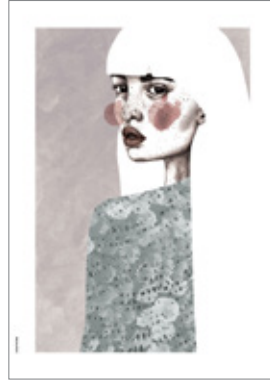
The four women represent some of the core values in I LOVE MY TYPE, such as self-development and positive energy, Kathrine explains: *"these women can inspire us to remember and focus on our strong and positive qualities, when we glance into the mirror – and give the strength and motivation to put on the mental power suit and embrace life."*

The technique behind the Design prints is a new method, that merges two of the craftsmanship's I LOVE MY TYPE masters, the artistic hand painted design and the graphic stringent design. The women are hand painted and their faces drawn with a soft and persisting line. The hairstyle is illustrated in stark contrast, outlined from their faces with a graphic touch and merging into the background.

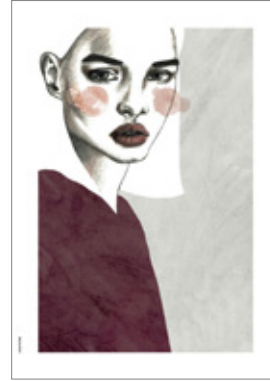
Their names manifest each of the women's strong character.



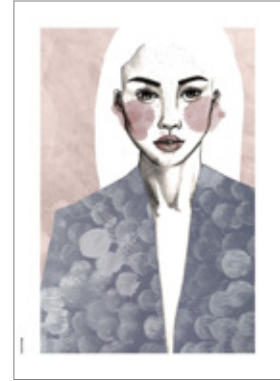
VITAL NAVY
A5 + A3 + 50x70



CURIOUS MID GREEN
A5 + A3 + 50x70



SOPHISTICATED CLARET
A5 + A3 + 50x70



DETERMINED PURPLE
A5 + A3 + 50x70

THE PERSONAL ART WALL

With these new supplements to our range of Design prints, you can create a personal and interesting art wall – exclusively using I LOVE MY TYPE collections. Our range gives you the possibility of mixing the artistic with the typographical and the intense with the humoristic – The Design prints can reflect all the moods and atmospheres of the home and create a virtuous vibe.

With I LOVE MY TYPE you can renew your home, or spoil one of your loved ones whenever you feel like it – it is affordable design for everyone.

FIGHTING FOR THE ENVIRONMENT

To support I LOVE MY TYPE is also to support Sustainability. The consideration for the environment and purity of the products is part of our overall goal in I LOVE MY TYPE. All of our Design prints are printed on 100% luxury recycled paper, and the kitchen and stationary collections are made from recycled materials as well. An amazing bonus to this sustainable choice, is the extra richness and softness in the quality of the paper.

THE COLLECTIONS CONSIST OF THE FOLLOWING:

- Eight different Design prints
- 'Drops of Distortion' in the sizes A3 and 50x70 and 'Portraits from a Mirror' in A5, A3 and 50x70, in the price range 5.5 to 52 Euro
- We have frames in different nuances, that fits all of our Design prints

The collections will be launched medio June and will be available on our web-shop and in shops worldwide thereafter

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I LOVE MY TYPE was founded in autumn 2013 in Copenhagen, Denmark. Behind the scenes are Kathrine Højris and Thomas Bærnholdt – partners in both life and business. As a graphic designer, Kathrine provides the creative talent, while Thomas represents the business side. I LOVE MY TYPE has built a strong fan base and their story and products have received positive recognition and praise in newspapers, magazines and other publications in Denmark and abroad. Their design products are sold throughout the world – and the list of retailers is growing steadily. The range of products includes a large collection of life-affirming art prints, frames, postcards, gifts and beautiful notebooks as well as practical and decorative products for the kitchen.



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