



Life Well Styled.

**FOR IMMEDIATE RELEASE**

**Giftcraft Ltd.**

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**Giftcraft Ltd. Continues to Build on the Success of their Romero Britto® Collection with the Introduction of Two New Product Categories**

*Giftcraft Expands Offerings of their Industry Leading Lifestyle Brand with the Introduction of Britto® Framed Posters & Colorful Pet Accessories.*

**Toronto, Canada – April 11, 2011** – Giftcraft Ltd., an international leader in the design and development of innovative lifestyle decor and giftware, recently expanded the product offerings of their highly successful collection of giftware, decor and fashion accessories showcasing the artwork of iconic artist, Romero Britto.

Heralded world-wide as one of the premier artists of our time, Romero Britto's contemporary masterpieces impart a continuous message of hope through his use of vivid colors, pop themes and bold patterns. Under licensed agreement, his highly sought and eye-catching designs are wonderfully translated into a collection of attractive and affordable Framed Posters and colorful Pet Accessories by the industry's premier designer and developer of lifestyle décor and giftware, Giftcraft Ltd.

Since its introduction to the market in 2010, the Giftcraft-Britto® Collection has quickly grown to become one of the industry's most popular lifestyle brands with its diverse assortment of functional and decorative decor, fashion accessories and collectible giftware. The continuity of art design through various, top-selling, product categories not only provides retailers a variety of cross-merchandising options but allows the consumer to purchase their favorite designs across a broad spectrum of formats, including the newly launched framed posters and pet accessories.

Trevor Cohen, President & CEO, Giftcraft, Ltd. notes, "I've appreciated and admired Romero Britto's art for many years. His playful and thought provoking themes, eye-catching use of color and striking patterns immediately captures your attention and draws you into his world. I am especially proud of Giftcraft's role in exposing his genius to an even wider population through our partnership".

Trevor Cohen continues, "We believe, and consumers have proven, the authenticity of the collection as a true lifestyle brand. Admirers of Romero Britto seek product which allows them to incorporate his joyful work into every facet of their lives and we will continue to strategically introduce products to meet the demands of the consumer. "

### **Framed Posters**

With over three-dozen styles and available in three different finished dimensions, the debut collection features high-quality, vivid poster prints inspired by Britto's most popular themes and imagery. Each is double-matted with coordinating printed design and molded tapered frames in high gloss black or white finishes. Each includes a Certificate of Authenticity affixed to fully-finished frame backings.

### **Pet Accessories**

The debut collection includes bowls, mats, leashes, collars and beds, with each vividly showcasing Britto's eye-catching, playful designs. The bowls' durable melamine construction, with removable steel bowl inserts, are available in three different sizes. The assortment of collars accommodates both large and small dogs and includes metal charms of Britto's icons and animal characters. Both traditional and retractable leash designs are part of the collection as well as three rubber-backed pet mats. Pet beds are offered in two different sizes and both feature removable and washable fabric covers and convenient fabric handles.

The two new collections are part of a larger mid-season release which includes new introductions to their top-selling Britto® table top and fashion accessory collections and will be available at retail in June 2011. Giftcraft plans additional introductions to the Britto® collection this summer.

### **About Giftcraft Ltd.**

Giftcraft Ltd. is a lifestyle industry leader servicing a diverse network of décor and giftware retailers throughout the world. With corporate headquarters based in Toronto, Canada, Giftcraft Ltd. sets the standard in innovative design and development of decorative and functional lifestyle products to meet both the décor and giftware needs of today's savviest consumer.

"Recognizing our retailers success depends on their ability to offer their customers the RIGHT product, at the RIGHT time and at the RIGHT price, we take great pride in our unrivaled ability to design, develop and deliver to market, top-selling, on-trend, competitively priced, product assortments, manufactured to the highest quality standards. The added value we deliver to our customers forms the basis of a strategic alliance and a partnership whereby we become a respected and trusted vendor." - Trevor Cohen, CEO

#### **Giftcraft Ltd.**

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#### **Giftcraft Ltd. Showrooms**

Corporate Showroom, Brampton, ON  
AmericasMart, Atlanta, Bldg. 2, #1521

### **About Romero Britto**

Pop Artist Romero Britto uses vibrant colors and bold patterns as a visual language of hope and happiness. He has been credited with the largest public art installation in Hyde Park history and exhibited at the Carrousel du Louvre at the Louvre Museum - - an art that appeals to all!