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Life Well Styled.

**For Immediate Release**

**Giftcraft Ltd.**

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**BRITTO® BY GIFTCRAFT INTRODUCES NEW PRODUCT CATEGORY TO ITS TOP-SELLING COLLECTION OF LIFESTYLE PRODUCTS**

One of the Gift Industry's Fastest Growing & Most Popular Lifestyle Brands, Britto® by Giftcraft, Introduces Colorful Garden Collection

**Toronto, Canada – August 4, 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 collections 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 functional and decorative garden accents by the industry's premier designer and developer of lifestyle décor and giftware, Giftcraft Ltd.

Distributed in twenty-five countries, *Britto® by Giftcraft* was first introduced in 2010 and since then, the popularity of the brand has grown to become one of the company's top-selling branded product lines with consumers seeking products to incorporate into their lifestyles.

The collection of colorful birdhouses, wind chimes, statuary, and garden stakes adds to the already stellar *Britto® by Giftcraft* assortment of Giftware, Fashion & Pet Accessories, Framed Posters, Table Top and Collectible Figurines.

The *Britto® by Giftcraft* garden collection showcases the artist's iconic imagery, vivid colors and bold graphics and incorporates mixed-media elements throughout. The 14-piece premier collection was well-received at the recent Home & Gift Show in Atlanta and is part of industry frontrunner Giftcraft's 2012 Outdoor & Garden launch.

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New introductions also included expansions to the giftware category with the launch of sentiment plaques/wall hangings and a figural shoe line; cleverly gift-packaged in a miniature shoe box.

Trevor Cohen, President & CEO, Giftcraft, Ltd. notes, *"From the very beginning of our partnership with Romero Britto, we were confident the collection would resonate with consumers who, like thousands of others world-wide, appreciate the simplistic joy Britto's art evokes. As the brand awareness broadens so too does the demands from consumers to acquire product to incorporate into their lifestyles. As we do with every segment of our business, we will continue to strategically analyze the marketplace and introduce products that meet both the demands of the consumer and offers our retail partners quality product with a proven history of sales success."*

New additions to the *Britto® by Giftcraft* collection, including the garden assortment, are available for immediate order and are scheduled to start to ship to retail in the fall.

*High-Resolution Images & Logos & Artist Profile Available By Contacting Pamela Wasylson at 717-767-4777 (USA) or by emailing [pwasylyson@giftcraft.com](mailto:pwasylyson@giftcraft.com)*

### **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.

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

Corporate Showroom, Brampton, ON  
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### **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!

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