

FOR IMMEDIATE RELEASE

Felissimo Design House

presents

feliciti

New York, NY 2004 - This fall, Felissimo Design House welcomes **feliciti**, a new line of home accessories for the kitchen, bedroom, office, living space and bath. Chic, environmentally friendly and designed to compliment an array of different interiors, **feliciti** aims to inspire lifestyle models for the 21st century and promote happiness and well being through design.

With the belief that good design can be found in everyday products, **feliciti** uniquely incorporates five key elements into its product development: Color (focusing on "colorful" white gradations found in nature), Design (promoting healthy living and lifestyles for everyday life), Materials (using high quality materials that feel good to the touch), Value (concentrating on well-made products and reasonable prices) and Interior Coordination (offering products that easily mix-and-match in every home). For the social and health conscious consumer who values a quality product, **feliciti** offers a distinct style and sensitivity to those values. Utilizing renewable resources and eco-friendly manufacturing methods, as well as incorporating bacteria and odor resistant materials, **feliciti** hopes to promote peace of mind through healthy living.

Each season, a new color palette will be offered. The pureness and simplicity of nature is the inspiration for **feliciti's** colors. This season's palette includes the following pale green and yellow hues:

- Primavera** – ephemeral and dreamy, the rite of spring
- Key Lime** – tangy and tart, a jolt of freshness
- Lemongrass** – astringent and clean, exotic and contemporary
- Citron** – fresh and alive, the essence of citrus
- Pale Lemon** – young and tart, perfectly clean
- Lemon Zest** – crisp and sharp, concentrated delight
- Meringue** – weightless and dense, a sweet and tangy accent
- Sea Foam** – fresh and invigorating, cleanses the mind



Felissimo Design House is a 5-story townhouse located on West 56th Street off of 5th Avenue in New York City. Especially for the new **feliciti** line, Felissimo Design House has been redesigned into lifestyle areas, with the following themes:

Explore

First Floor: MARCHÉ

Say hello to **feliciti**, the newest member of the Felissimo Group, offering designs for lifestyles that promote peace of mind and healthy living. *Explore* and discover just how Felissimo designs can enhance your daily living.

MARCHÉ products include: cause-related merchandise and bestsellers.

10 West 56 Street New York, NY 10019 212-247-5656 www.felissimo.com

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Cleanse

Second Floor North: IN-HOME SPA

Everything *feliciti* does reflect nature, its changing seasons and patterns, and connects us to that world with products designed using materials and manufacturing methods friendly to the body and the ecosystem. Create your own private spa at home and *cleanse* your mind and body with products in our white color palette, symbolizing harmony and purity.

IN-HOME SPA products include: plush towels for the face and body, scented candles, felt slippers, cotton pajamas and bathrobes.

Nourish

Second Floor South: EAT IN

The modern hearth, a gathering place for family and friends. Come see what new and unique ideas *feliciti* offers for your dining scenarios. There is something for every lifestyle, including inspiration for healthy living. Eat in today. Communicate. *Nourish*. Celebrate.

EAT IN products include: acrylic tumblers, hand blown glasses, milk dishware, serving trays, colorful placemats, enamel canisters, mixing bowls, pots and pans.

Refresh

Third Floor North: SIESTA

feliciti, a name derived from the word "happiness" is not only product line, but a lifestyle – a lifestyle where the inspiration is peace and serenity. Imagine your own restful place, and create a space to *refresh* your mind and body. *feliciti* offers ideas for rest and play. We invite you to escape.

SIESTA products include: luscious blankets, plush cushions, accent rugs, shadow boxes, glass candleholders and cylinder vases.

Organize

Third Floor South: UTILITY

Put the clutter away. *feliciti* offers high value, reasonably priced designs for the home that not only encourage interior coordination, but can help you *organize* your environment. Straighten up your desk, tidy your drawers and file the extras. Utility. Peace of mind.

UTILITY products include: modular storage units, stackable drawers, communication frames, file holders and CD racks.

In addition, some of the products from the new *feliciti* line include:



Acrylic Tumblers To promote healthy eating habits, this set of durable, acrylic glasses is inscribed with fun "nutrition facts" of fruits, vegetables and milk. Ideal for serving juice with breakfast or refreshing iced tea near the swimming pool. Available in sea foam, lemon zest, pale lemon, citron, lemongrass and primavera. \$12.50 for set of two.

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Communication Frames This series of "communication frames" encourages communication within the household and is perfect for keeping in touch during the hectic school week. Available frames include a letter holder, magnetic board, shelving unit, blackboard, corkboard and mirror. \$15.00 each.



Majikiri Rack This sleek organizer features adjustable shelves to easily accommodate small items of all shapes and sizes. Made with pine veneer, the beautiful wood grain shows through the thin layers of pale paints. Provides elegant storage and decoration. Available in sea foam, meringue, pale lemon, citron, lemongrass and primavera. \$18.00 each.



Nyu-Haku Dishware Created with "warm" design in mind, this heat-resistant dishware is manufactured in milk glass to easily coordinate with all table settings. Each piece contains an element of transparency and is perfect for any meal – from a casual breakfast to a gourmet dinner. Available in sea foam only. Bowls (small) - \$8 for set of two; bowls (large) - \$10.00 for set of two; plates - \$10 for set of two; mugs - \$10.00 for set of two.



Candleholder with Aroma Candle A perfect addition to the dining table or living room area, each candleholder doubles as a vase and arrives with a coordinating scented candle. Sold individually, each set is packaged in a reusable box for easy transport and storage. Available in sea foam, lemon zest, pale lemon, citron, lemongrass and primavera. \$12.00 each.



felicit Bottle Shaped like common plastic bottles, this collection is fabricated in heat-resistant glass with silicone lids to convey a fun twist on an everyday product. Ideal for storing and serving beverages in an unconventional yet stylish manner. Available in six designs. \$16.00 each.

Beginning September 2004, **felicit** will be available exclusively at Felissimo Design House. For further information, please contact Rebecca Herman at THINK PR, 212.343.3168 or rherman@thinkpublicrelations.com; or Carly Carratura at Felissimo Design House, 212.956.4438 ext. 145 or carratura@felissimo.com.

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