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Sigrid Olsen’s Mindful Designs and Holistic Retreats Connect Creative Well-being Brand to Rising “Healthy Living” Global Market

Sarasota, Fl., June 10—Sigrid Olsen reinvents her work to embrace the best aspects of her own healthy life now based from Sarasota, Florida. Her commitment to a philosophy of creative well-being runs deep to inspire a fresh and unique approach to mindful design, beautiful product development, and holistic experiences especially, as she reacquires her namesake rights and revitalizes her brand this spring. Sigrid’s infectious positive nature and pure reverence for yoga, meditation, wholesome eating, modern simplicity, natural beauty, and increased connection with community and self, uniquely include added emphasis upon discovery of creative self-expression. Going forward, Sigrid will emphasize these retreat and rejuvenate aspects of her brand to expand business potential, secure new synergies and connect with the \$290 billion dollar marketplace focused on better health and wellness, personal development, retreat travel, sustainable living, and -- women, in particular.

Within this relevant niche of global consumers lies an impressive audience engaged by her particular artistry and lifestyle priorities. The vibrant founder and creative chief of SIGRID OLSEN: New Designs for Living™ (www.sigridolsen.com) aptly observes, “My eye, my life and my work are focused on what moves me...it moves millions of others today. *Why we buy* is more crucial to what we buy today. We now invest in what enriches our lives, rejuvenates and makes us healthier, and often, more fulfilled.”

Advocacy for healthier living and commitment to personal wellness, creative expression and human connection, derive from keen instincts but also from real-life experience surmounting several challenges beginning in 2005. Breast cancer, the loss of her national fashion business, and the recent sudden death of her husband have inspired

remarkable ability to thrive and reinvent. Design of her successful, international *Sigrid Olsen: Creative Wellbeing Retreats*, established during those years, are personally led in beautiful, natural settings and cultural destinations from Tulum to Provence, California to Florida and New England, with Costa Rica and Italy now on the horizon for 2015.

Sigrid's reverence for yoga, meditation, nature and art, integrate with her popular workshops in visual-journaling, painting, crafting, writing, photography, and group reflection, to help achieve self-actualization, better life-work balance, or simply, discover new ways to rejuvenate, relax, connect and feel more joy and fulfillment.

The vista of inspired cross-category products and holistic experiences is far-reaching. Sigrid foresees compelling potential focused on strategic partnerships, coop branding, and licensing, to include expansion of retreat travel, plus home design and décor, women's fit-lifestyle fashion and yogawear, natural beauty and bodycare, self-help publishing, wellness and nutrition, to name a few.

Olsen brings 30 years of creative industry experience as an artist, designer, entrepreneur and corporate executive of a former, \$100-plus million dollar business ("Sigrid Olsen"). She is adroit at understanding the needs and preferences of her customer – especially those seeking what revitalizes, inspires, feels more natural, sustaining, simple yet beautiful, and connects with self and others.

SIGRID OLSEN: New Designs for Living™ enables her to re-engage with her original, loyal fashion and lifestyle fans, build upon her current retreat client base and connect with the millions of holistic-thinking women and *cultural creatives*, accounting for one in four Americans, alone, who comprise the *LOHAS* (Lifestyle of Health and Sustainability) movement increasing worldwide.

"The big idea? ... Invest in mindful designs, create beautiful products, and offer life-affirming experiences to enhance well-being and happiness. I can't imagine a better business vision!" Sigrid concludes.

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