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{ FOR IMMEDIATE RELEASE }

## **SIGRID OLSEN: New Designs for Living™ Re-launches American Designer's Namesake with Revitalized Vision of Creative Well-being**

*New York, May 6* -- American designer Sigrid Olsen announces reacquisition of rights to her namesake (“Sigrid Olsen”) brand this May. With success as a multi-million dollar national women’s fashion and lifestyle business, Sigrid revitalizes business potential focused on a unique vision of mindful design, beautiful products, and holistic experiences, with a unique commitment to integrate creative well-being, nature, balance, simplicity and joy. Establishing a select team based between New York and Florida, she sets new sights on the creation of a coastal creative headquarters in Sarasota and opens her next chapter celebrating 30 years, combined, as an independent artist, creative entrepreneur, American fashion and home designer, and healthy wellbeing advocate and global retreat leader.

“SIGRID OLSEN: New Designs for Living™ could become my most vital chapter to date,” remarks Sigrid. “I’m excited that having years in fashion and lifestyle design, retail business, and the creative arts, now coalesces with my personal passion for creative well-being. I am committed to offering beautiful, mindful designs and healthier lifestyle experiences for a vast audience worldwide -- especially women, in particular.”

SIGRID OLSEN: New Designs for Living™ is astutely positioned to be timely, relevant and expansive. Her vision reflects an authentic breadth of creative talents and deep career experience, inspired by an impressive story of reinvention within the past six years. Sigrid turned near devastating life events into positive opportunities – enduring breast cancer, the corporate dissolution of her business during the economic crisis, and the sudden death of her husband – shifting lifestyle priorities and enriching a challenging

journey with new passions for nature, yoga, meditation, visual journaling, wholesome eating, modern simplicity, creative expression, and increased connection with community and self. Add to this, Sigrid's successful development in recent years of international retreats for women and proven professional instinct for understanding what engages the right customers at the right time. Sigrid will attract more diverse and sustaining business development than ever with concerted focus placed on lifestyle product licensing, retail partnerships, co-op branding, self-help publishing, and expansion of her creative well-being retreat business model.

Sigrid's vision holds substantial promise reflecting the trends and preferences to secure an increasing global clientele that invests many millions in health and well-being lifestyle designs, social-conscious endeavors, DIY craft and personal creativity, and holistic body, mind and soul-filled experiences. Several key market segments comprise her target audience, ranging primarily in age from 34 to 64 years, spending reasonable to significant disposable income, and highlighted by the *Lohas* niche sector (lifestyle of health and sustainability) accounting for over 20% of the U.S. adult population and the *Naturalites* (healthy/natural/green-conscious) adding another 25% nationally.

Importantly, Sigrid stands to re-engage her passionate following of loyal customers – those women forever inspired by Sigrid's hand-crafted textiles, signature prints, successful fashion and lifestyle collections and true artisan spirit.

Sigrid Olsen has made her work about her life, demonstrated commitment to health and the creative arts, built a sustaining career, but especially, worked for years to listen to the customer and better understand the critical intricacies of consumer marketing, business development, and retail to wholesale design. As she sees it, "Today, my eye, my life and my work, are all focused on what moves me – because I know it's also what moves others. Creative well-being works from the heart to shift the paradigm of business and redefine success."

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