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LINDSAY SHERBONDY

FOUNDER OF LINDSAY LETTERS

lindsayletters.co



About Lindsay Letters

Lindsay Letters is an online brand that offers meaningful art and goods. Founder and sole artist of Lindsay Letters, Lindsay Sherbondy, has grown her passion for lettering into a full-fledged, all-female business. Over the years, Lindsay Letters has gained the support of hundreds of thousands of followers and has attracted the attention of top tier publications, including Better Homes & Gardens and The Cottage Journal. Today, Lindsay and her team's mission remains unchanged: to create beautiful art that delights and inspires. Each piece in her collection of affordable art transforms a space with its authentic story. Fueled by her compassionate team, loving family, and faith, Lindsay creates art that evokes joy, hope, and whimsy. Lindsay Letters is based in Wisconsin where Lindsay lives with her husband and two children, Eva and Phoenix. For more information on Lindsay Letters, please visit: www.lindsayletters.co.

What Makes Lindsay Letters Special?

- The Lindsay Letters team approaches every new collection like a clothing designer would take on a new line, creating a variety of pieces ranging in design styles, themes, and preferred color palettes. Each piece is inspired by a story, told in the product descriptions on the website. The uniqueness and variety of Lindsay's art has caught the attention of many popular influencers, such as Kindred Vintage and Nesting with Grace, who regularly feature Lindsay Letters on Instagram.
- Lindsay Letters has grown from a one-woman show to a team of six women. Based in Wisconsin, Lindsay and her team inspire, create, and work together from their cottage office, appropriately dubbed "The Girl's House." Every member of her team exudes a contagious amount of passion, heart, and authenticity that collectively creates the magic and delight behind every product offered.
- Lindsay Letters's product offerings include luxe art prints, canvases, calendars, apparel, blankets, downloadable art, and most recently, candles. All art and calendars are customizable by size, frame, and (on some pieces), background color. Lindsay has created a one-stop shop to purchase unique, ready-to-hang pieces for your home.
- The recently released 2021 Holiday Collection, Cottage Christmas, offers pieces that focus on the nostalgic, traditional aspects of the season. When creating this collection, Lindsay wanted to give her clients something familiar and comfortable as we cautiously enter back into the world after the height of the COVID-19 pandemic and gather with family and friends. The results are both breathtaking and faith-filled—a breath of fresh air for those looking for new art and new hope this holiday season.

Media Contacts:

Olivia Parven / Abbie Holcombe

Olivia@choicemediacommunications.com

Abbie@choicemediacommunications.com

202-375-8921 / 678-491-9485



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Potential Topics

Art & Gifting

- Why you should not skimp on art even when minimizing a space
- The importance of surrounding yourself with meaningful art
- 3 things to consider when purchasing art as a gift
- Tips for purchasing pieces you'll love for years to come
- How art can help ease anxiety
- Accessible art with a mission



Faith & Family

- Finding and creating beauty during pain
- Art as a means of worship
- The heart behind Lindsay Letters
- Art imitates family



Female Entrepreneurship

- Creating a culture of passion and authenticity
- The challenges and advantages of being a working mom
- Why artists should consider diversifying their product offerings
- The do's and don'ts of building a team with your best friends
- Why she aspired to create an all-woman team



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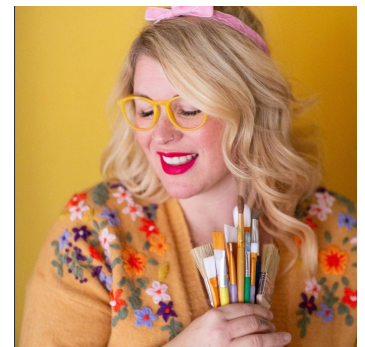
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Suggested Interview Questions

- You've been an artist and entrepreneur your entire life. What led you to starting Lindsay Letters?
- When you launched Lindsay Letters in 2012, you started with lettering prints, but you have expanded your product offerings quite a bit. What all can people buy from your shop now?
- Every year, you release a new holiday collection just in time for your customers to start decorating their homes for the season. Tell us about this year's collection.
- "Under" or minimalistic decorating seems to be more and more popular. How can art be the star of the show for those looking to decorate with less?
- Why is authenticity important to you when it comes to building a business and when creating art?
- What do you want people to know about art?
- You started Lindsay Letters as a one-woman show, but now you are a team of six women. How has expanding your team enabled you to continue doing what you love, and enriched your experience as an entrepreneur?
- You are married with two children, Eva Love and Phoenix Brave. How have they inspired and informed your work?
- You are a woman of strong faith; what role has your faith played in your art, and in your company?



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2021 Holiday Collection: Christmas Cottage



Christmas Cottage | Luxe Art Prints & Canvases

The Christmas Cottage piece is the namesake piece of the entire holiday collection. The inky night sky dappled with stars, the cozy cottage and the simplicity of children ice skating across a frozen pond work together to form a sense of peace, comfort and familiarity. This piece is available (framed or unframed) on canvas from sizes 16x12 through 50x36, and as an art print from size 10x8 through 30x24.



Glowing Birch | Luxe Art Prints & Canvases

For Lindsay, seeing rows of tall birch tree woods neatly flanking the highway always served as a sign that she and her family were getting closer to going "Up North" to Wisconsin. Lindsay hopes this piece feels peaceful and serene and reminds viewers of driving through still winter mornings on their way to a loved one's house for the holidays. This piece is available (framed or unframed) on canvas from sizes 24x8 to 60x20 and as an art print from sizes 10x8 to 30x24.



Christmas Daydream | Luxe Art Prints & Canvases

Lindsay created Christmas Daydream by closing her eyes and focusing her thoughts on the magic of Christmas. Her thoughts whirled around her head creating a vision of Christmas that was hazy, nonsensical and magical. Lindsay's thoughts were put to canvas and formed this whimsical piece that inspires viewers to create their own Christmas Daydreams! This piece is available (framed or unframed) on canvas from sizes 11x14 to 40x50 and as an art print from sizes 8x10 to 24x30.

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2021 Holiday Collection: Christmas Cottage



Peaceful Branches | Luxe Art Prints & Canvases

Lindsay's abstract version of a tree branch creates movement that causes the branches to seemingly sway in the chilly winter air. You can almost hear the whisper of the wind and the rustle of the branches. Not only does this piece evoke a sense of peace, but it is also the perfect addition to a living room or bedroom during the winter season. This piece is available (framed or unframed) on canvas from sizes 18x12 to 48x32 and as an art print from sizes 8x10 to 24x30.



Cardinals Remind Us | Luxe Art Prints & Canvases

There is something special about a red cardinal in the snow. Its vibrant color against the pale snow and white winter sky captivates us - even if only for a moment. Lindsay Letters believes this special moment is enchanting, reminding us of the warmth of the holiday season. No matter what a cardinal reminds you of, they sure are cute to include in your favorite cozy space! This piece is available (framed or unframed) on canvas from sizes 11x14 to 40x50 and as an art print from sizes 8x10 to 24x30.



Sisters, Sisters | Luxe Art Prints & Canvases

Over the years, Lindsay Letters has received many requests to commemorate the special bond between sisters. In this bestselling piece, inspired by the famous song "Sisters" from Irving Berlin's movie "White Christmas," Lindsay Letters salutes sisters everywhere. Sisters, Sisters is available (framed or unframed) on canvas from sizes 11x14 to 40x50 and as an art print from sizes 8x10 to 24x30.

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2021 Holiday Collection: Christmas Cottage



Candles Aglow | Luxe Art Prints & Canvases

The muse of this piece is holiday nostalgia and a sense of familiarity, and those are the emotions that glowing candles and Christmas lights create for Lindsay. This piece serves as the sophomore edition of the best-selling favorite, Remembrance Candle. This piece is available (framed or unframed) on canvas from sizes 14x11 to 50x40 and as an art print from sizes 10x8 to 30x24.



Winter Is the Time for Home | Luxe Art Prints & Canvases

This piece represents one of the deepest desires of Lindsay Letters' heart — that her family is home, enjoying the sweet things in life together. Lindsay hopes this piece inspires others to cozy up this winter and celebrate all the goodness winter can offer us! This piece is available (framed or unframed) on canvas from sizes 11x14 to 40x50 and as an art print from sizes 8x10 to 24x30.



O Christmas Tree | Luxe Art Prints & Canvases

This piece reminds us of the child-like joy we all experience when looking at a Christmas tree. The Christmas tree in this painting is decorated with dainty, glowing candles and a quaint star on top, reminding us of the Christmas from our childhood and evoking nostalgia, familiarity and warmth. This piece is available (framed or unframed) on canvas from sizes 11x14 to 40x50 and as an art print from sizes 8x10 to 24x30.

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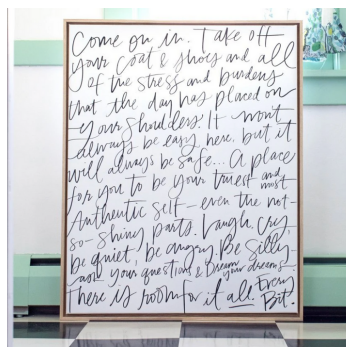
Welcome Here Manifesto | Luxe Art Prints & Canvases

This lettering piece was made to welcome your guests into your space, no matter who they are. Ever since Lindsay created and wrote the Welcome Here Manifesto, it has found its home in so many of her clients' houses. This piece is available (framed or unframed) on canvas from sizes 11x14 to 40x50 and as an art print from sizes 8x10 to 24x30. Both medium options offer various background color options.



Man in the Arena | Luxe Art Prints & Canvases

This lettering piece is a quote from Theodore Roosevelt's speech "Citizen in a Republic." The quote inspires us to pursue good causes without fearing failure. Lindsay Letters uniquely portrays each part of this brilliant quote. This piece is available (framed or unframed) on canvas from sizes 11x14 to 40x50 and as an art print from sizes 8x10 to 24x30.



Come On In | Luxe Art Prints & Canvases

Is there anything better than knowing you are completely and totally accepted, just as you are? Lindsay hopes this piece creates a moment to exhale and lets your guests know that - no matter who they are - they are welcome. This piece is available (framed or unframed) on canvas from sizes 11x14 to 40x50 and as an art print from sizes 8x10 to 24x30.

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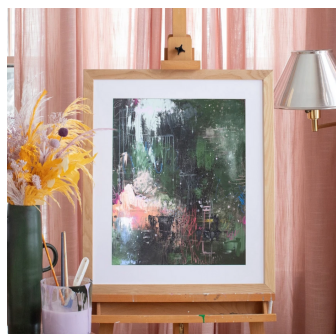
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Best-Selling Abstract Art



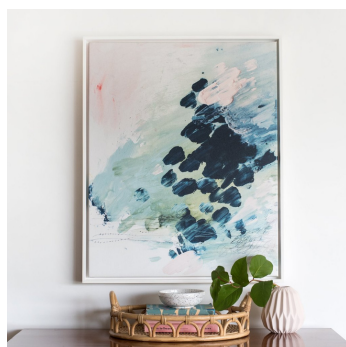
Pippa | Luxe Art Prints & Canvases

Pippa's fresh palette of icy blue, ballet pink, evergreen, and moss (with the perfect touch of black) fits curiously well into a variety of spaces and decors—while being notoriously difficult to pair right next to another abstract. The piece's name is an homage to "pips," which are the little dots in dominos. This piece is available (framed or unframed) on canvas from sizes 11x14 to 40x50 and as an art print from sizes 8x10 to 24x30.



Fairy Garden | Luxe Art Prints & Canvases

The dark and moody greens in Fairy Garden add a flair of sophistication to this magical piece. Layered with hundreds of hues and interesting texture, this piece is mesmerizing up-close and from a distance. Fairy Garden is available in a square format ranging from 12x12 to 35x35 canvases, and in a classic proportioned format ranging from 11x14 to 40x50 canvases and 8x10 to 24x30 art prints.



Island Storm | Luxe Art Prints & Canvases

Tranquil, soft colors of mint, peach and light blue combine with pretty pencil sketches and dark navy. With the variety of dimension and color in this piece, it makes the perfect statement in any room! This piece is available (framed or unframed) on canvas from sizes 11x14 to 40x50 and as an art print from sizes 8x10 to 24x30.

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Best-Selling Products



The Typography Perpetual | Customizeable Frame + Size

Whether you're a "Creative" by way of vocation or heart, any one of Lindsay Letters' line of simple yet beautiful calendars is the perfect planning solution. Made with a chic poster and covered with mess-free plexiglass, calendars are framed with the client's choice of moulding. The calendar is available from sizes 20x16 to 42x34.



Sisters, Sisters | Signature Sweatshirt

"Sisters, Sisters" from the movie White Christmas has been an LL fan favorite for years. Lindsay's classic design (created with permission from Irving Berlin) is now on this super soft, ethically made sweatshirt.



Welcome Here Candle Bundle | Candle + Mini Art Print

Art and candles make a home feel like home! Lindsay Letters collaborated with their friends at Craft + Foster to pair Lindsay Letters artwork with a delicious, high-quality candle in our favorite amber glass jar. For this bundle, they paired a tried & true Vetiver Woods scented candle with a mini Art Print of the Welcome Here Manifesto. This candle bundle would make an excellent gift for yourself, or for someone hospitable.

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