



## EC Stewart Designs launches EC Stewart Collections line of illustrations and imagery for the New Luxury Marketplace

New Lines unveiled at SURTEX in New York City

**May 15, 2005 – New York, New York** – EC Stewart Designs, Inc. and Elizabeth (Lisa) Stewart, the artist and creator of CalligraphyPets today introduced the EC Stewart Collections, the new name under which her illustrations, artwork and imagery are now being marketed. All of the artwork and images within the EC Stewart Collections are designed to appeal to the new luxury market segment through their distinct sense of style. The multiple new volumes of illustrations are being unveiled at the SURTEX art licensing show in New York City. Some of the volume themes now available include wine and coffee as well as the Chinese Zodiac, flowers, wild animals and gardening themed objects.

Simplicity, elegance and sophistication are the hallmarks of the pen and ink illustrations in the EC Stewart Collections. Designed with an appreciation for the complexity of life in today's world, these images, created by Ms. Stewart, are intended to help bring a feeling of calm and tranquility to an otherwise hectic day. The illustrations in the collection present items, objects and animals through pure, refined line work all influenced and inspired by calligraphic techniques from around the world.

"I've known for several years that I wanted to expand beyond the CalligraphyPets and their success in the stationery and catalog markets," said Elizabeth Stewart, Creative Goddess and CEO of EC Stewart Designs, Inc. "Their appeal to the new luxury market, and the increasing amount of interest I am seeing from both the design and licensing arenas is a good indication that now is the right time to broaden my line into the EC Stewart Collections."

In addition to the interest from stationery and catalog retailers, illustrations from the EC Stewart Collections are also in demand from interior designers and decorators. The unique style, sophisticated technique and sense of luxury communicated by the images fit well with many client desires. Available as both framed and unframed prints, these illustrations – in particular the CalligraphyCats – are in demand for both new home decorating and in the home remodeling and renovation space. EC Stewart Designs, Inc. is also looking for vendors who can help bring Ms. Stewart's imagery to new media for use in home décor and accessories.

"One of the great advantages of the calligraphic illustrations is the flexibility they afford me or any licensee who is interested," said Stewart. "Starting with the sophisticated line work the image can evolve in almost any direction from flat black and white to multidimensional sculpture; from the basis for a vibrant creative piece to the collected brand theme for a business and that's what I find really exciting about working on the Collections "

Parties interested in learning more about the EC Stewart Collections, or in discussing licensing opportunities with EC Stewart Designs can meet Ms. Stewart at the SURTEX show (booth 1424), or contact her through the EC Stewart website at: [www.ecstewart.com](http://www.ecstewart.com).

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### About the Artist

Based in Raleigh, NC, Elizabeth (Lisa) Stewart is an award-winning designer and illustrator with nearly two decades of experience creating artwork based on nature, animals and the world around her. In addition to her work on CalligraphyPets, Ms. Stewart is also CEO and Creative Goddess of EC Stewart Designs, Inc., a multifaceted design and marketing company. Ms. Stewart lives in Raleigh with her husband and their four cats.