



ELEGANT CREATIONS

'Where Art & Design Merge'

FOR IMMEDIATE RELEASE

Contact: Publicity Dept.
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Sketa Oz Design Releases Stage 2 of the Collection

This Christmas season, Sketa Oz Design officially released the *Soselina* luxury paper and gift line alongside, the unexpected release of designer wallpaper.

Stage 1 of the *Sketa Oz Collection* – designer cards - first became available to the public and stores worldwide for both retail and store stock purchase in late 2017, after a difficult design period.

Sketa Oz Design hoped, *"part one of the collection would form the base of something much greater"*, as more artistic works were slated to accompany part one, over the coming months.

Well, true to Sketa Oz form - Stage 2 of the collection has done just that - with intricately drawn, black pen and ink drawings for the designer wine and gift bag line, as well as the production a luxurious selection of watercolour paintings that have been manipulated entirely for the sole purpose of Xmas wrapping paper – all products entirely printed in Australia, by the caring hands of *Greenridge Press*.



To complement the luxury, *Soselina* paper line, we will also be privileged to enhance our personal home spaces with the very first design, for a velvety selection of wallpaper, which has been co-produced by Australia's international luxury wallpaper and fabric company – *Milton & King*.

Designs for *Soselina*, began back in February 2019, and although print and publishing tests were conducted in various South-East Asian printing houses, none managed to acquire the contract, due to the exorbitant freight charges and high quantity stipulations.

"We just couldn't do it, it just wasn't feasible...and there were concerns of design piracy."



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Given the Sketa Oz Group functions almost entirely without funding. This means, *"we take longer to bring things to market and find it difficult getting the word out. It really is a labour of love as the products are entirely handcrafted – from design, folding each and every bag, to the drawing and painting of wallpaper. I hope it will eventually fruit,"* stated Selina Kucks - Founder and CEO of the Sketa Oz Group Pty Limited.

"The CoVid economic climate, has prescribed that our manufacturing base needs to remain in Australian for the foreseeable future, regardless." Ms Kucks believes CoVid has done them a favour, as it is the perfect opportunity to produce products that would otherwise be entirely printed in Asia. It will develop a new, employment base and redefine our country's image as not just a tourist destination. She insists home-soil production will give Australia's non-existent manufacturing base an opportunity to grow and evolve in totally foreign territory, *"...and that's not such a bad thing."*

Part 1 Recap

Card creations originate from watercolour works, highlighted by underlying pen and ink drawings. Original works are created on 300gsm water colour paper and illustrator board.

The works are then printed on quality, recyclable Australian cardstock, which is then hand-folded; placed together with hand-crafted envelopes, card slips and seals inside a recyclable, resealable cello bag for clean, product protection.

Sketa Oz Design stated, *"All envelopes and card slips are handcrafted one-by-one, from cut to fold – created from heavy FSC paper to encourage due care of our forest and responsible paper selection in the purchase & production of paper goods"*.

The Soselina and Sketa Oz Collection can be viewed at: <http://www.sketaoz.com/design>

Interested stores and business houses wishing to stock the handcrafted, designer line can contactus@sketaoz.com or head over to www.sketaoz.com and talk to someone on the design team.

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