



jessie steele

bring happy home

Press Release
January 20, 2012

Jessie Steele is proud to announce the addition of Magenta Inc. products to its 2012 line. This new exclusive licensed collection of table top and kitchenware goods highlights the whimsical and creative patterns that have established the Jessie Steele brand as a smash hit in home esthetics. “We are thrilled to be working with such an exciting, innovative brand as Jessie Steele. We feel that Magenta is a perfect fit for their first tabletop and ceramics line of products. Our customers will love this stylish and playful line,” said Chrise de Tournay, creative director of Magenta.

The two new collections that will premiere at the upcoming winter shows are their top-selling *Cupcake* and *Café Toile* designs, with another new collection set to follow at March’s Chicago International Home and Housewares show. The *Cupcake* collection features contemporary collectible items, such as a figural cupcake-shaped cookie jar, colorful stacking cake stands, and a boxed set of dessert plates. *Café Toile* offers up a whimsical slice of French café life, stylishly represented on platters, a complete table setting, and adorable poodle-shaped salt and pepper shakers, among other items. These products are perfect for gifting or entertaining and dazzling guests, all at a reasonable price point. To preview the collections, please visit us at the NYIGF show, Magenta’s booth #3066 and Jessie Steele’s booth #3230.

For further information on these products please contact:

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