



News Release

For Further Information:

Clifford Public Relations
Caitlin Dowe-Sandes / Fanny Morere
Office: 323.966.4600

Licensing Agency Ripe Ideas Inks Partnership with Swedish Designer Pia Sjölin and Manufacturer Franco for New Bedding Collection

NEW YORK, NY (October 10, 2005) – Manhattan-based Ripe Ideas (www.ripeideas.com), a leading licensing agency, is extremely pleased to announce a licensing partnership between textile designer and glass artisan Pia Sjölin (www.pia-us.com), who undeniably embodies the Swedish design sensation, and well-known home textile company, Franco Manufacturing. Together, they will create a new line of bedding called "*Pia*", that will have its market debut this Fall 2005. Highly influenced by her passion for nature, light and the Nordic lifestyle, Pia's new collection will bring a unique but familiar voice to the US market, featuring a vibrant sense of color and pattern. In the partnership with Franco, Pia will act as the designer and creative visionary, and Franco will manufacture the high-quality bedding line.

In keeping with the current consumer hunger for all things Swedish – as evidenced by the popularity for Marimekko's signature prints and the Ikea phenomenon – Ripe Ideas looks forward to expanding the manufacture and distribution of Pia's coveted home textiles (which include bedding, decorative pillows, throws and blankets), making them available to a design-savvy American audience. Since she moved to the US in 1974, Pia's works have been widely held in private collections as well as in museums, including the Smithsonian Institution, the Corning Museum of Glass and the American Craft Museum.

"We've worked with Franco Manufacturing to great success in the past," says Robin Sayetta, co-founder and co-President of Ripe Ideas. "We knew that they would understand Pia's design sensibility and that they have the resources to translate it respectfully to a mainstream consumer bedding line."

“Years of independent artistic growth have led me to this partnership with Franco, the next step in expressing my creative vision,” explains Pia. “Hard as it is as a designer to relax total control, I know that Franco, as a family-owned company, invests personal interest in the quality of every product. They appreciate the whimsy and strong pattern that define my style. Our new lines sizzle with verve and reflect the rhythms of nature that both ground us and let our spirits soar.”

“She has a wonderful sense of bright color, pattern and texture, and we believe her collection will appeal to consumers who are seeking fresh, colorful and accessible design,” adds Julie Turkel, co-founder and co-President of Ripe Ideas.

The collaboration with Franco Manufacturing marks the first in what promises to be an exciting roll-out of *Pia* products in the coming months, including table top, table linens and fabrics. Under the expert guidance of Ripe Ideas, *Pia* will soon be a beloved household name.

About Ripe Ideas

Ripe Ideas is a full-service, do-it-all, handle-everything licensing agency that takes established lifestyle brands – designers, personalities and design brands – to the next level of consumer success through strategic licensing programs. Ripe Ideas’ client base includes designers Jonathan Adler, Nate Berkus and Pia Sjölin, The Illustration Division, Sci-Fi Channel, baby product guru Amy Coe and textile maven Angel Zimick. The company is headquartered at 95 Morton Street in New York, NY 10014. For more information, please visit www.ripeideas.com. For quarterly updates about Ripe Ideas and its clients, please subscribe to the Juicy News newsletter.

* * *