

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Artisan by LANG Launch at National Stationery Show

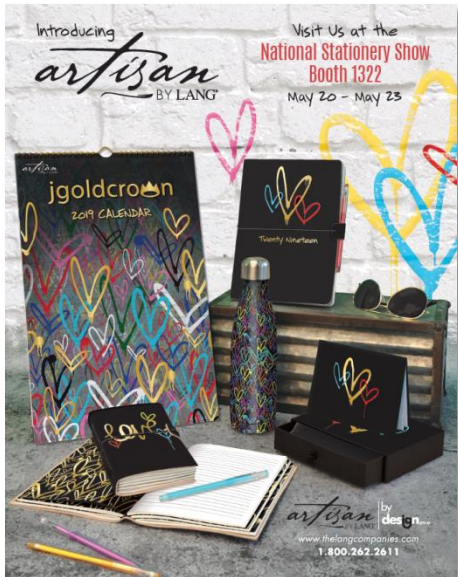
Introducing Artisan by LANG - NEW lifestyle brand appealing to millennials

Waukesha, WI (May 18, 2018) – When you develop a new product line featuring some of today’s hottest artists recognized across social media like [JGoldcrown](#) and [Barbarian](#), a release at the National Stationery Show is a must! Where unique lifestyle and stationery brands call home, NSS is the go-to venue for unveiling trending product and designs, such as the Artisan by LANG collection.

Featuring premium leather, delicately handcrafted construction, gold foil accents and 100% recycled cotton paper; Artisan by LANG is a new lifestyle brand that embraces quality and design with luxurious handmade aesthetics. This eclectic collection embodies sophistication, creativity, and individuality fashioned from today’s most influential artists that identify with the millennial consumer. Artisan by LANG offers an assortment of calendars, planners, note cards, journals, drinkware and more.

“We are so excited to introduce this new collection. Developed with our millennial consumer in mind, Artisan offers premium products with handmade construction while maintaining the superior quality LANG is known for,” shared Brand Manager, Carrie Lauer. “We have seen a resurgence in popularity and appreciation for handcrafted products. Partnering with renowned artists like JGoldcrown and Barbarian to develop these designs magnifies the uniqueness and potential of the brand.”

Artisan by LANG will be available at retail beginning August 2018.



About IG Design Group

IG Design Group is engaged in the design, manufacture, and distribution of stationery, calendars, gift packaging, greetings, and creative play products. The Company’s geographic segments include UK and Asia, Europe, Americas and Australia. IG Design Group is also involved in branded, licensed, bespoke and Christmas crackers. The Company works closely with customers to develop gifts for Christmas and other special occasions. Within their diversified portfolio, the LANG Companies, Inc. is marketed under four widely-recognized, company-owned brands; LANG®, Artisan by LANG®, Wells Street by LANG® and Turner Licensing™.

For more information regarding this press release, please visit www.TheLANGCompanies.com or contact:

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