



For Immediate Release:

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Introducing Mimoline Miami Beach

Modern glamour and whimsical details are the hallmarks of Mimoline, a new collection of gifts from designers Jeffrey Wallace and Frank Borsa inspired by the glamour of mid-century resort culture and the splendor of the Miami Modern architectural style, known as MiMo.

From the late 1940s to the mid-1960s renowned architects including Morris Lapidus, Norman Giller and Igor Polevitzky populated Miami Beach with futuristic hotels and resorts that were utterly glamorous and whimsical. Their use of floating staircases, intersecting planes and ribbon windows characterized the Miami Modern architectural style. Combined with bold geometric shapes and patterns, they created a movie-like backdrop for visitors to America's Riviera.

The MiMo design hallmarks inspired Wallace and Borsa to create a collection of luxury gifts celebrating the glamorous resort culture and the architectural whimsy of this memorable era of style and optimism.

The first in a series of gifts is a capsule collection of luxury notecards, which includes eight boxed sets of letterpressed designs all inspired by MiMo architectural and graphic details. The notecards are printed on Cranes 100% cotton, double-thick card stock, with corresponding privacy-lined envelopes for the most personal of hand-written correspondence — from thank you notes to love notes and everything in between.

"We started with notecards because they speak to a time when the elegance and etiquette of corresponding with friends and family from a resort destination was customary," Wallace explained. "Mimoline continues the sentiment of personal correspondences with designs that incorporate the richness of letterpressed printing and the luxurious feel of a heavy weight card, for a truly unique and lasting impression."

A boxed set of Mimoline cards has a suggested retail price of \$32.00. The collection is available for purchase at mimoline.com.



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Mimoline Miami Beach

Luxury Notecards

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- Eight letterpressed, double-thick notecards on Cranes 100% cotton stock
- Eight privacy lined envelopes
- Sized at 6.125" x 4.5"
- Packaged in a white textured gift box with platinum base
- Wholesale price is \$16.00 per box
- Suggested retail price is \$32.00 per box
- Opening orders \$250 minimum
- Reorders \$125 minimum
- Supported by an active PR program