

# s u t t a

## sutta ANNOUNCES FIRST-TIME PARTICIPATION AT NY NOW

New York, August 20, 2017 - sutta is pleased to announce their U.S. debut at NY NOW. The brand is participating at the show as part of the Japan Pavilion.

Screen Printing is the only technique that this Japanese brand focuses on, and all of their products are made at their in-house studio by hand screen printing on high quality paper. sutta's exhibition booth, #3579, will feature the latest greeting cards and art prints. There are several greeting card lines, but the sizes are common with 4 1/4 x 5 1/2" and the RRP is set at 5.5 USD. There are also various kinds of Christmas cards in a box of 6 cards. Meanwhile, the art prints are unified into the geometric/minimal line and two sizes are available. The 20 x 20" size has an RRP of 45 USD. The other size is 20 x 28" and has an RRP of 50 USD.

In the exhibition booth one will find simple, elegant and slightly humorous designs with accurate prints. The space will make guests feel close to the world of sutta.

\*\*\*

sutta

Founded in Kobe in 2014 as a creative team composed of design and printing experts. Since its establishment, sutta has worked as a design studio that combines creativity and craftsmanship.

\*\*\*

For further information, please contact:

Naoshi Okura

sutta Creative Director

okura@sutta.jp

+81 78 974 9336

###