



## **FOR IMMEDIATE RELEASE**

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## **ENESCO SIGNS LICENSE AGREEMENT WITH DESIGNS BY LOLITA**

*Global Leader in Gift and Home Décor Industries to Be Worldwide Manufacturer and Wholesale Distributor for Popular Glassware Brand*

**Itasca, Ill. – May 19, 2015** – Enesco announced today that it has signed a license agreement to be the worldwide manufacturer and wholesale distributor for Designs by Lolita® glassware.

“Lolita has been an admired brand for many years and is enormously popular with consumers and retailers alike,” said Kathi Lentzsch, president of Enesco Gift. “The engaging, fun, artistic designs and giftable products make Designs by Lolita a perfect complement to the Enesco family of brands. We look forward to working with Lolita and her team and are delighted to offer these great products to Enesco’s customers.”

Known for its festive and sassy designs, Lolita features hand-painted wine glasses, pilsners and other glassware. Designed to help consumers all over the world celebrate life’s occasions, Providence, Rhode Island-based Designs by Lolita has sold over 14 million glasses since its inception in 2004.

“I am thrilled to partner with Enesco,” said Lolita Healy, CEO and founder of Designs by Lolita. “When I started out, just a gal with some hand-painted martini glasses, I never imagined how much the brand would grow. I am excited about the potential that lies ahead and confident Enesco can help us take Lolita to new heights while delivering fabulous products to our fans.”

Beginning July 1, Enesco will offer Lolita products to retailers worldwide, with the exception of Europe, where orders will begin in January 2016.

## **About Enesco, LLC**

Enesco, LLC is a global leader in the gift, plush toy and home décor industries, serving more than 40,000 customers worldwide. Enesco gift products include some of the world's most recognizable and emerging brands including Jim Shore, Disney, Gund, Department 56, BRITTO and Our Name is Mud. Enesco distributes its products to a wide variety of specialty card and gift retailers, home décor boutiques, department stores, as well as large national chains and direct mail retailers. For more information visit [www.enesco.com](http://www.enesco.com).

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