



**Contact:** Susan Stoga/Andrea Schnorr  
[susan@carsonstoga.com](mailto:susan@carsonstoga.com), [andrea@carsonstoga.com](mailto:andrea@carsonstoga.com)

## For Immediate Release

### NEW ENESCO SHOWROOM OPENS AT LAS VEGAS MARKET

*January Intros from Cuipo, Flourish, The Trail of Painted Ponies & Vera Plus Vibrant New Brands Mark Enesco's Entry into Las Vegas*

ITASCA, Ill. (Jan. 15, 2014) – Marking the opening of its permanent showroom at the World Market Center, Enesco Gift ([www.enesco.com](http://www.enesco.com)) will showcase the latest from new and established brands from Jan. 26 through Jan. 30.

Joining Enesco's latest brands, Homefront Girl and Bea's Wees, are recent product introductions from the successful Cuipo, Flourish, The Trail of Painted Ponies and Vera lines. These, along with 2,000+ products, will be available for retailer and buyer review.

"Since the Las Vegas Market has quickly become a magnet for retailers, we are excited for them to experience first-hand the depth and breadth of our product lines," said Kathi Lentzsch, chief merchandising officer of Enesco. "From gifts and fashion accessories to home décor and perennial collections, retailers will see how Enesco's brands will help them increase sales and connect with new customers."

New and best-selling product lines available to retailers include:

- **Homefront Girl** – From designer Gaby Juergens, wife of a career military officer, this brand offers female consumers the opportunity to express their pride and support for their heroes. New products include ornaments, wall canvas, mugs, pillows, frames, plaques, and a colorful collection of fashion accessories.
- **Bea's Wees** – This whimsical line of miniature gnomes from designer Natalie Kibbe is the perfect little gift to express charming wee sentiments. Choose from Ev-wee-day Wees, Sweet Wees and Angel Wees, and more ranging from \$7.50-\$10 retail.
- **Cuipo** – Pronounced (kwee-po), this lifestyle brand's mission is to offer and

sell products that save the rainforest from deforestation one meter at a time. The collection includes product formats such as journals, wall prints and reusable shopping totes.

- **Flourish** – Featuring every day and seasonal home décor items, Flourish combines natural elements such as light and shadow with clean and elegant shapes to create multi-dimensional scenes.
- **The Trail of Painted Ponies** – Creatively pairing art and sculpture to give every painted pony its own unique style, this brand hosts a range of figurines and seasonal items.
- **Vera** – Vera Neumann, the original Vera, was a trailblazer in developing a lifestyle brand. Recognized for bright colors and mid-century designs, Vera’s bold patterns translate to a wide collection, including totes, mugs, tech accessories and glass.

The Las Vegas Market is known as one of the fastest growing markets in the United States for the furniture, home décor and gift industries. Also at the Las Vegas showroom, Enesco will feature best-selling brands from its other industry-leading divisions including Department 56, Gund and Gregg Gifts. For more information and to order Enesco product, visit [www.enesco.com](http://www.enesco.com).

#### **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, Vera and lil’panda. 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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