



BRISBANE • AUSTRALIA

FOX & FALLOW LAUNCHES THREE NEW COLLECTIONS FOR S/S16

This May sees Fox & Fallow's one year anniversary after their debut in New York last year at the National Stationery Show. Owners Janet & Darrell couldn't be more excited to once again bring their paper goods, chalkboards and timber products to America and the world. Based in sunny Brisbane, Australia, Fox & Fallow have a passion for high-quality, hand-crafted goods. Whether paper, timber or chalkboard, only the highest quality materials are used and each piece is unique, beautiful and made to last.

2016 brings the release of not one, but three collections for Spring/Summer: 'Aloha', 'Summer Vibes' and 'Totem'. 'Aloha' is inspired by the lush, tropical landscapes of Hawaii and their beautiful bark cloth prints and features stunning hand-painted illustrations with gold foiled, brush-lettered type. 'Summer Vibes' is full of hot holographic foils mixed with sunbleached pastels, and is a modern take on 80s nostalgia. 'Totem' features mystical spirit animals with unique virtues inspired by ancient runes and symbology.

This year sees the release of four calendars, including a new desktop calendar in a beautiful keepsake box. Two wall calendars reflect the new collections and due to popular demand a 2017 edition of the Positivity Wall Calendar has been released with twelve new motivational quotes. Three hard cover fabric journals are also new, including Fox & Fallow's first ever planner - a beautiful black fabric yearly planner with a copper foil stamp. Fox & Fallow have also introduced clipboard packs including their new engraved clipboards and cedar wood pencils - a soon-to-be desktop essential! New notepad sizes and pocket notebook packs have also been added to the collections as well as a lot of new products with gorgeous holographic foils.

While Fox & Fallow are known for their signature chalkboards and timber signs, their line of paper goods is just as striking - bright, fun, sassy and often sporting stunning gold, copper and holographic foils. With 115 greeting cards to choose from, along with a wide range of notepads, notebooks, writing pads, gift tags, foiled prints and calendars, their style spans modern calligraphy to brush-lettering to whimsical illustrations, all painted by hand.

Visit Fox & Fallow in the #fresh section in Booth #1545.

**Contact Janet Pogorelc & Darrell Kwong at hello@foxandfallow.com.au
for high resolution product images and more information.**

M-F 9AM-5PM AEST / +61 405 162 861 / +61 422 888 804

hello@foxandfallow.com.au  [foxandfallow](https://www.facebook.com/foxandfallow)  [@foxandfallow](https://www.instagram.com/foxandfallow) foxandfallow.com.au



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OUR STORY

*Meet the people behind Fox & Fallow - say hello to Janet & Darrell.
Two high-school sweethearts, born and raised in Mount Isa - in the middle of
outback Australia - who now call sunny Brisbane home.*

*Janet's background is in graphic design and art direction. After 10 years in design studios
and advertising, her passion for calligraphy, hand lettering and illustration drove her to
create her own company where she could create beautiful, hand-crafted products for those
who share her love of design and typography.*

*In partnership with Darrell's passion for carpentry and hand-crafted goods (albeit a lawyer
by day), Fox & Fallow expanded to include hand-made chalkboards and timber products with
Janet's hand-lettered artwork.*

*May 2015 saw the debut of their retail line at the National Stationery Show in New York and
they couldn't be more excited to once again bring their paper goods, chalkboards and timber
products to America and the world in 2016.*

*We hope you enjoy Fox & Fallow's quirky, cute and hand-crafted products
and will treasure them for years to come.*

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