

# HEIRLOOMED

GOODS INSPIRED BY THE PAST,  
FOR GENERATIONS TO ENJOY.



# *INTRODUCING* **HEIRLOOMED**

GOODS INSPIRED BY THE PAST, FOR GENERATIONS TO ENJOY

The most cherished and beloved things one can own cannot be purchased. They must first be used and loved and enjoyed. Memories must be created, laughter had and good times spent. Then, and only then, these things become treasures, passed down for generations. And so they become... heirloomed.

Today, we are a company dedicated to preserving the simple things that we cherish from the past, and ensuring they live on for future generations to enjoy. That our aprons inspire made-from-scratch baking to live on, our recipe cards keep the art of beautiful handwriting alive, and our tabletop linens ensure family & friends continue to gather - this is what we are all about.

heirloomed has given our family the ability to spend more time together & to pass down our traditions from generation to generation. We hope they afford you the same luxury.





## FOUNDER + LIFESTYLE DESIGNER ASHLEY SCHOENITH

Ashley Schoenith is the designer behind the IceMilk Aprons and Heirloomed Collection brands. Inspired by her upbringing of made-from-scratch cooking, her love of family, frequent trips antiquing, and her Grandmother's knack for entertaining, her designs are a reflection of the romantic past that today's fast-paced and disposable generation yearns for.

A passionate entrepreneur with a background in strategy, branding & online marketing, she has proven herself through past successful business ventures, collaborations and features in numerous major media outlets. Her keen eye for design and carefully honed aesthetic pairs perfectly with her love of packaging, surface pattern design, branding and merchandising to create successful products and collections with lasting appeal. With a never-ending work ethic and drive for success, her visionary spirit is constantly in search of best-of-breed leaders in their own industries for collaboration.

She currently lives in Atlanta, GA with her husband Shane, and three young children, Wyatt, Sawyer and Waylon, and dog, Kona.



“ Find something you're passionate about and keep tremendously interested in it. ”  
- Julia Child

# *FOLLOW ALONG* **@HEIRLOOMEDCOLLECTION**

Heirloomed is known for a clean, rustic aesthetic featuring lifestyle products with a nod to home, garden, design and vintage goods.



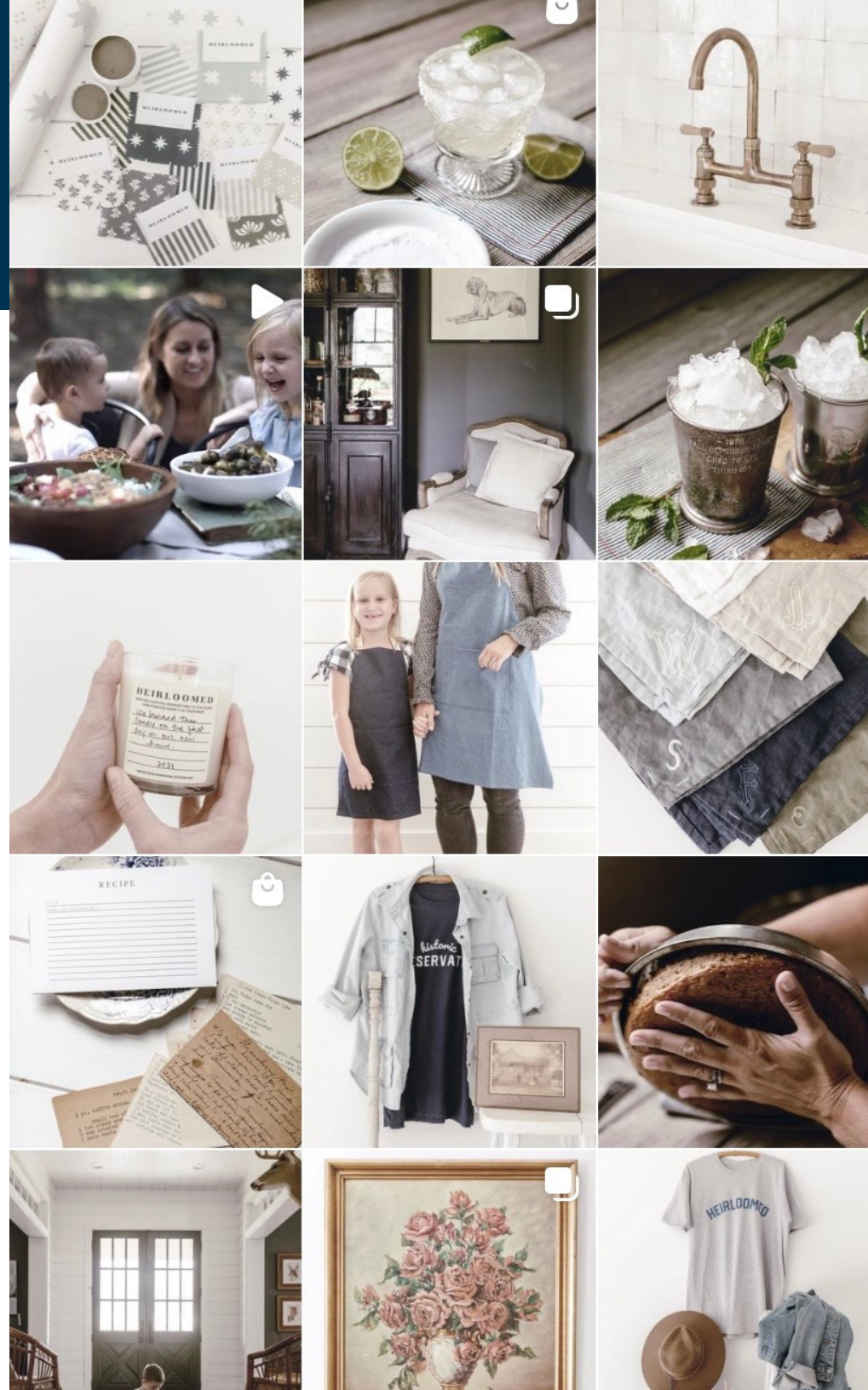
35K



17K

Follow along on our blog for content centered around the home, style + food.  
[WWW.HEIRLOOMEDBLOG.COM](http://WWW.HEIRLOOMEDBLOG.COM)

EMAIL  
[info@heirloomedcollection.com](mailto:info@heirloomedcollection.com)





# HEIRLOOMED

is a lifestyle brand whose products...

are meant to be **KEEPSAKES**

have a quality  
**CRAFTSMAN** appeal

are **VINTAGE** inspired, but  
timeless for today

have a juxtaposition of **LUXURY** +  
utilitarian design

and **SIMPLICITY** through product  
design + packaging

will one day become a  
treasured **FAMILY HEIRLOOM**



OUR CUSTOMER IS AN  
*OLD SOUL*



The core demographic for the heirloomed brand is female, ages 25-54 (Millennials & Gen X) HHI +\$75K. She has an emotional connection and is most likely a mother with a strong sense of family. Her interests may include interior design, fashion, entertaining, cooking, travel, history, family & friends. She keeps up with the latest current trends, however has an appreciation for the classic.

This generation is nostalgic about their grandparents and the memories they share with them. They are getting to the point in their lives where they have likely lost a grandparent, with a deeper understanding of a meaningful family heirloom. They are also at the life-stage where they are getting married & having babies, surrounded by friends and family who are doing the same.

When she purchases from us as a gift, and is therefore looking to make a statement through her purchase of gifting a unique, meaningful item to be cherished. Her purchase is most likely triggered by a life-stage moment, such as a wedding, new baby on the way, or new home, making the gift all the more special to give.

For herself, the purchase is an aspirational buy, drawn in by the emotional connection to the story behind the product, as well as the product & packaging design. Something that she is proud to own and bring into her family home to use among both new and heirloom pieces.

We aim to create products that become a cherished keepsake for generations.



# PRODUCT ASSORTMENT





# *FABRIC + WALLPAPER*





CURRENT LICENSES INCLUDES:

# QUILTS + BEDDING

Shanghai Smart Direct  
*launched in Summer 2018*

AS SEEN IN NORDSTROM, BELK,  
COUNTRY DOOR, STEINMART









## *LICENSES INCLUDE:*

- **BABY + CHILD**
  - STEPHAN BABY
- **BEDDING**
  - SHANGHAI SMART DIRECT
- **GIFT**
  - CREATIVE BRANDS
- **HOME DECOR**
  - STYLE CRAFT



## *AS SEEN IN PRESS:*

- THE WASHINGTON POST
- WALL STREET JOURNAL
- COUNTRY HOME
- THE COTTAGE JOURNAL
- FOOD NETWORK
- ATLANTA MAGAZINE
- FOOD MAGAZINE
- ELLE DECORATION
- CAST IRON COOKING
- VICTORIA MAGAZINE
- OUTDOOR MAGAZINE

.... AND MANY MORE





M A G N O L I A

NORDSTROM

FOOD52



belk®

*AS SEEN IN RETAILERS:*

- LAUREL MERCANTILE
- DAY SPRINGS
- RED ENVELOPE
- YANKEE CANDLE
- NEIMAN MARCUS
- FOOD NETWORK
- BALLARD DESIGN
- G&G MERCANTILE
- GARNET HILL
- HALLMARK
- ALL TRUE

.... AND MANY MORE



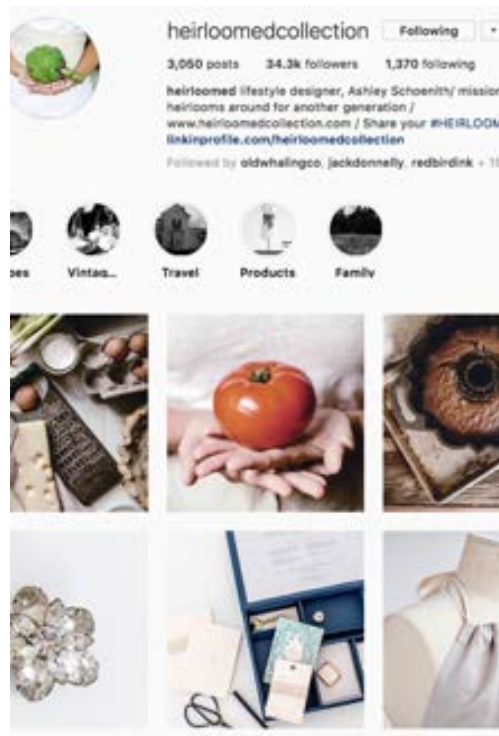


# BRAND STORYTELLING

We believe a story creates meaning so we invest a lot of time, funds + passion in the art of storytelling to aid in our mission of keeping heirlooms around for another generation. Engaging our community is as important to us as selling our products to them, and that is what keeps them fervently engaged in our brand story.



**MAGAZINE**



**SOCIAL MEDIA**



**VIDEOS**



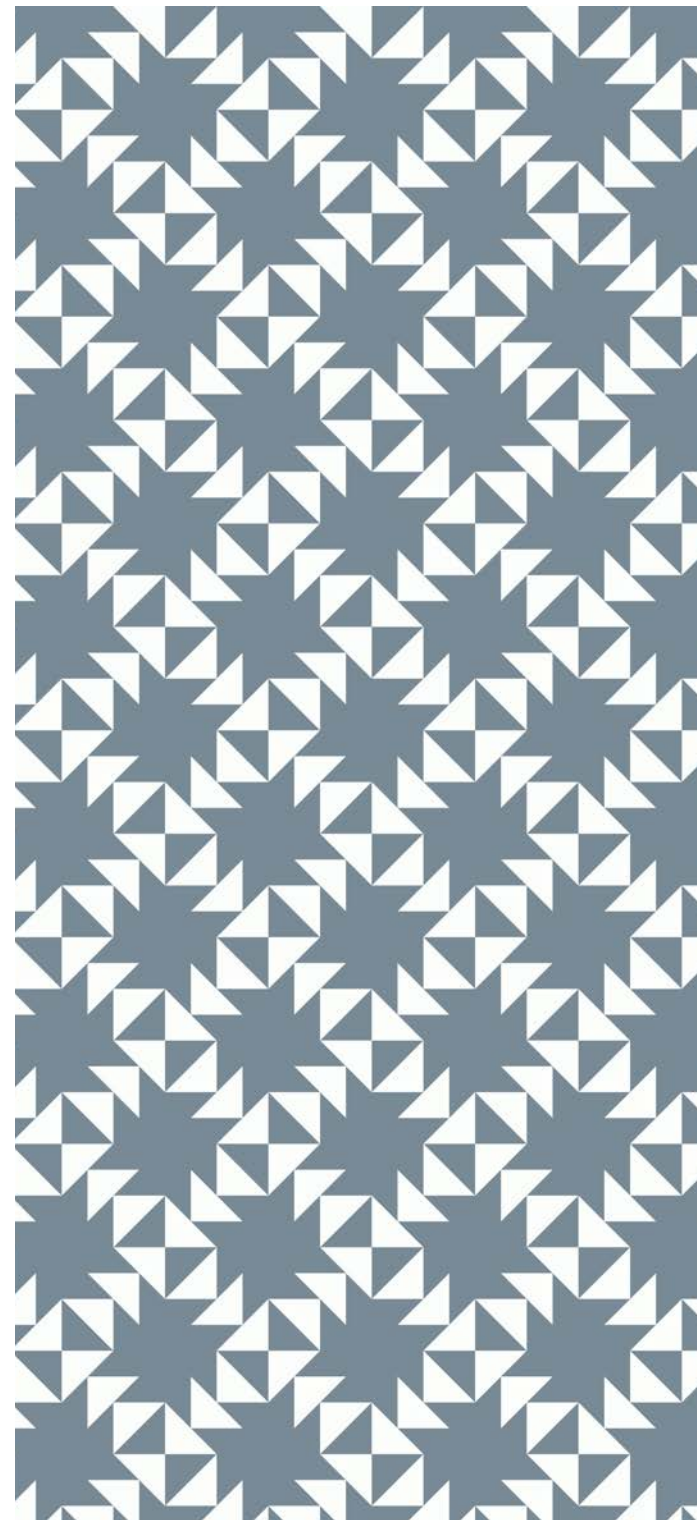
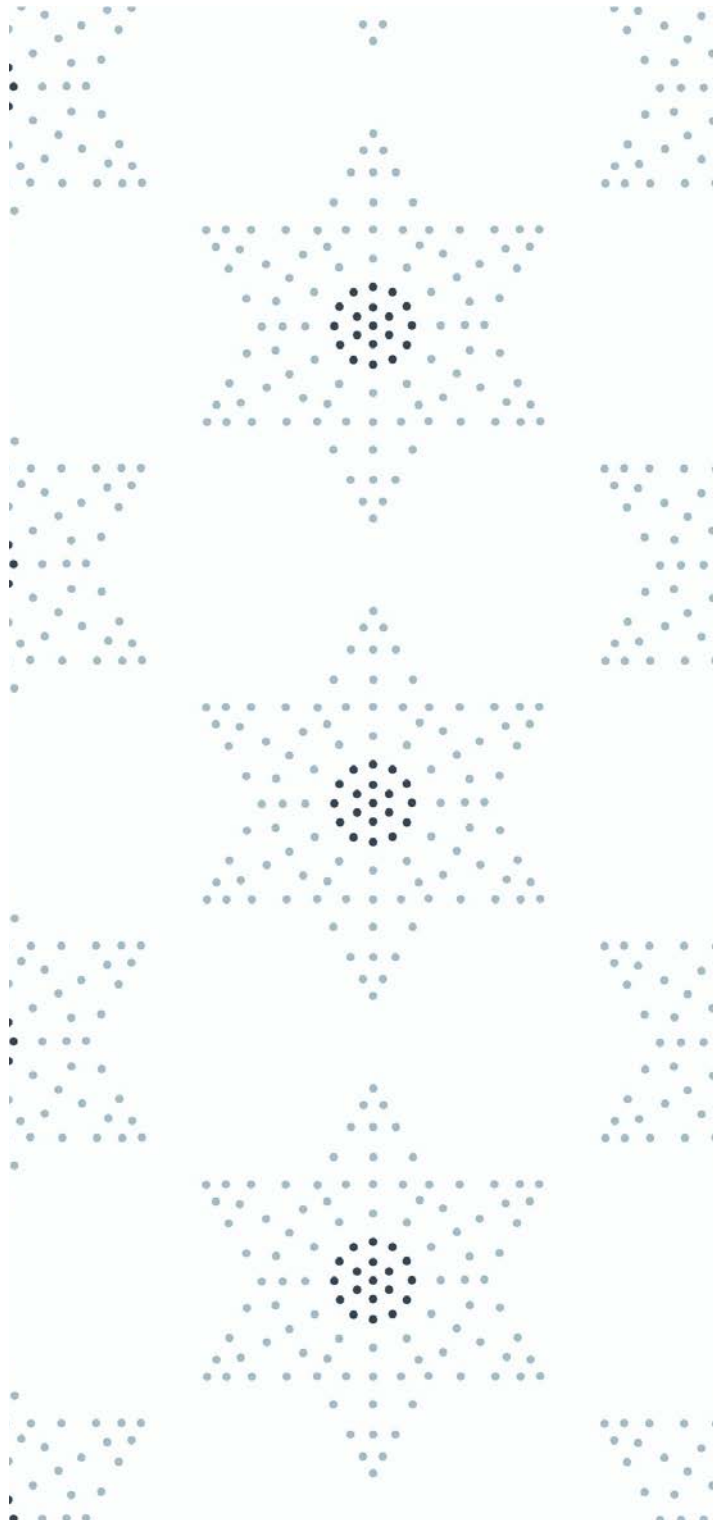
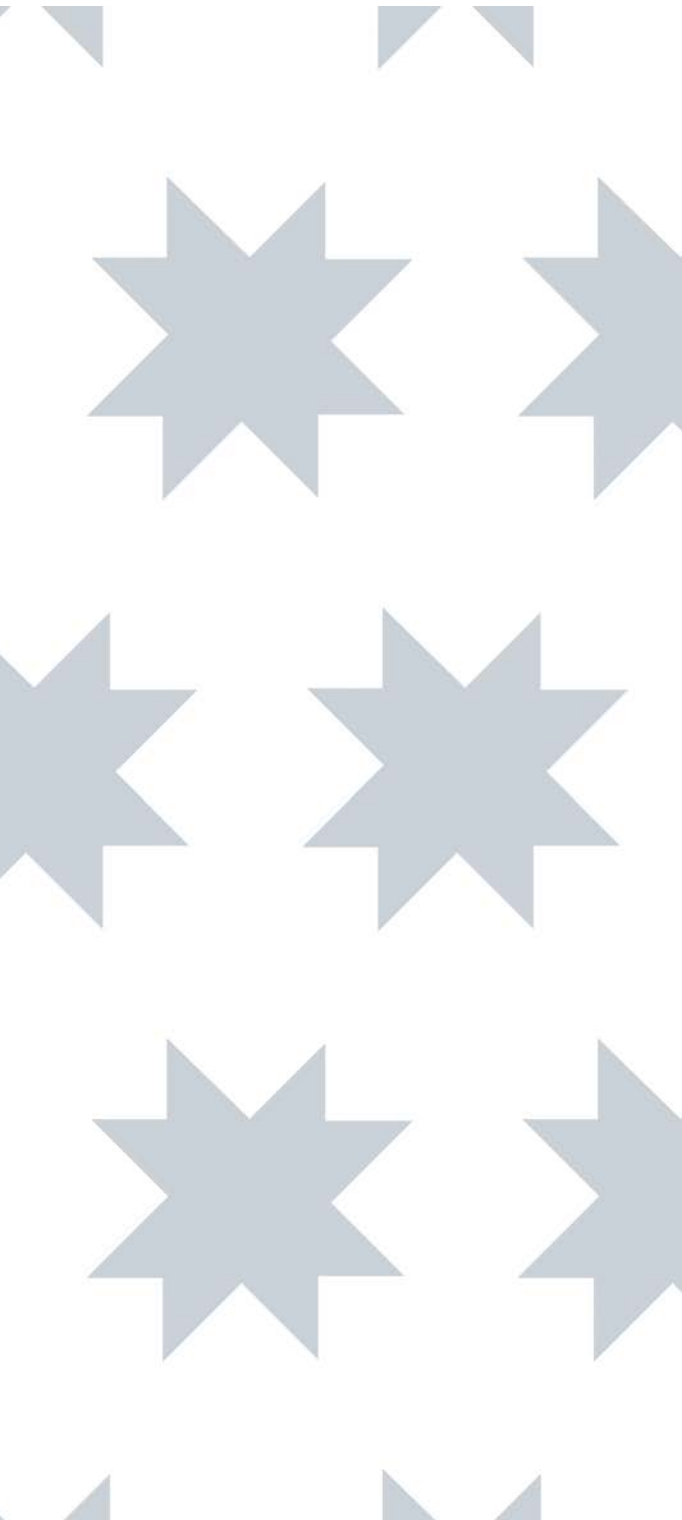
**RECIPES + BLOG**

# *PATTERNWORK + DESIGN*



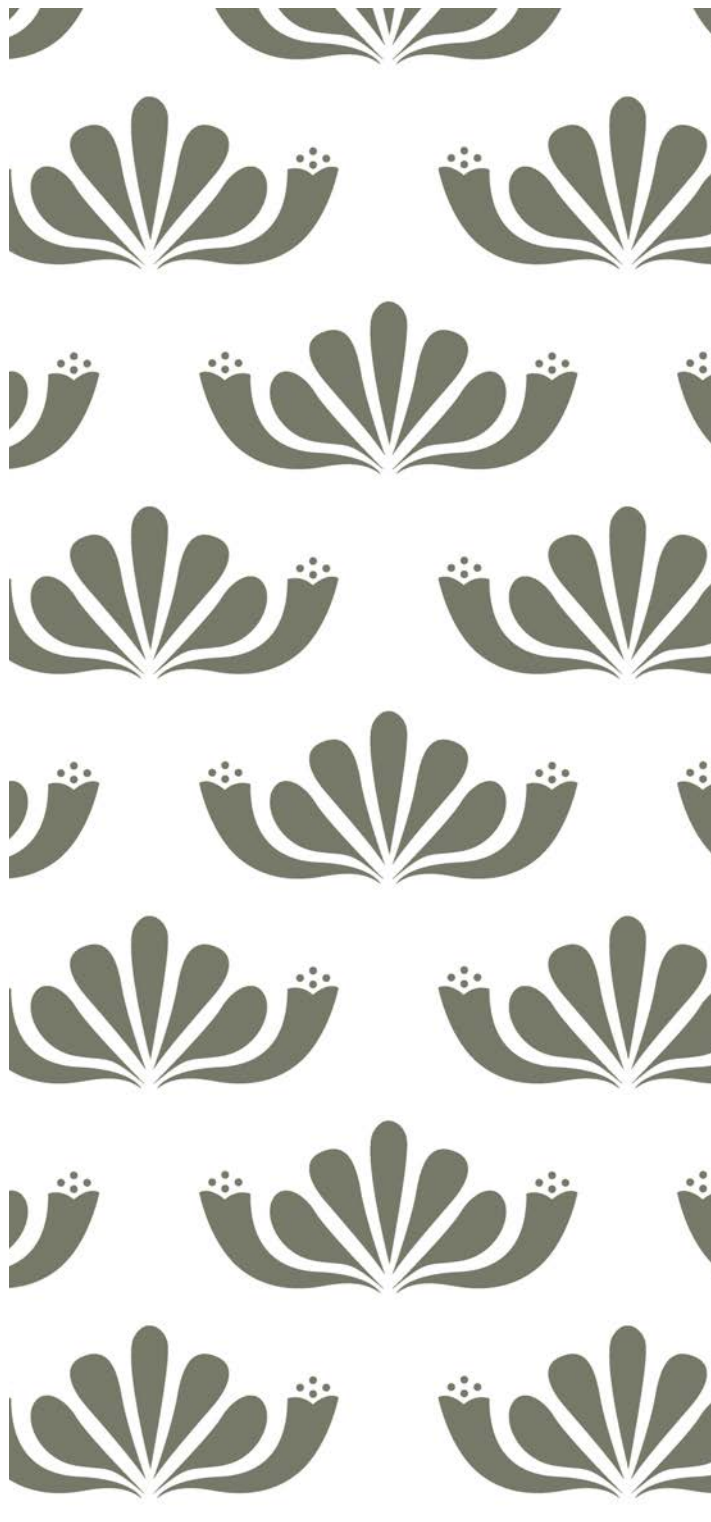


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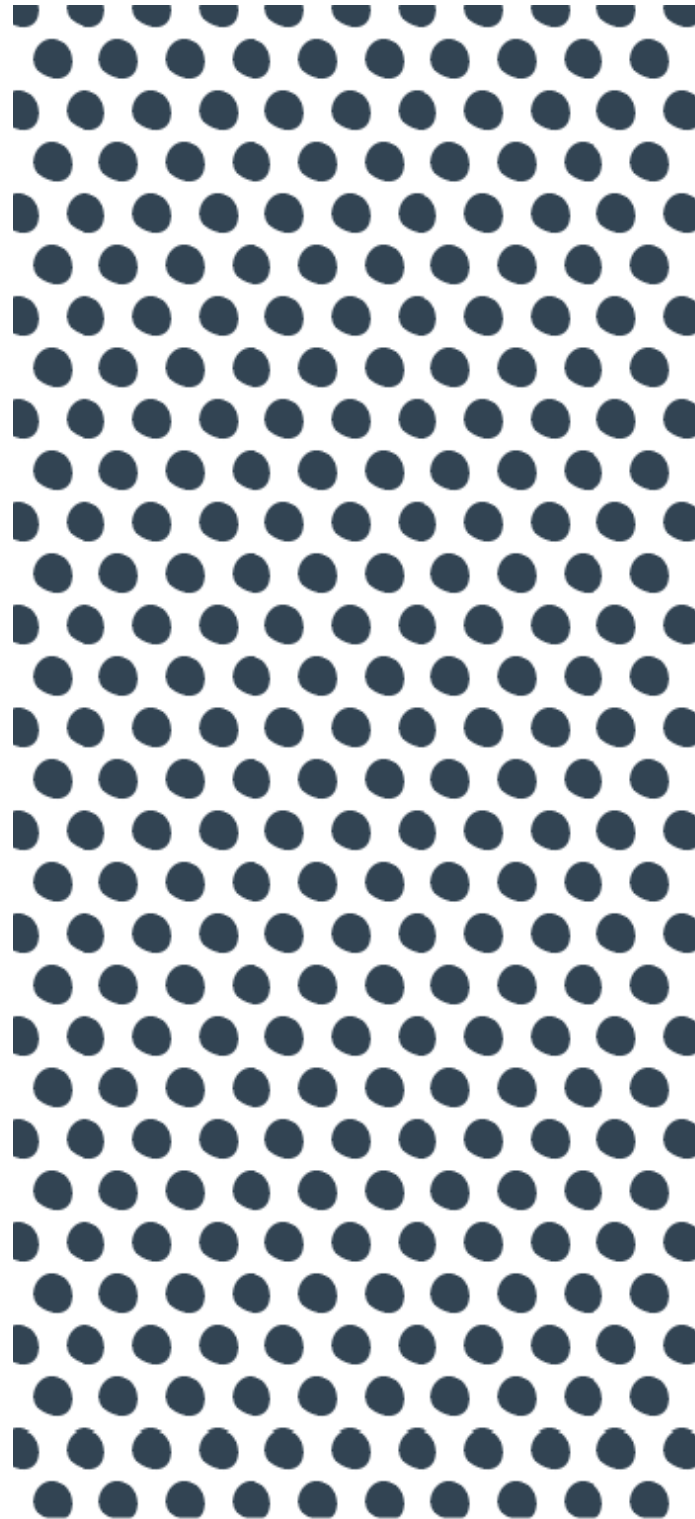


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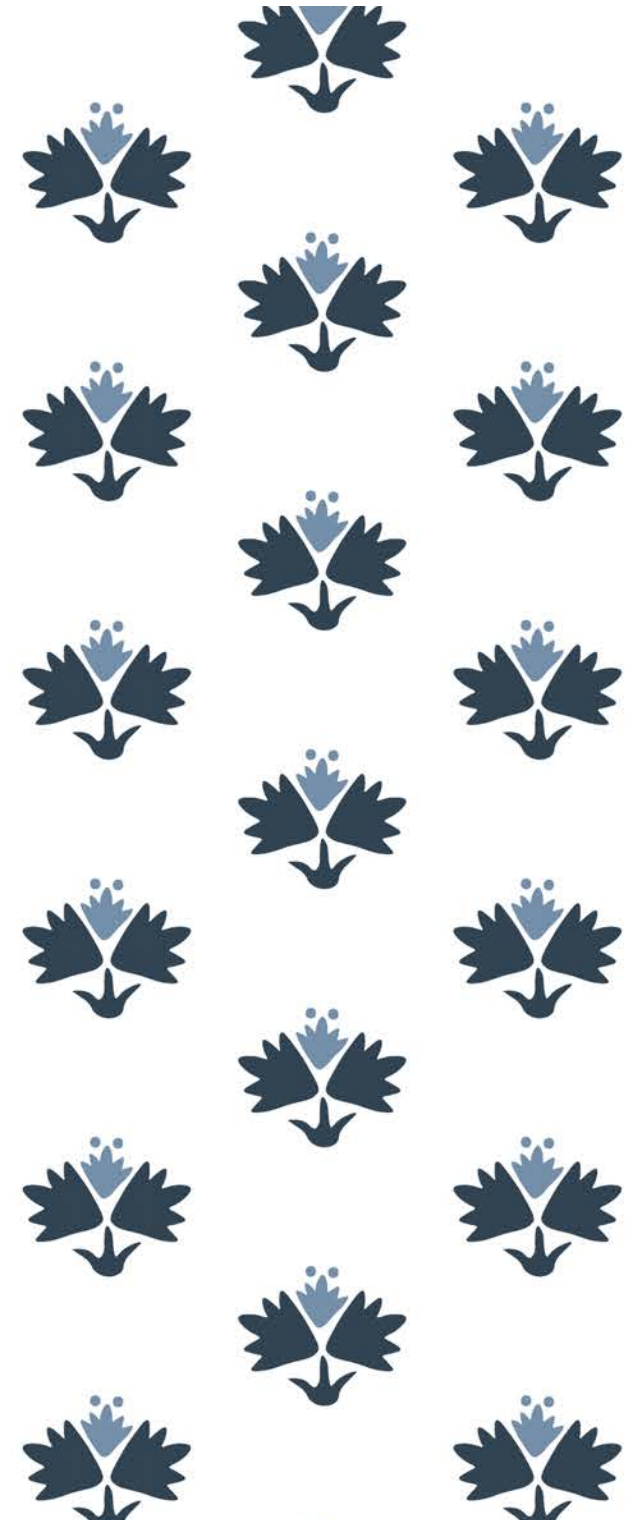
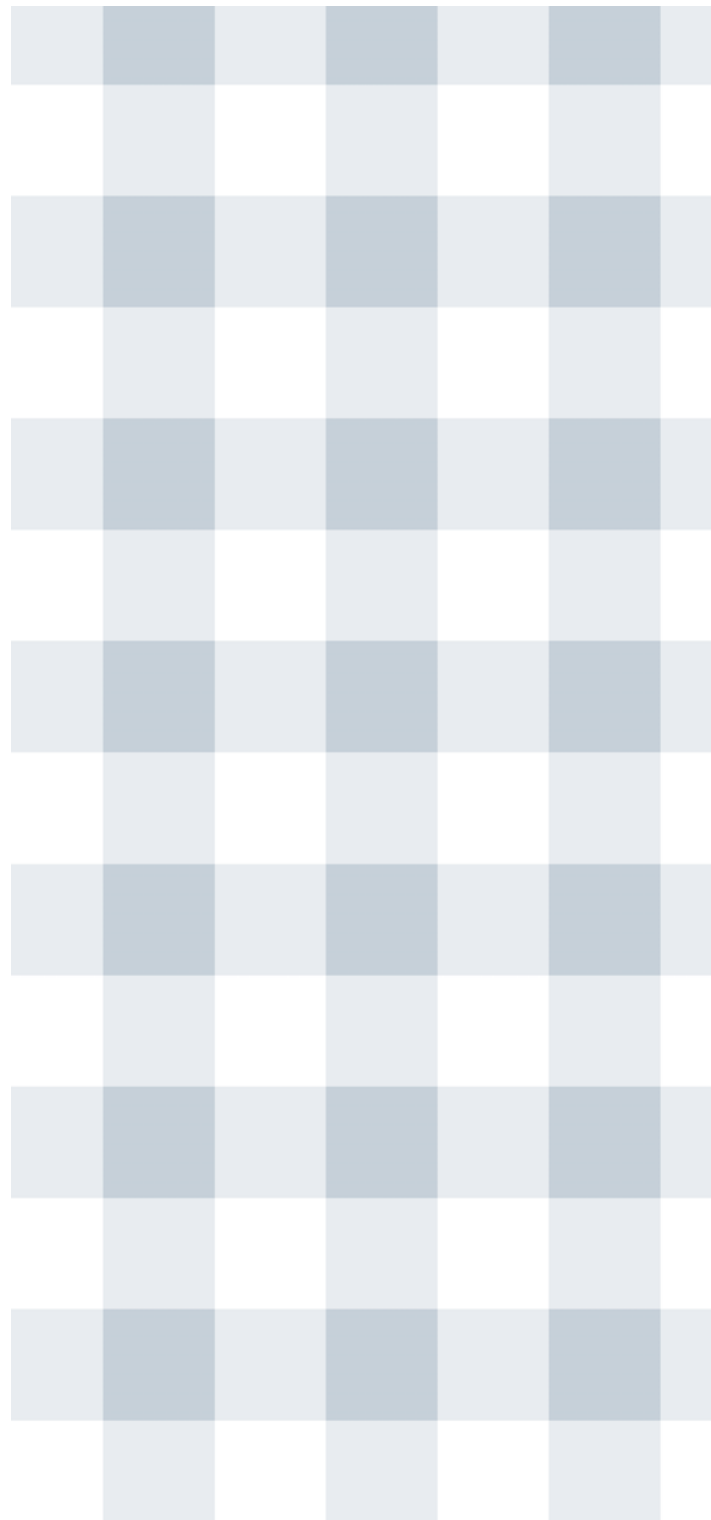




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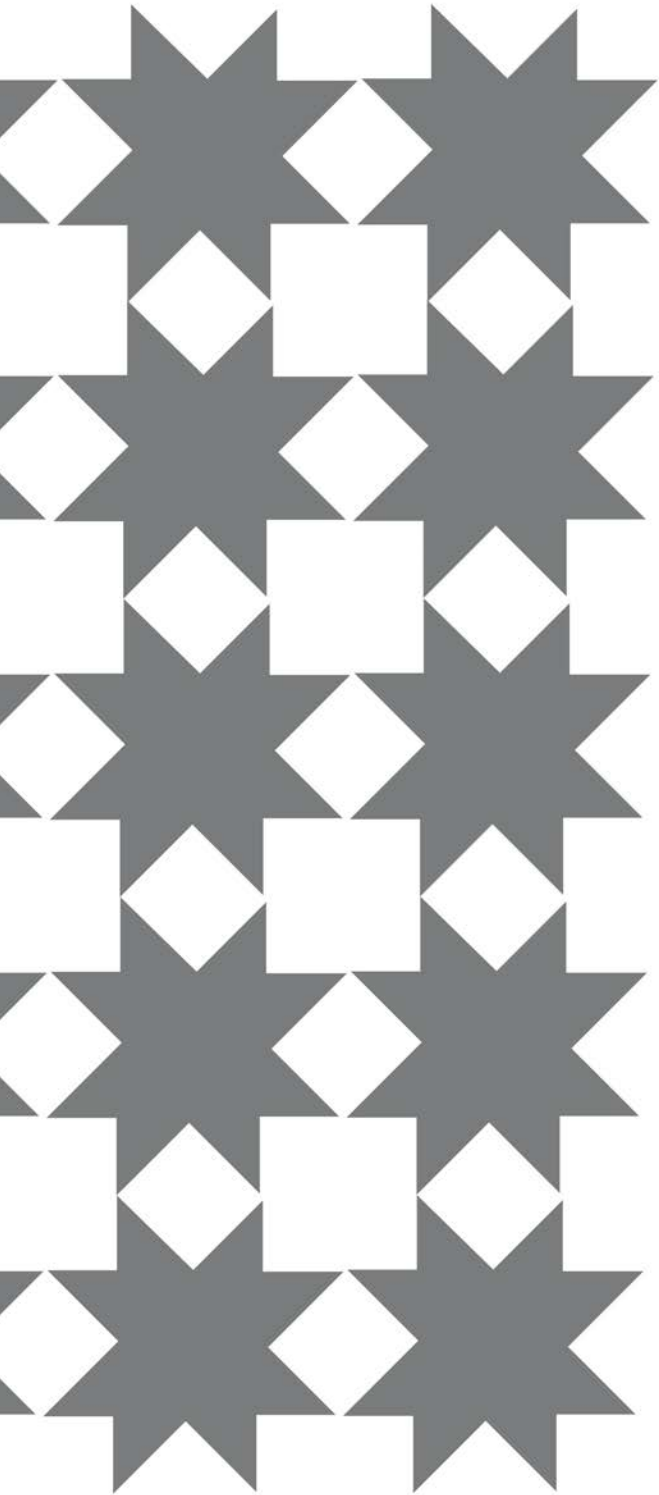


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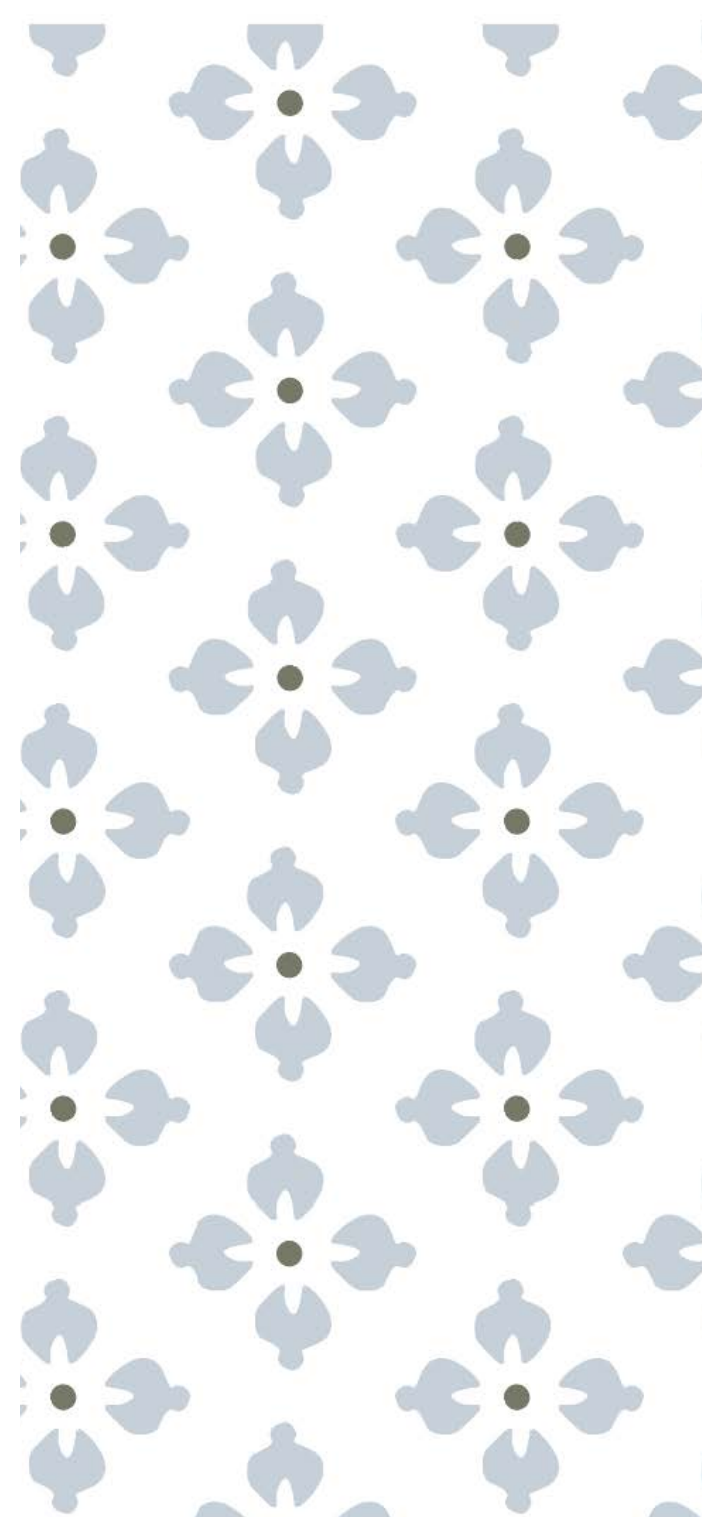
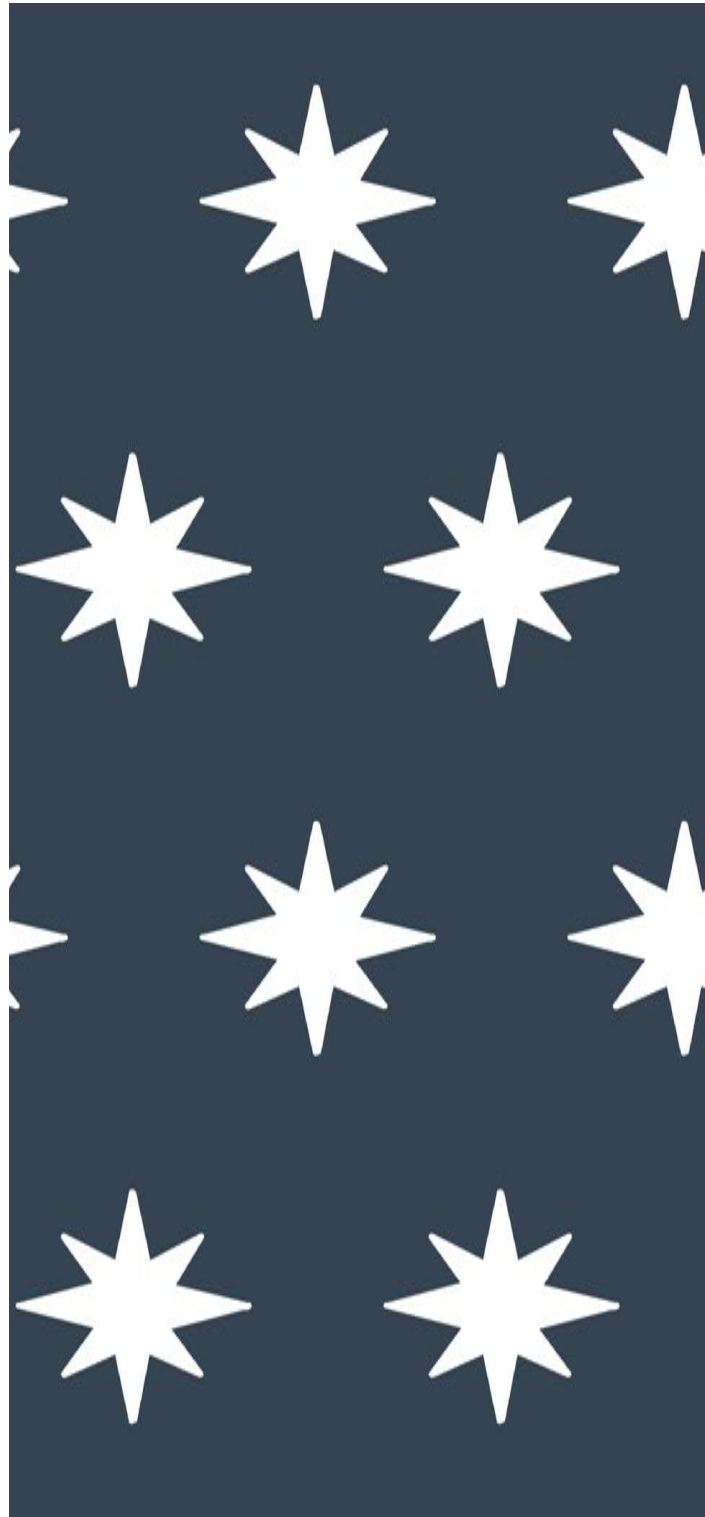




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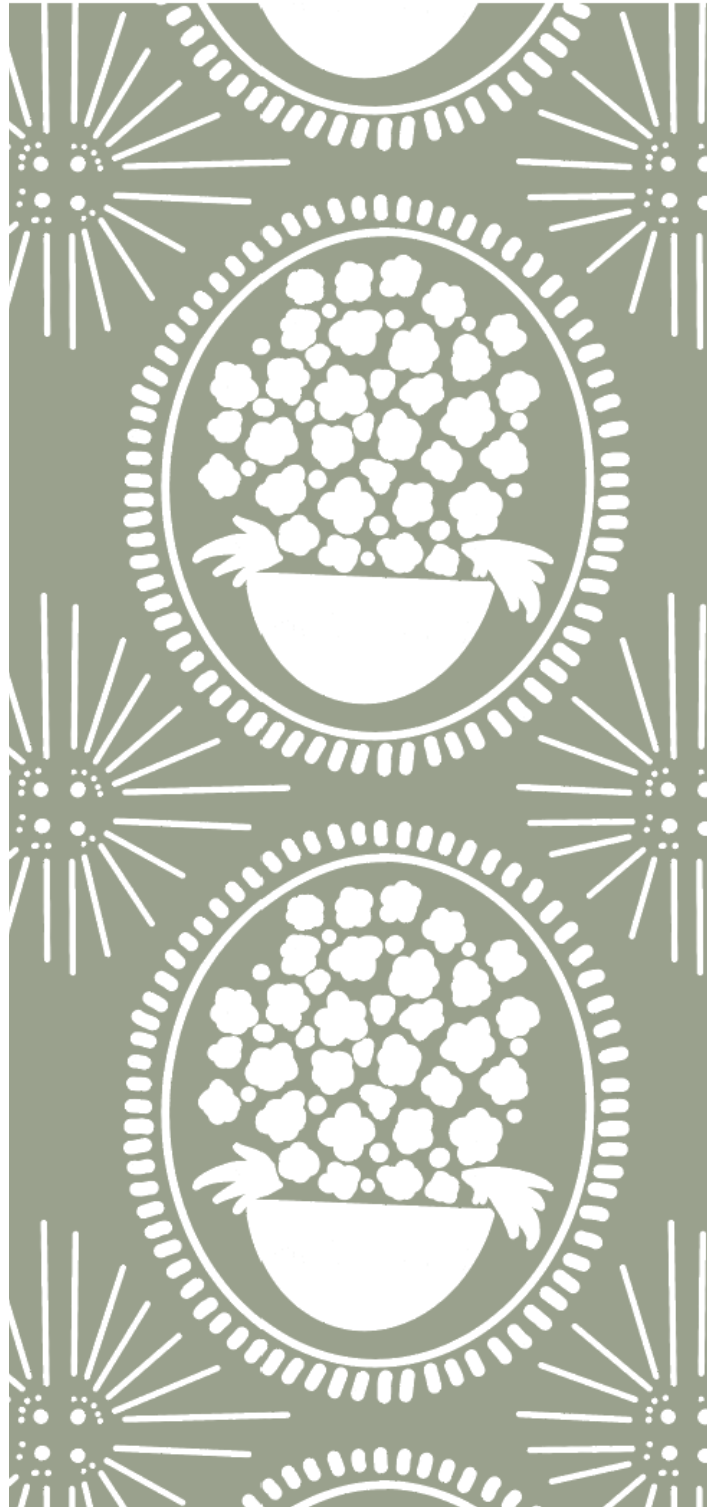


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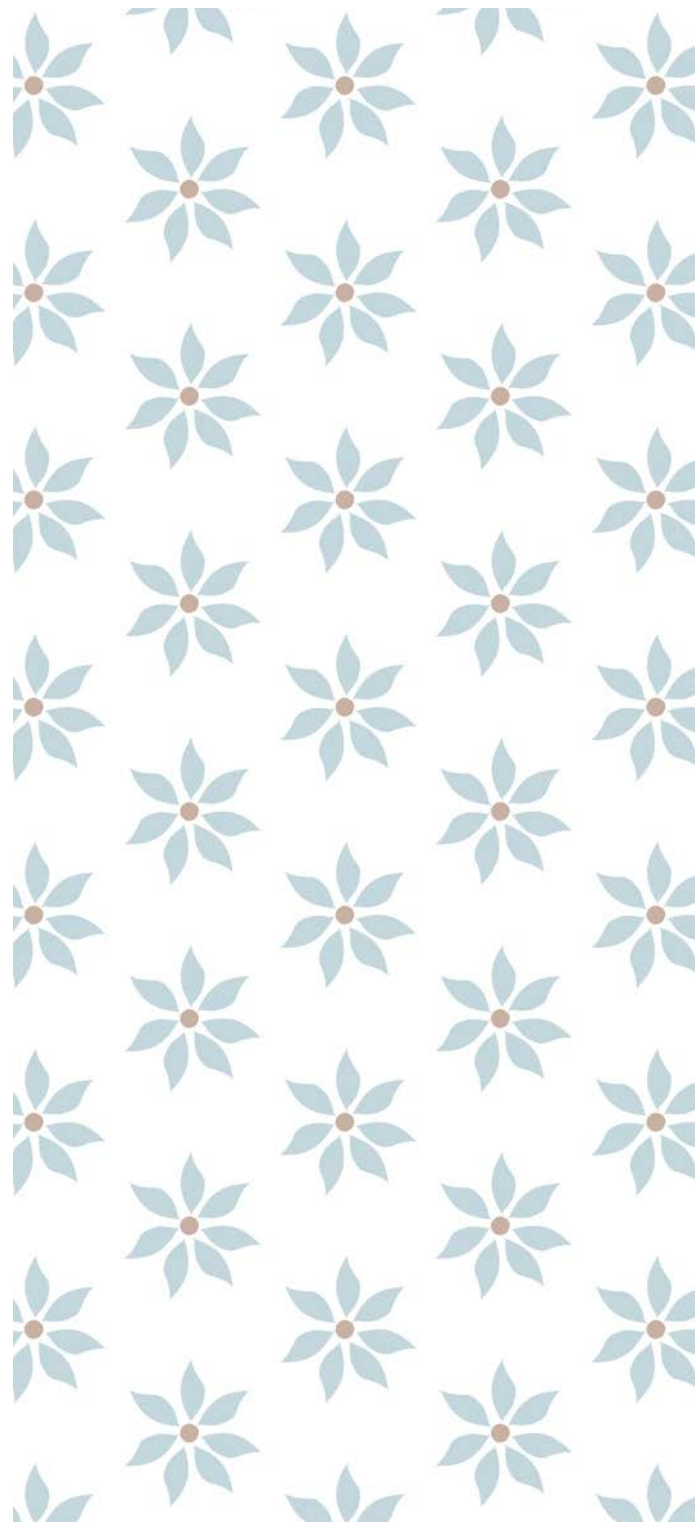




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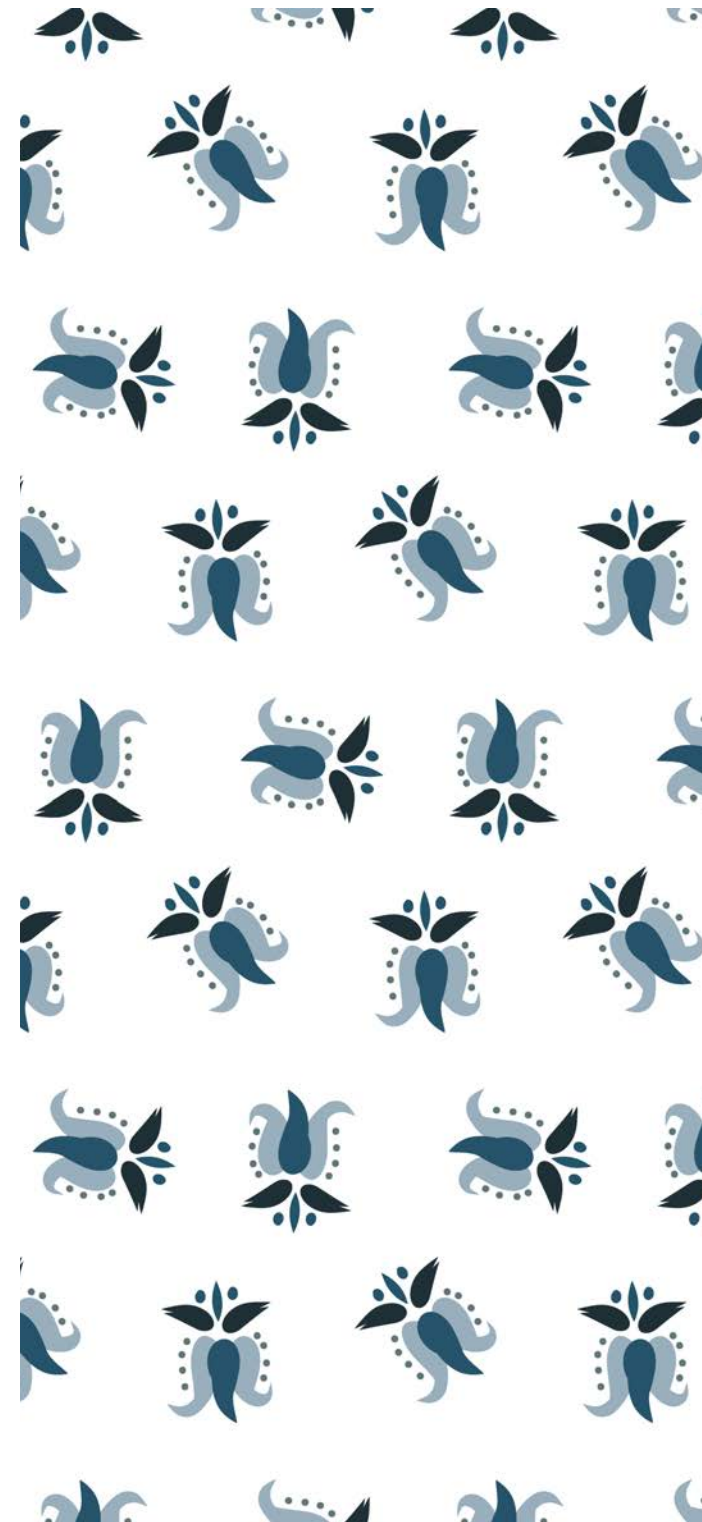


## HEIRLOOMED SIGNATURE





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# HEIRLOOMED BABY





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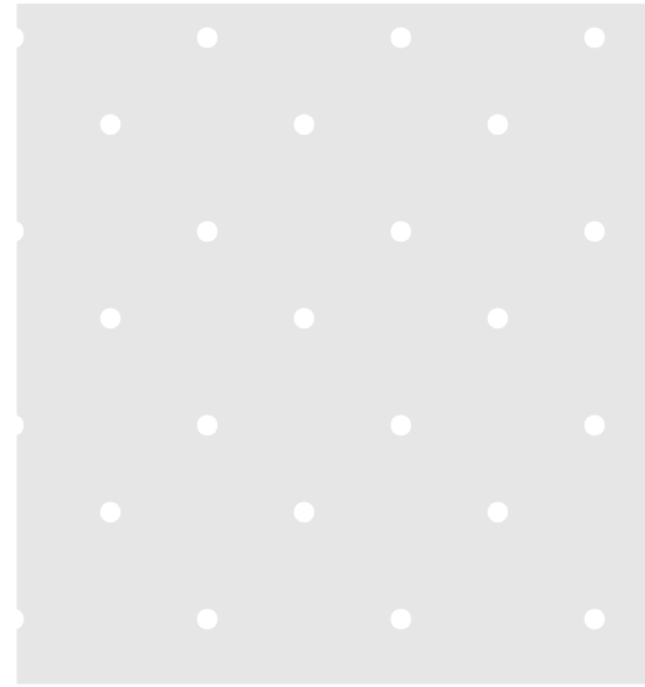




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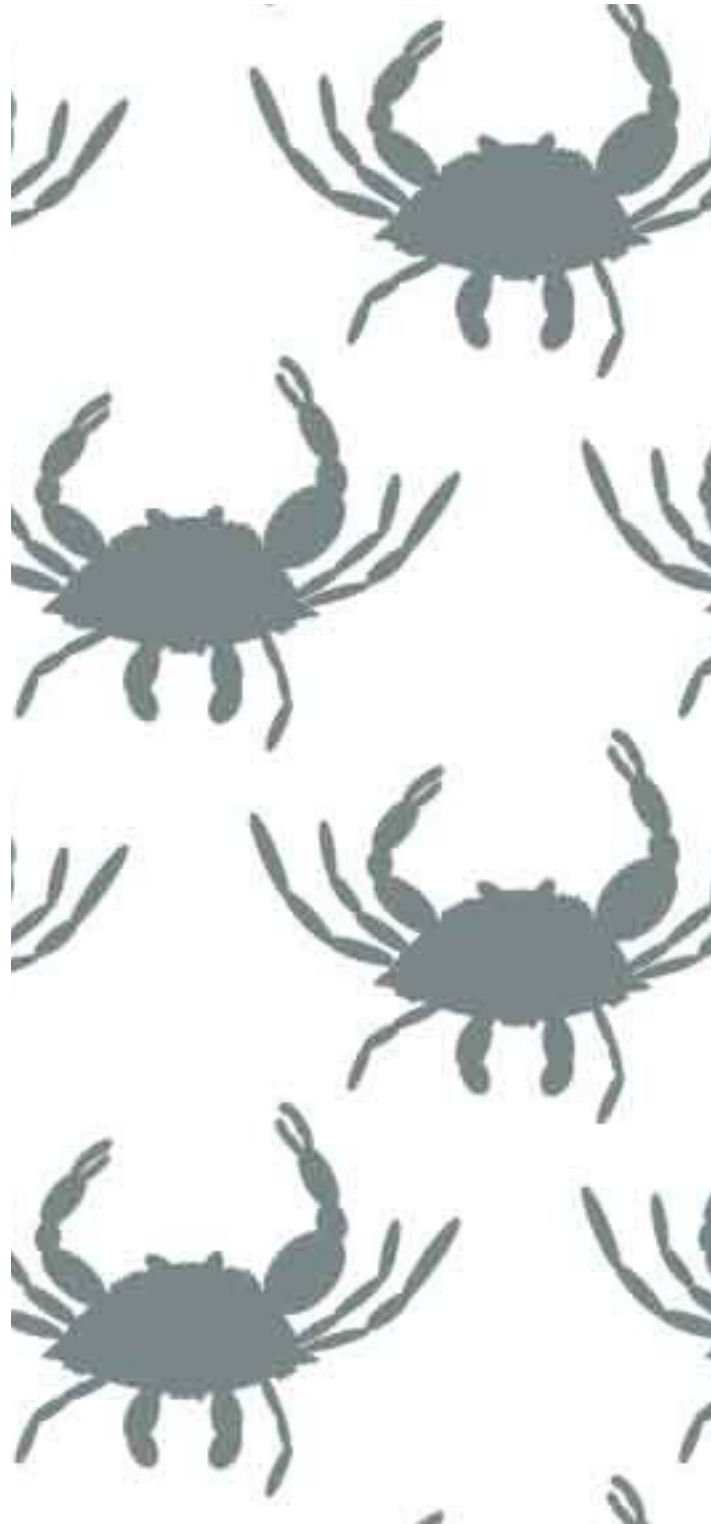


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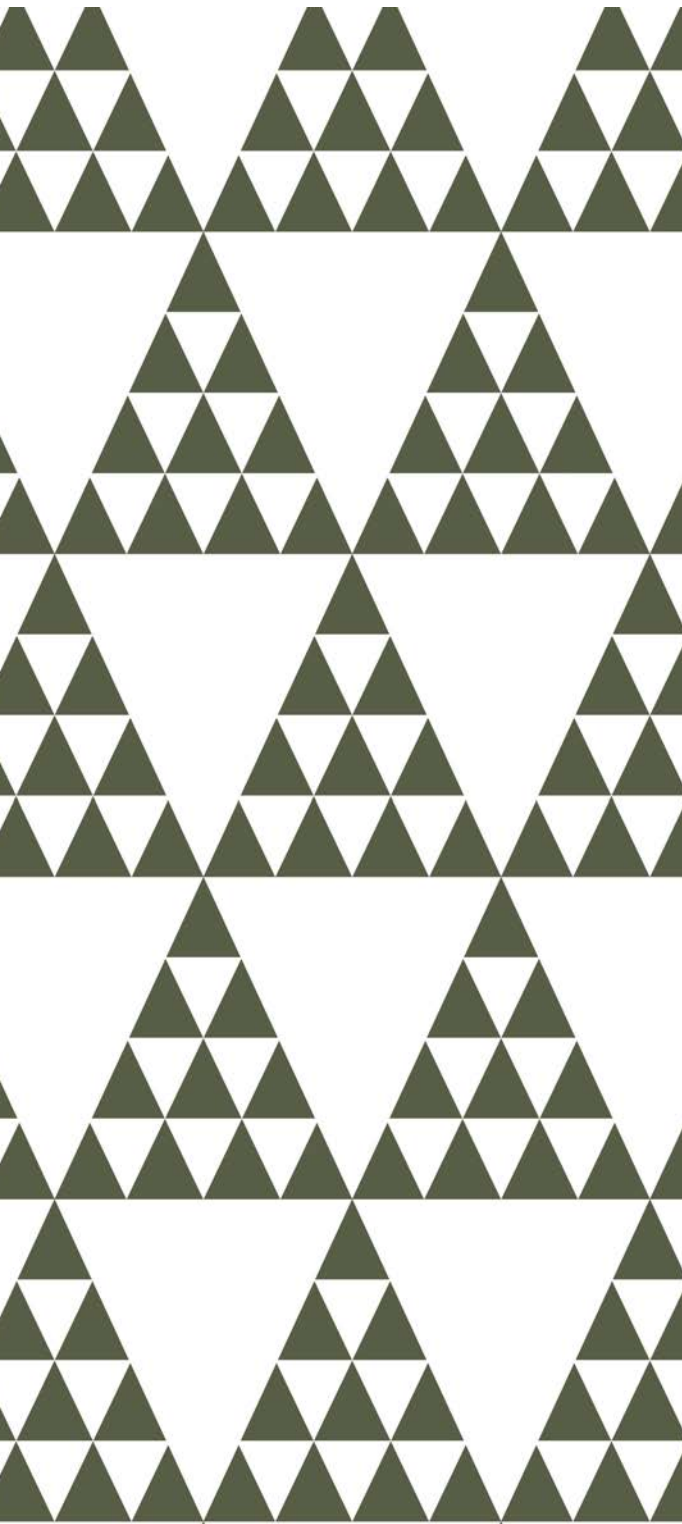


# HEIRLOOMED COASTAL



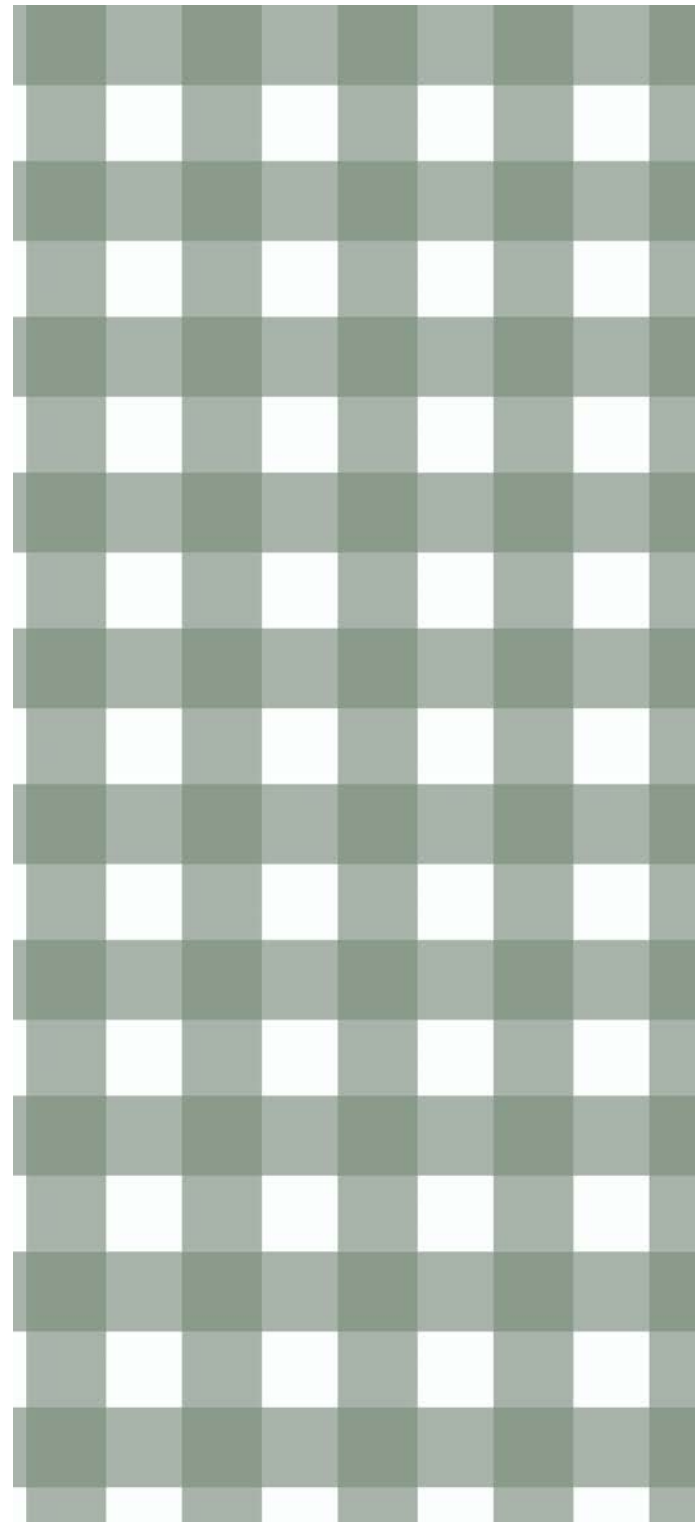
HOLIDAY PATTERNS

The image displays three distinct holiday-themed patterns. The first pattern on the left is a geometric design composed of dark green triangles of various sizes arranged in a repeating, interlocking fashion. The second pattern in the middle features a repeating arrangement of red, eight-pointed stars of varying sizes. The third pattern on the right consists of a repeating grid of dark green, stylized evergreen trees. Each pattern is presented as a full-page background design.

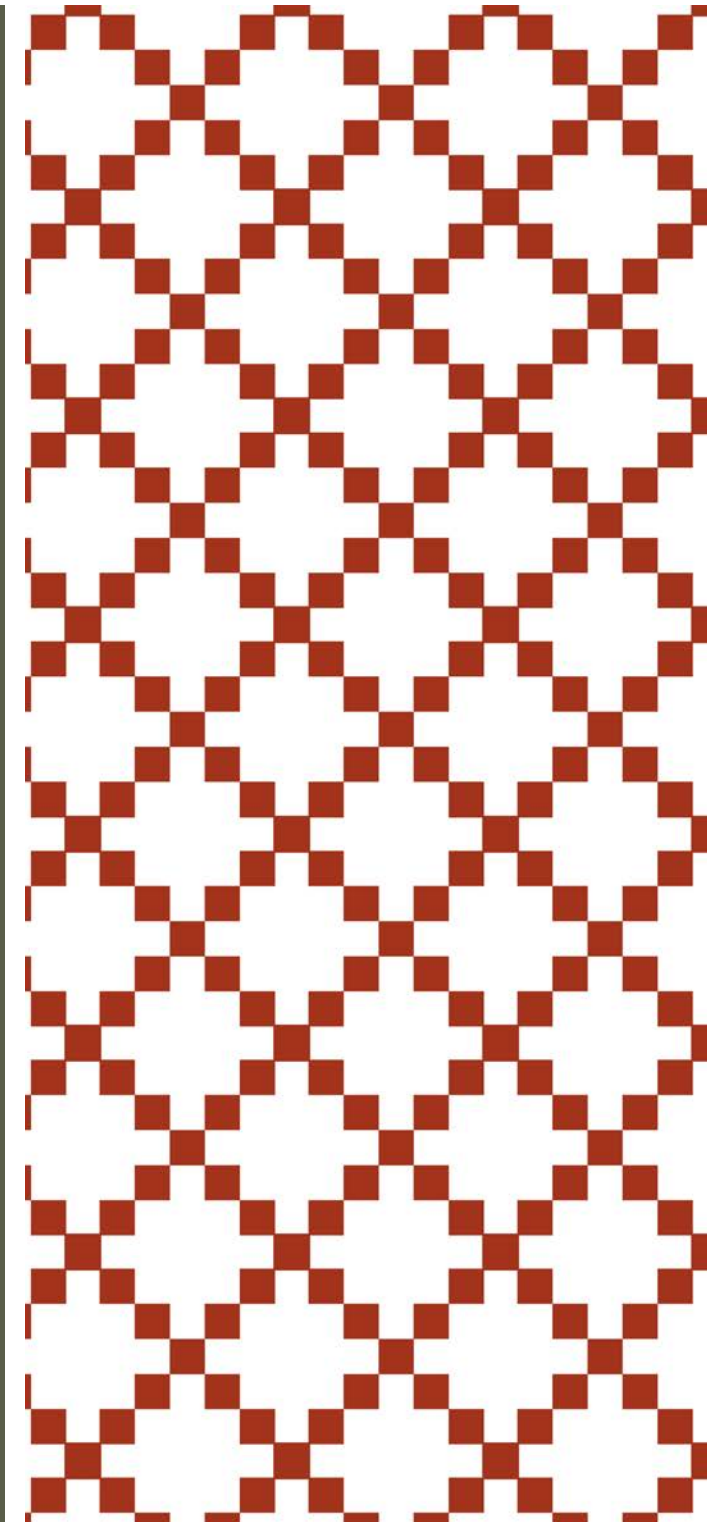
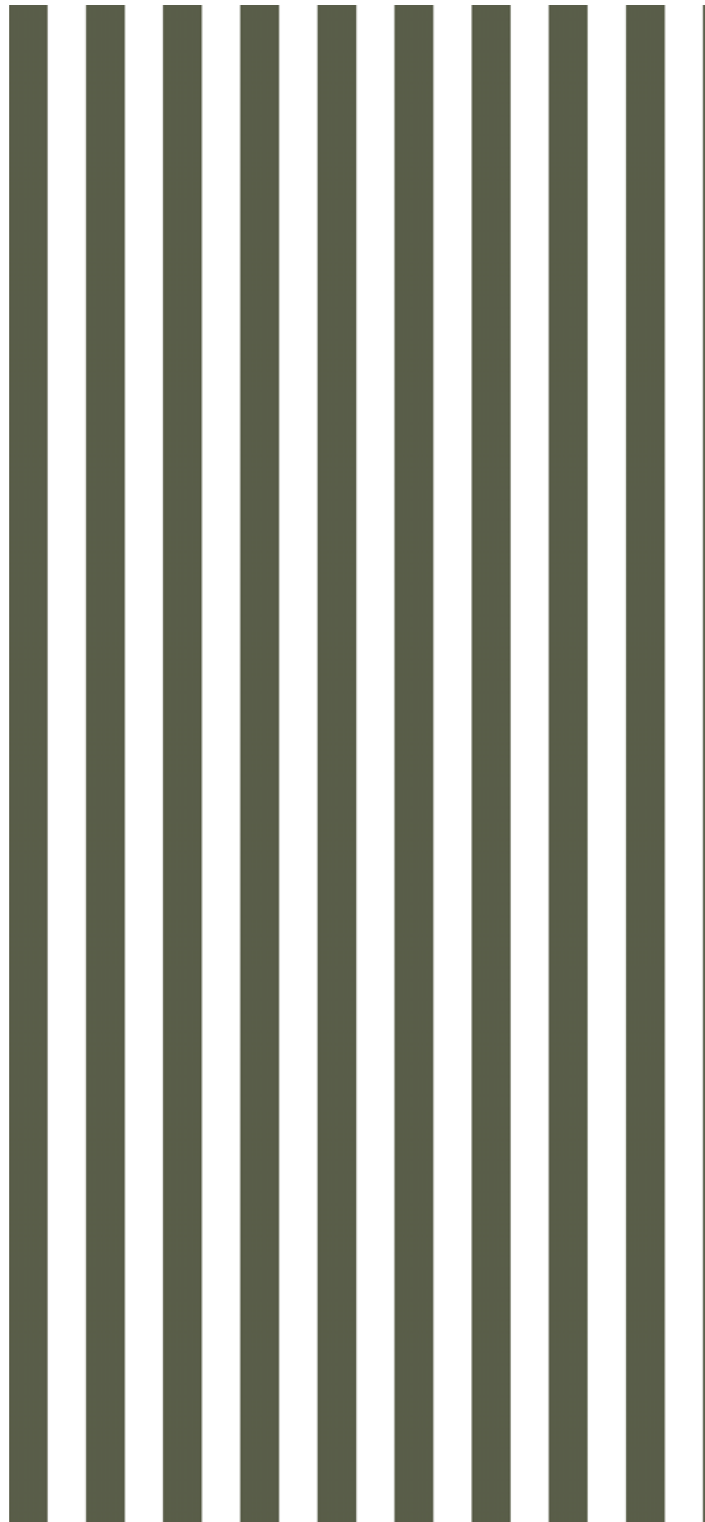
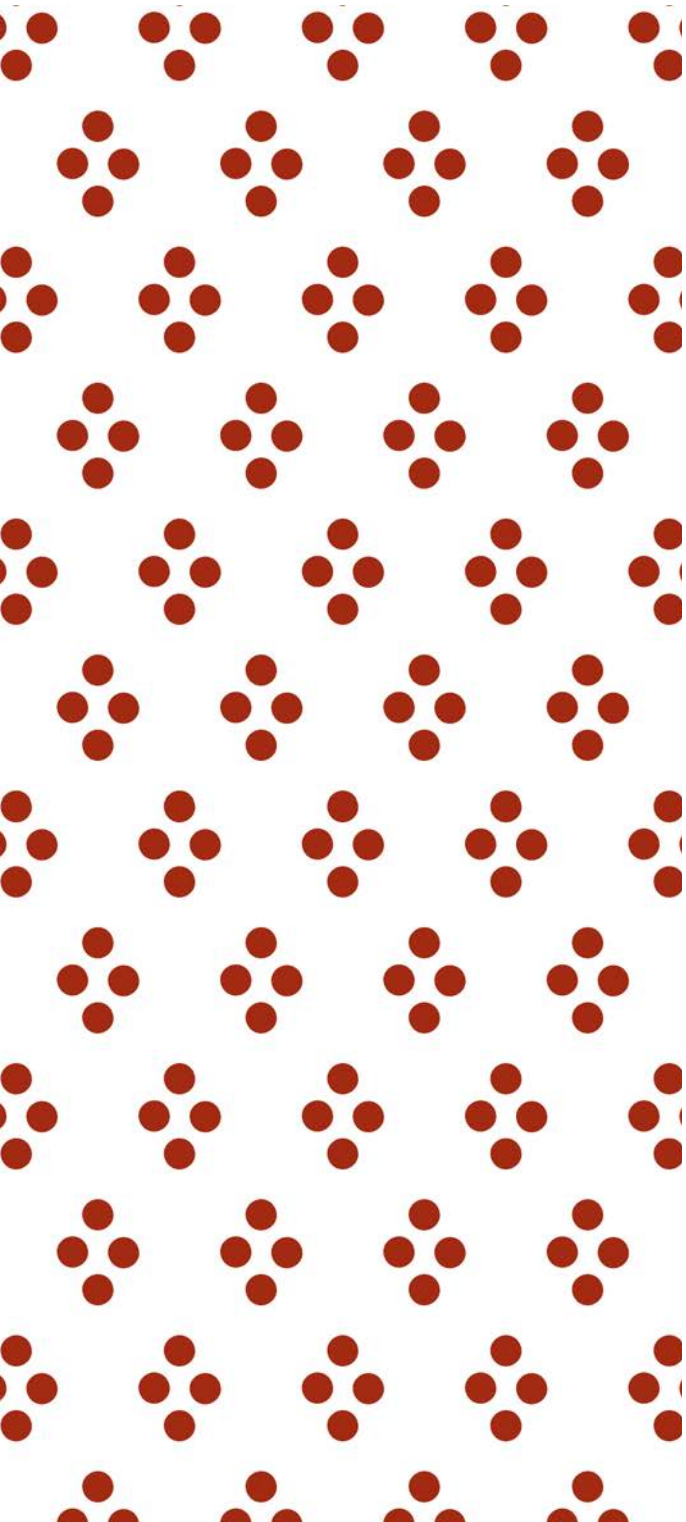




## HOLIDAY PATTERNS



## HOLIDAY PATTERNS





## WE ARE CURRENTLY SEEKING NEW LICENSING PARTNERS FOR

- Bath
- Craft
- Fabric
- Gift + Accessories
- Home Decor
- Home Furnishings
- Jewelry
- Kitchenware
- Publishing
- Rugs
- Scent + Fragrance
- Seasonal + Holiday
- Specialty Foods
- Stationery + Paper
- Tabletop / Ceramics
- Textiles
- Unique Collaborations



For more information:

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