



*The Paper Curator*™



# meet the brand

The Paper Curator began in 2014 as a blog sharing modern ways to craft and scrapbook. In 2016, after noticing a gap in the industry for scrapbooking products that felt fresh and modern for the younger generation, we launched monthly scrapbook kits. This kickstarted our obsession with creating playful patterns and hand-lettered sentiments that were applied to useful yet beautiful products.

Wanting to extend the life of the artwork and reach a wider audience, we released a full blown collection of stationery and gift items later that same year to the retail market. By attending craft markets and pop-up events, we garnered traction with retail audiences and launched two more collections, growing the brand with focus on producing artfully designed goods for the modern creative. In 2019 we launched our line to the wholesale market at the National Stationery Show and are now sold in over 50 stores nationwide.

Our goods are all hand-crafted in-house in our Queens, NY Studio, making them a one-of-a-kind way to spread joy to all who encounter them.





WE ARE  
fun  
bold  
joyful  
festive  
unique  
colorful  
modern  
artisanal





# joyful

Above all, we hope that when you encounter our products, you feel *joyful*. Our main approach is to explore how colors and shapes interplay. When we hit something that sparks joy for us, we know what to do next. When we apply these cheery patterns to an array of beautifully crafted products, it's a perfect combination.

We also think joy can be spread by helping people realize their own creative potential. We strive to create products that are helpful in encouraging people to unleash their creativity.





# artisanal

All of the artwork and products developed for The Paper Curator are hand-touched. The artwork is done traditionally in a multitude of mediums, and the products are all hand-crafted making *artisanal* a cornerstone of our brand.







WE VALUE

*happiness*

*aesthetics*

*compassion*

*exploration*

*connection*

*sensibility*

*originality*





# exploration

We get invigorated by trying new things, whether it's new art techniques or production methods. We see *exploration* as the foundation of bringing innovative products and ideas to life.

Some of our art explorations include paint pouring, paper-cutting, fingerpainting, and marbling, to name a few. Unique production explorations we've mastered are confetti-making, leather painting, and notebook stitching. These innovations allow us to be quick to market with new ideas, and to always show up with a fresh design perspective.





[illegible]

We emphasize **connection** because we believe a thoughtful product can help foster and further your meaningful relationships.







# sensibility

We believe wholeheartedly in form *and* function. Our products, while beautiful, also prioritize their usability. As a company that is geared towards creative minds, we know users need to see themselves using our products time and time again. We prioritize *sensibility* in all of our products which is evident in the materials we select, and the products we choose to develop.

You'll see a lot of our designs end up on materials like canvas, vinyl, and leather. These materials are tried and tested for durability and while highly functional, they are effortlessly aesthetics driven as well—a match made in heaven in our book.





# Meet the artist

Cecily was born and raised in Kansas City, Missouri. She grew up attending arts festivals and experimenting with art forms from block printing to weaving as a Girl Scout. This enthusiasm for art and creativity was heavily nurtured when she moved cross-country during High School to Providence, Rhode Island. There, she explored photography and fashion at the Rhode Island School of Design, eventually leading to pursuit of a Bachelor's Degree in Fashion Design at the Fashion Institute of Technology in New York City, where she now resides. After her BFA, Cecily realized a deep passion for layout and typography and pursued an intensive program in Graphic Design at Shillington. This armed her with a well rounded design perspective from Fashion to Graphics that has been instrumental in the development and success of The Paper Curator's aesthetic. Out of her Queens, New York studio, Cecily runs The Paper Curator and explores her love of pattern, texture, lettering, and bright colors. Her bold color choices carried from her Midwest childhood are enriched by her New York experiences to achieve refined, curated collections of works done in a wide variety of mediums including watercolor, acrylic, ink, marbling, and embroidery—to name a few.





PRESS  
*features*

STATIONERY  
*Trends*

docrafts  
**Creativity**  
Your home for all things craft



**P** **PROOF** **TO**  
**PRODUCT**



STATIONERY  
*Trends*

10  
*Designers*  
*to watch in*  
2020

by  
SARAH SCHWARTZ  
*Editor-in-Chief*



LICENSING  
*partners*



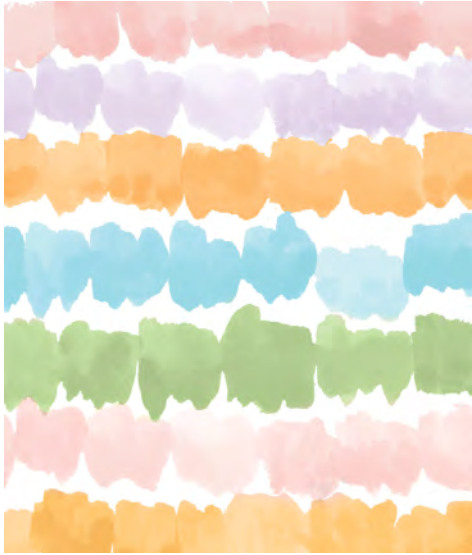
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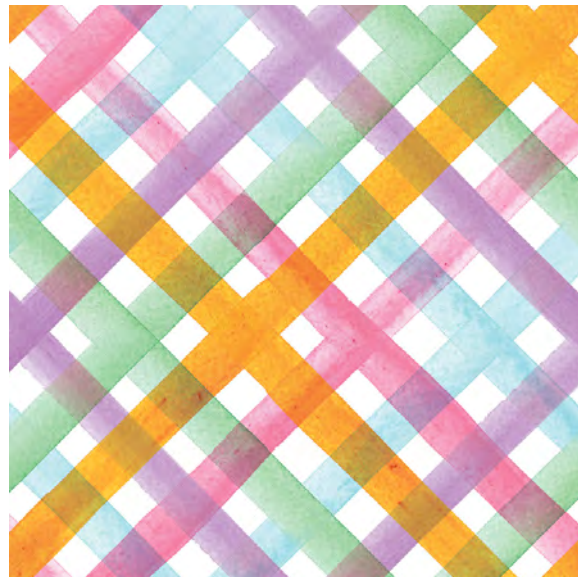


WE CREATE  
*abstracts*



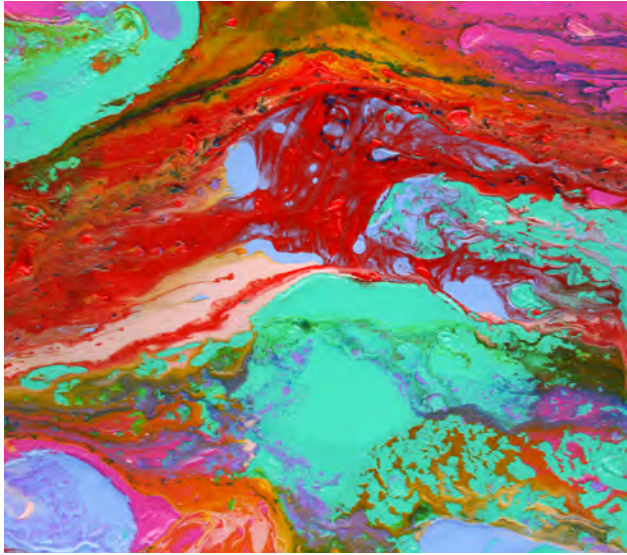


WE CREATE  
*essentials*





WE CREATE  
*organics*





WE CREATE  
*florals*





WE CREATE  
*novelties*





WE CREATE

notes + numbers

LOVE IS LOVE.  
LOVE IS LOVE.  
LOVE IS LOVE.  
LOVE IS LOVE.  
LOVE IS LOVE.  
LOVE IS LOVE.

the  
noblest  
art is  
that of  
making  
others  
happy





WE'D LOVE TO

*partner  
with you*

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