



idesign + co

BY ILENE SEGAL



meet **idesign** + co



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a spirited **lifestyle...**

that exudes

playful
nostalgia





colorful +

quirky
designs



Bold patterns





unexpected 
combinations

with
modern
sensibilities





that speak to
MOMMS + KIDS
alike



We
love
Summer
in
the
winter!



We put the
fun in
funny





We take
our designs
seriously
but not
ourselves



We are
memory
inducing





giggle producing 

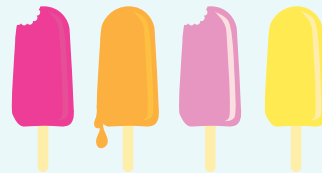


pure
& simple
fun!



Come *play* with us

We dance to the beat of our own drum and are looking for licensing partners interested in doing the same.



(and we have popsicles)

Over **6 million**
customers strong

idesign + co is sold worldwide at some
of the largest, well-known retailers nationwide
including:

Dylan's Candy Bar
Home Goods
Staples
The Stationery Studio
TJMaxx
Walmart
Zulily

meet *ilene segal*



Designer and child at heart, Ilene welcomes life with big, open arms. She embraces creativity in her work and in her lifestyle and has built a brand blurring the line between the two.

Ilene launched **idesign + co** in 2004 with a single collection of custom Birth Announcements & Thank You Notes – it was an instant hit and she hasn't slowed down since.

get in touch

for licensing opportunities

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