



## **Indie Designer Boutique. A Bold Alternative.**

*Modern Material™ launches a web based independent designer boutique featuring the latest trends in paper, apparel, and accessories. Discover rock & roll inspired apparel and bold accessories which will command attention from the rock gods. Why not save the snail mail and jazz up your sister's refrigerator rather than her yahoo inbox? Colorful and decorative note cards are sure to leave a lasting impression.*

Columbus, OH, March 16, 2008 --(PR.com)-- Founder & designer, Annie Weihrauch, 28, launched Modern Material™ as an outlet to express her creativity and style. After graduating with honors from Columbus College of Art & Design in 2003 with a degree in Advertising & Graphic Design, Annie spent four years as a packaging and accessory designer for Bath & Body Works. Now she is beginning to establish herself as an up and coming designer, located in Columbus, Ohio. Ms. Weihrauch states, "The vision for this brand is to remain open to emerging ideas instead of focusing on a brand right approach. Trends are constantly evolving, as are my creative aspirations."

Several collections are designed to represent an individual's personal style. The Royalty Collection is inspired by the mixture of modern world rock & roll and medieval European royalty. This edgy rocker style is represented by iconic guitars and royal coat of arms, including the crowned eagle and rampant lion, decorated by banners and flourish details. The Vintage Collection brings forward the retro chic illustrations of travel posters and advertising campaigns from the early part of the twentieth century. Unique distressing of designs lend to a weathered billboard look, revealing years of built up layers. Rich pigments and bold typography create a charming display of retro style. The Monthly Limited Edition features a new design each month which will be packaged as a set of 10 postcards and included as a free gift with any purchase over \$10.

Modern Material™ is beginning to be featured in specialty boutique stores in the U.S. and is also listed on several amazing online resources including Marmalade Pink, Indie Collective, Bust, Scoutie Girl, Indie Designer Labels, Indie Parade and Ultra Hip Boutiques.

Why only shop among the powerhouse retail stores like everyone else? Be bold. Be different. Be daring. So if you are looking for a memorable gift or a treat for yourself, visit online today to uncover something new.

[www.modern-material.com](http://www.modern-material.com)

If you would like more information about Modern Material™, or to schedule an interview with Annie Weihrauch, please call Annie at 614.583.9153 or email her at [annie@modern-material.com](mailto:annie@modern-material.com).

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