



FOR IMMEDIATE RELEASE

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***The Paper Store and Lilly Pulitzer Announce
Exclusive Limited-Edition Capsule Collection***

ACTON, MA – This past week, The Paper Store, a family-owned specialty retail gift chain, announced it will be working with the iconic American resort wear brand Lilly Pulitzer to release an exclusive, limited-time capsule collection. This collection will be sold exclusively in The Paper Store’s 100 store locations throughout the Northeast and Florida starting in late July 2022.

Hand-painted prints have always defined the iconic Lilly Pulitzer’s sunny Palm Beach style. The re-launch of their best-selling ‘Sink or Swim’ pattern in this exclusive capsule collection at The Paper Store is expected to delight not only existing Lilly Pulitzer fans but a new generation of women embracing Lilly Pulitzer.

“Lilly Pulitzer is an iconic brand that spans generations. Lilly Pulitzer herself embraced female empowerment and entrepreneurship 60 years ago and redefined American resort wear as we know it today. As a female-powered company, The Paper Store embraces the legacy that Lilly Pulitzer has created for so many women and is honored to be able to offer this highly sought-after capsule collection,” notes Meg Anderson Lavoie, Owner and Chief Merchandising Officer for The Paper Store.

Customers have already begun signing up at www.thepaperstore.com/lilly-pulitzer-signup to be the first to know when the exclusive collection launches on The Paper Store’s shelves as it is expected to sell out quickly. The limited-edition pattern will be featured in a variety of styles across stationery, travel accessories, drinkware and more.

For media inquiries contact Vanessa Keefe, VP of Marketing at (978) 263-2198. Downloadable imagery of Lilly Pulitzer & The Paper Store logos and The Paper Store storefront images to accompany this press release can be located at www.thepaperstore.com/lilly-pulitzer-and-the-paper-store-exclusive-capsule-collection.

About The Paper Store: Founded in 1964, The Paper Store is a family-owned, specialty gift business with 100 locations in the Northeast and Florida. They offer a unique array of exclusive curated gifts and popular on-trend brands, across fashion, jewelry, home décor, kids’ toys, stationery and more. Known for a highly personalized and engaging shopping experience, The Paper Store has developed a devoted consumer following helping their customers find the perfect gifts from heartfelt to humorous.
www.thepaperstore.com

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