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For more information contact:

Katie Schulz
Papyrus-Recycled Greetings, Inc.
katie.schulz@prgreetings.com
773-868-8581



Papyrus Brings the Look You Love to Mercedes-Benz Fashion Week

Chicago (Feb. 9, 2015) – For the sixth consecutive season, Papyrus returns to New York as a proud supporter of Mercedes-Benz Fashion Week. This season, the on-trend and flawlessly finished greeting card brand is paying homage to the diverse and distinctive styles found at the Event.

Papyrus drew this season's inspiration from the fashion illustrations in its Haute Couture boxed card collection by artist Bil Donovan. The Haute Couture art graces the Event schedules, invites, lanyards and VIP bags and inspired a newly-designed Papyrus lounge for guests to interact and send style. Papyrus is also unveiling a new event-exclusive app that posts selfies to an interactive map detailing where attendees are sending style all over the globe. The app also links to the Papyrus Facebook page, allowing fashionistas at home a peek inside the Event.

A stunning collection of fashion-forward cards for Valentine's Day and other occasions will also be showcased in the Papyrus space throughout the week. Guests will be encouraged to send their favorite look to friends and loved ones around the globe, with postage and shipment provided by Papyrus.

"Papyrus provides the opportunity to express and share personal style in a way no other medium can," says Sue Buchta, president of Papyrus-Recycled Greetings. "Mercedes-Benz Fashion week continues to be the perfect platform to encourage personal connections while affirming our commitment to quality, innovation and trend-forward design."

Attendees and fans at home will have the opportunity to win Papyrus gift cards and fashion-inspired prize packs throughout the week via social media contests. For access to exclusive Papyrus contests, photos and live feeds from Mercedes-Benz Fashion Week, visit @PapyrusBrand on [Facebook](#), [Twitter](#) and [Instagram](#), or search for #TheLookYouLove.

About Papyrus-Recycled Greetings, Inc.

Papyrus-Recycled Greetings, Inc. is a social expressions company based in Chicago, IL. The company combines the artistic and innovative craftsmanship of Papyrus with the unexpected, original designs of the Recycled Paper Greetings independent artist family, creating the perfect greeting cards and gift-giving products for all of life's ordinary and extraordinary moments. Consumers can find Papyrus-Recycled Greetings products in retailers across the country. To learn more, visit www.prgreetings.com.