

# SMTNG GOOD

ART | TEXTILES

Subject line/headline: **Who else wants a swoon-worthy summer throw?**

Hey {first name},

2020 started off with a bang. And look how it's turning out. Saying it went pear shaped is a bit unfair to pears.

Anyway, enough about pears.

We kicked the year off with a cheerful design competition aimed at local young designers.

And a happy coincidence happened along the way.

We received 216 entries from designers across South Africa.

So, to narrow it down, our friends Nandi Dlepu and Gareth Van Niekerk helped us choose the top 15.

Then it was your turn to get involved. We handed the decision over to our Instagram page and you voted for your favourites.

Once the votes were in, we found our happy coincidence. Being a women owned business that supports 99% female artists, it's pretty awesome that all the winners are young females. Completely by chance. AND the blankets with the winning designs are being released at the end of Women's Month.

It's one big ball of girl power over here.

So, let's introduce our talented winners and the designs you chose.

## **Iman Motani**

Iman is a 21 year old 3rd year Communication Design student at Open Window Institute. Iman believes in making the world a better place through her work.

Here at Something Good Studio we use art and design to encourage well-being, happiness and purpose. So Iman is a fitting winner of our Young Designers competition.

Iman designed the Just An Illusion blanket inspired by the principle of Yin and Yang.

**Buy Just An Illusion**

## **Tanya Vermaak**

Another winner from the Open Window Institute, Tanya is a 21 year old Communication Design and Illustration student. Tanya experiments with expressing herself through her art.

She loves sharing her work and plans to become a full time illustrator.

Tanya designed the Dekko blanket as something to experience.

### **Buy Dekko**

## **Deoné Rabé**

Deoné is a 23 year old Graphic Design student at North-West University in Potchefstroom. Her love for packaging design, illustrations and patterns motivates her to explore life through design. She loves drawing while listening to good music and will be a business owner one day.

Deoné designed the Twists & Turns blanket in her signature style.

### **Buy Twists & Turns**

Bring something bold into your bedroom. Snuggle into something beautiful on your couch.

Or bring a pop of colour into your home office to charm your colleagues during your next Zoom meeting. All it takes is a piece of functional art to get people swooning.

We knit our blankets with locally sourced cotton from BCI accredited farms. This means they grow their cotton sustainably and treat their workers ethically.

So now you can feel good while looking good wrapped up in your new favourite blanket.

In a world filled with bad news, it's comforting to know that doing something as simple as buying a blanket can make the world a better place. Don't you think?

### **Image of wall hanging here**

You know those people that ooze style with nonchalant ease? That'll be you with this baby hanging on your wall.

Feast your eyes on our latest collaboration with artist Sarah Grace. Inspired by adventures in nature and wild landscapes, Finding Inner Peace was handwoven by Greyroom with hand embroidered detail.

But don't sleep on this because we only made 5. So get in before your friends to be the cool one in the group.

### **Buy Finding Inner Peace**

As always, we donate all profits from print sales to charity. But the artists are still paid in full. So everybody wins.

This is part of our commitment to making a positive impact in the lives of our much-loved clients and collaborators.

Your support helps us make a difference. And we hope to inspire you to create a life worth loving.

Stay safe and awesome.

The Something Good Studio