

Media Alert

WHAT: Lovepop x Henri Bendel Window Display Reveal

WHEN: Wednesday, November 15, 2017

WHERE: Henri Bendel's, 712 5th Ave, New York, NY 10019

New York City, NY: It's the most wonderful time of the year – all of NYC's biggest department stores are beginning to debut their windows for the holiday season! In collaboration with Lovepop, Henri Bendel opened up it's doors last night to their beautiful holiday set up featuring intricate paper art arrangements from the 3-D card company. The magical partnership resulted in window displays featuring Bendel's signature owl. Inside, Lovepop's display of 30,000 paper butterflies flutter down from the ceiling of the beloved department store. The impressive art displays will be up throughout the holidays and Lovepop cards are also being offered in the store. For more information about Lovepop and to shop the cards, please visit lovepop.com.

About Lovepop:

Lovepop combines imagination and engineering to add meaning to people's lives. Co-founders Wombi Rose and John Wise are trained shipbuilders who apply the sliceform structure used in ship design to with the ancient art of kirigami to create intricate 3D cards with a technique they call *Slicekami*™. Lovepop first appeared on ABC's "Shark Tank" in 2015. Now with more than two hundred 3D cards to choose from, Lovepop has the perfect designs for the special people in your life.

For more information on Lovepop visit lovepop.com and follow the company on Facebook & Instagram = @lovepopcards, Twitter = @lovepop

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