



PRESS RELEASE

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From Organic Baby Clothes to the Corporate Canvas, a Young Artist Sketches Her Way to Success

ASHBURN, VA, July 2008 – The career of young Italian artist Silvia Osella has taken wing due, in no small part, to her relationship with Fierce Hugs, a trendy, fair-trade, organic baby clothing company.

"The instant we saw her artwork on Flickr.com, we knew Silvia was perfect for us," recounts Tina Fusari, cofounder of Fierce Hugs Organic Baby Clothing. "Her artistic vision synced with what we are all about."

Before you could say 'cappuccino', Fierce Hugs had commissioned the recent European Institute of Design graduate to produce a series of illustrations for their line of infant clothing. The response has been, well, fantastic.

Celebrities such as Tori Spelling and Constance Zimmer have oohed and awed over the playful tongue-in-cheek designs.

Companies, too, have taken notice.

"After seeing my work with Fierce Hugs, Moo.com asked me to design postcards, note cards, stickers and much more!" says Silvia.

More recently, Silvia's delightfully distinctive creations caught the eye of a prominent Italian department store chain. "They are interested especially in children's clothes, having seen my work with Fierce Hugs," she explains, "but also in kitchen accessories, stationery, textiles and more!" All of which has inspired her to register her brand and start 'thinking bigger'.

Silvia's career is rapidly ascending on wings designed and painted by whom else—herself!

Fierce Hugs, Inc. (<http://www.fiercehugs.com>) is a brand new designer, manufacturer and wholesaler that leaped onto the baby apparel landscape as the style and choice for today's finicky and trendy consumer. They have done so with their eye catching and head turning designs created by nouveau artists. These up and coming artists from around the World are the latest 21st century Picasso's and Matisse's. Fierce Hugs is dedicated to sustainability, and is a unique lifestyle brand bringing together eco-consciousness with design consciousness. The Company markets directly to consumers worldwide through various online outlets including its online store, www.fiercehugs.com, and will be available in retail outlets nationwide later this summer.

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SOURCE Fierce Hugs, Inc.

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