



NAO CREATIVE - FEEL GOOD DESIGN -LAUNCH

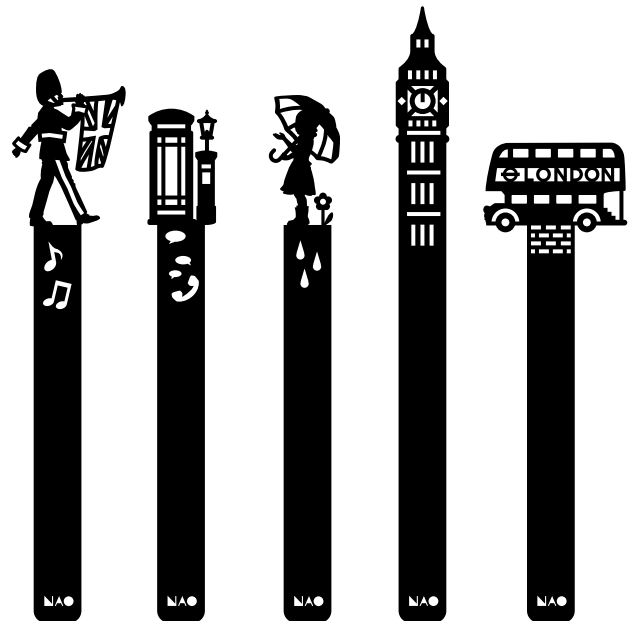
A recently launched Anglo-Japanese London-based studio introducing our new quirky bookmarks

London, UK - May 4th 2014 - Inspired by the traditional, the modern, and the varied cultures that comprise the city of London. This is Nao Creatives' first in the series of our City Bookmark Collection and features depictions of London life on a crafted set of card or metal bookmarks.

Nao Creative was founded by Naomi Takeda. Naomi came to London after having worked for creative agencies in her native Japan. She has since graduated from Central Saint Martins and as such her recent work aims to integrate both Japanese kawaii (cute) culture with the eccentricity, elegance, and functionality of British design.

The City Bookmark Collection idea came about through Naomi' s experiences and passion for travelling the cities of the world. Each bookmark is made using high quality, durable, light metal with a high attention to detail paid throughout the process. The bookmarks are also available in simple cardboard, and are suitable for daily use, gifts, or even London souvenirs.

Nao Creative' s first series in the bookmark collection is available at www.nao-creative.com. Also, visit at stand R20 at Pulse where we will be showcasing the London set.



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