## SPIN Brand Promise:

To provide unique, stylish stemware, cookware and dinnerware handcrafted by local artists that can be easily integrated into any art lover's kitchen.

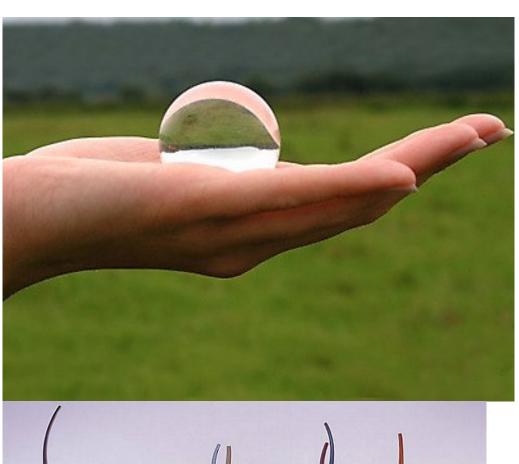
## **Brand Values:**

Supporting Local Vendors, Uniqueness, Quality, Craft, Sophistication, Class, Supporting the Arts, Versatility

## Brand Essence (in adjective form):

Bright, fun, sophisticated, unique, quirky (?), stylish/chic, fun, artistic, intriguing, natural/nature-inspired, charming







Lino Tagliapietra - Glass Sculpture Installation - Represented by Heller Gallery in Tribeca





