



Urban Fish Design™

CONTACT: Rebecca Berenson, Urban Fish Design™

EMAIL: rebecca@urbanfishdesign.com

WEB <http://www.urbanfishdesign.com>

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URBAN FISH DESIGN™ Successfully debuted BOLD NEW PATTERNS at 2011 SURTEX at the Javits Center in NYC.

San Diego, CA (May 27th, 2011) Urban Fish Design™ made its debut at Surtex and proudly displayed an entirely new line of patterns and design collections. Urban Fish Design™ owner/designer Rebecca Berenson broadened her scope as a designer by developing her whimsical hand-drawn patterns into many new lines of colorful, bold prints. "I made a lot of fantastic contacts at the show and now I'm hard at work with the follow-ups", says Berenson.

The new collections attracted manufacturers from all different product categories, such as notebooks, youth pajamas, upscale dog products, greeting cards and of course, party-ware. "What a great debut experience that was – it was a thrill to finally exhibit at Surtex", says Berenson. Now Berenson will be focusing her efforts and creativity on preparation for Licensing Intl. Expo, June 14-16, booth number 5301, at the Mandalay Bay Convention Center, Las Vegas, NV.

Urban Fish Design™ is making three trade show appearances this year. Starting in January was CHA, just tackled Surtex, and next it's Licensing International Expo, June 14-16. This will be Berenson's 4th consecutive appearance at Licensing since her inaugural debut in 2008.

Urban Fish Design™ now boasts 15 new pattern collections, 100 individual patterns, 200 hand-drawn "doodles", and over 30 "icons" and characters. From the initial inspiration of Wynona Urban Fish™, Berenson's inventory of work has grown exponentially. Berenson is already creating new original hand-drawn inspired patterns and putting the finishing touches on her retro infused character line "All the Single Ladies". "I am inspired by all the interest at Surtex and new work is being created on a daily basis", Berenson said.

Urban Fish Design™ continues to donate a percentage of profits to ALS research and remains committed to its growing philanthropic roots. "Every licensing agreement adds to the dollar value we donate to ALS research, helping to fulfill the commitment I have made to help find a cure for this terrible disease," Berenson said, who lost her mother Cecile to the disease in 2004.

For more information contact Rebecca Berenson at rebecca@urbanfishdesign.com, or by phone at 617-838-5198.

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