



PRESS RELEASE

TATTYOO COLLECTION #2

On course for the land of wonder

After an acclaimed first collection, launched in June, TATTYOO has stayed on course and has anchored a new eye-catching collection of temporary art tattoos titled "Indian Summer Black & Blue", for which five young international illustrators have created some shimmering skin designs.

Geneva, Switzerland, 28 August 2012 – True to its inspired and elegant demeanour, Tattyoo has explored the trends and now leads us into fertile territory again, by giving carte blanche to:

Sarah Livescault (FR), Michiel Van der Born (NL), Jenay Loetscher (CH)
Paper & Cup (FR/USA) and Eleonore Bridge (FR).

From the ironic and astonishing "Try before you cry" by Michiel von der Bron (a Dutch tattooist trainee) to Sarah Livescault's poetic "Love Mom" and "Dad Forever", via Paper & Cup's delicate "Calligraphy", the brand new tattoos contrast with the colourful first collection. Their visual and emotional message will enthrall young and old alike and will inspire a 'cre-active' attitude.

The crowning piece in this display of talented artists: a Tattyoo special edition for the illustrious blog *unbeaujour.fr*. Eléonore Bridge and Anne-Solange Tardy, the founding members and long-time inspirations for people planning for their big day, designed this particularly festive-looking tattoo in collaboration with the Agence colorz. It is the perfect gift for a wedding, a celebration, a romantic evening or simply some quality family time, whether it's slipped into a card or laid on tables for guests.

Tattoos are quaint little must-have accessories, best used at parties or as improvised gifts. The designs are available for purchase worldwide on www.tattyo.com, as well as in a number of concept stores and children shops in Switzerland and around the world.

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Tattyo

- 23 temporary tattoos, 16 artists, 9 countries
- Use: ages 3 years and up
- Lifespan: tattoos last from 5 to 7 days
- Online price: €6.00 for a set of two same tattoos
- Postage: free delivery in Europe for over €20.00 spent
- Application: with water, easy to use, dermatologically safe
- Safety: tattoos conform to present day cosmetic norms and are certified by the FDA (Food and Drug Administration)

Communications / media relations

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Images and press release available online at www.tattyo.com/pages/media

About Tattyo

Tattyo, established in Geneva in 2012 by Katia Kaufmann and Xavier Grousseau, design and produce temporary art tattoos. *Tattyo* also work with companies and individuals to create custom tailored tattoos. For every tattoo bought, a contribution is made to Oriane and Phil Collins' Little Dreams Foundation, which aims to support young talent in the fields of arts and sports. The *Tattyo* tattoos are sold online and in a selection of shops. For more information, please visit: www.tattyo.com.