



PRESS RELEASE

TATTYOO

THEY ARE SO CUTE !

The *Tattyoo* brand, a figurehead in ephemeral body art, has weighed anchor with its first collection of temporary art tattoos. Unlike any conventional tattoo dealer, *Tattyoo* diverts art from galleries to create living exhibitions of original temporary body ornaments. Eleven short-listed artists from all over the globe have created the first fourteen designs, ranging from the cute to the crazy or the bold, that will appeal to young... and old alike too.

Proudly displaying an anchor as its emblem, *Tattyoo* sails the uncharted waters of creativity to discover new territories for contemporary illustration. The idea is to give a range of multi-facetted artists carte blanche so that their pent-up fantasies may surface.

Let's forget the temporary tattoos of former days, *Tattyoo* proposes colored, poetic or funny illustrations. Their visual and emotional message will enthrall kids and parents and will inspire a 'cre-active' attitude.

Tattyoo is an original attention for a birthday, a special event or simply as an improvised gift. Furthermore, the young and promising Swiss brand widens its range and has just launched its fancy *Tattyoboxes* combining best sellers and unreleased items, inspired by various themes.

Tattyoo also create custom-designed tattoos in collaboration with companies and individuals. A nice alternative to traditional marketing campaigns or a great idea for weddings, parties or for any other occasions.

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Tattyyoo, in a nutshell

- 56 temporary tattoos, 31 artists, 14 countries
- Use: age 3 and up
- Duration: tattoos last from 5 to 7 days
- Online price: €6 for a set of two same tattoos
- Postage: free shipping within Europe for orders over €20
- 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)

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

About Tattyyoo

Established in Geneva in 2012 by Katia Kaufmann and Xavier Grousseau, *Tattyyoo* design and produce temporary art tattoos. *Tattyyoo* also create custom-designed tattoos in collaboration with companies and individuals. The *Tattyyoo* tattoos are sold online and in a selection of shops. For more information, please visit: www.tattyyoo.com.



For Playtime Paris and as a little gift for you, *Tattyyoo* has teleported an element of Patrick Hruby's illustration.

