



the **lobster** studio®

Character Everyday

2023-2024 COLLECTION

“To a young heart
everything is fun.”

—CHARLES DICKENS

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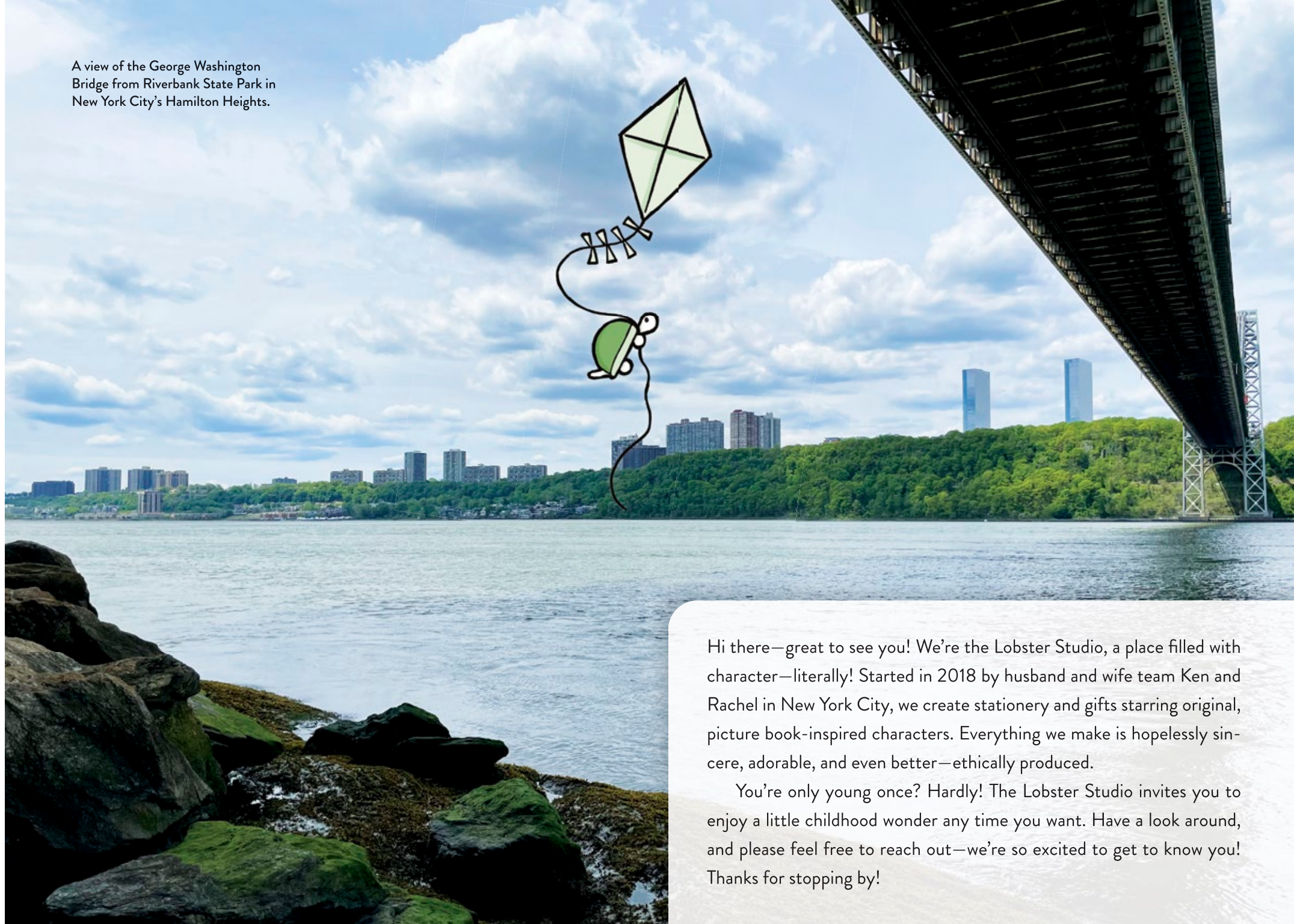
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THELOBSTERSTUDIO.COM



Cover Photo Copyright © Jen Espensen
Cover model: Rachel Lauren James (that's right, our Rachel!)

A view of the George Washington Bridge from Riverbank State Park in New York City's Hamilton Heights.



Hi there—great to see you! We're the Lobster Studio, a place filled with character—literally! Started in 2018 by husband and wife team Ken and Rachel in New York City, we create stationery and gifts starring original, picture book-inspired characters. Everything we make is hopelessly sincere, adorable, and even better—ethically produced.

You're only young once? Hardly! The Lobster Studio invites you to enjoy a little childhood wonder any time you want. Have a look around, and please feel free to reach out—we're so excited to get to know you! Thanks for stopping by!

Meet the cast!

At the Lobster Studio, character is the name of the game! Ken, co-founder and illustrator of everything you see here, grew up idolizing artists Bill Watterson, Charles Schulz, and Lillian Hoban (to name just a few!). He was amazed at how much feeling and life could be conveyed with just a few pen strokes. The following characters are the adorable stars of our show, reminding you of all the things you loved as a kid!

NYM

She's sweet, loaded with energy, and loves spending as much time as possible with her friends. Based on our real-life cat, she's a dedicated pal and always there when you need her!



FRED

Based on Ken's real life cat, Fred is intensely curious (there's no box or bag she can resist!), sometimes grumpy, often lazy, and always the bestest friend anyone could ask for.



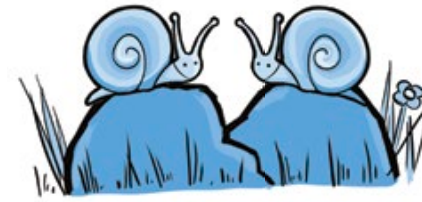
THE LITTLE LOBSTER

The Little Lobster has sweetness, a can-do attitude, and a complete love of everything fun. Endearing, colorful, and cute, the Little Lobster loves to brighten your day!



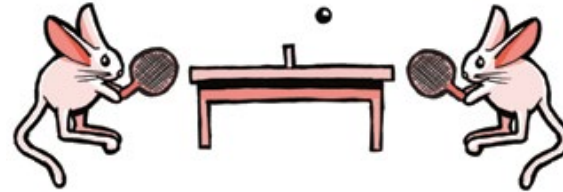
THE COZY BEE

This homebody loves nothing more than a warm cup of tea, an old book, or a long talk with good friends!



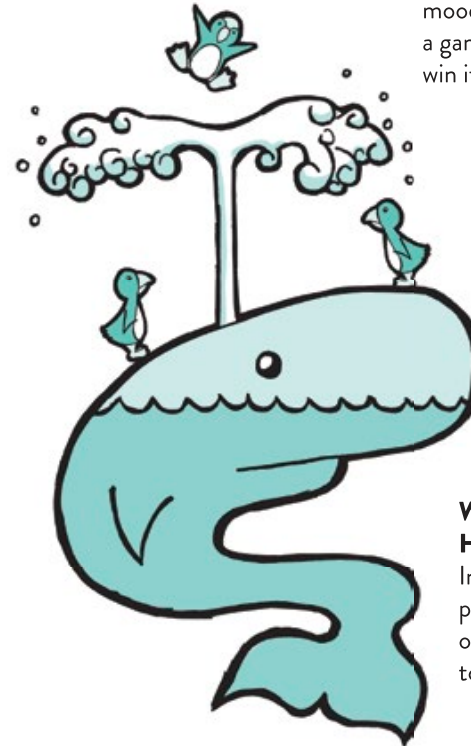
THE SHY SNAILS

For the introverts of the world (just like Ken!), the Shy Snails are here to (reservedly, but with all their hearts) bring you messages of love and support!



THE SPORTY KANGAROO MICE

This kangaroo mice couple is always in the mood for friendly competition! If there's a game to be played, this duo is in it to win it!

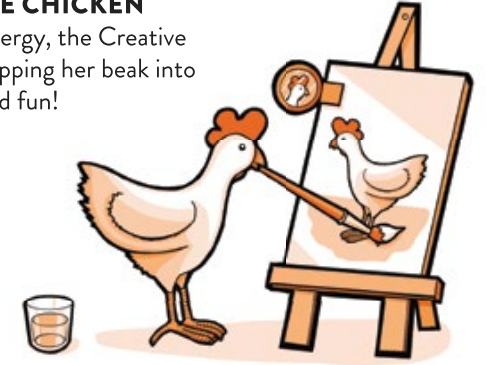


WHALE AND HER PENGUIN FRIENDS

Inseparable, our whale and her penguin friends play, help each other, or just hang out! These pals are together forever!

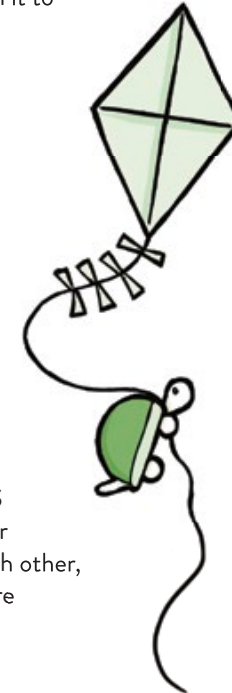
THE CREATIVE CHICKEN

Always full of energy, the Creative Chicken loves dipping her beak into anything new and fun!



THE ADVENTUROUS SPACE SHUTTLE

This space shuttle loves to take on adventure. Whether blasting off to see friends or explore far-off places, they're always ready to experience something amazing!



THE DAYDREAMING TURTLE

He's a dreamer, a hopeless romantic, and unapologetically earnest. His head is in the clouds (often times literally!) and his heart is always on his sleeve.



FAST FACTS

- A2-size (4.25" x 5.5"), unless marked
- Blank inside
- Printed on 110# 100% post-consumer waste recycled paper
- Single card packaged in a compostable poly sleeve with matching envelope (color depends on card line)
- Boxed cards packaged in a 100% recycled cardboard box with recyclable clear poly top
- Single cards: \$2.75 USD, minimum 6/style
- Boxed cards: \$10.00 USD, minimum 4/style (8 cards per box, unless marked)
- So, so adorable



Greeting Cards

Happy birthday

Put a song in my heart

GC04015

GC03024

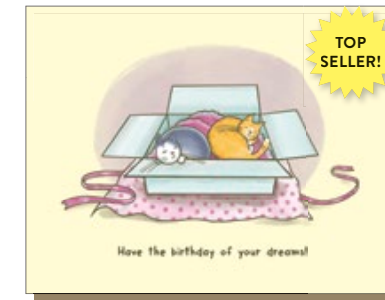
GC02017

Fred + Nym™

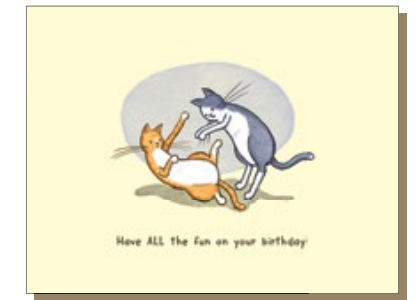
BIRTHDAY



GC01001 – Birthday



GC01022 – Birthday



GC01027 – Birthday

GET WELL & SYMPATHY



GC01012 – Get Well



GC01013 – Sympathy

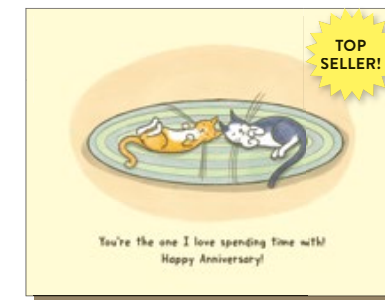


GC01019 – Sympathy

WEDDING & ANNIVERSARY



GC01010 – Wedding



GC01017 – Anniversary

THANK YOU



GC01004 – Thank You
Box of 8: GC01004-BX

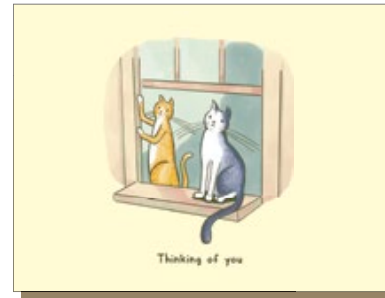
LOVE & FRIENDSHIP



GC01005 – Love



GC01028 – Picnic Love and Friendship



GC01002 – Thinking of You



GC01007 – All-Occasion (A1/4BAR size)
Box of 10: GC01007-BX



GC01015 – Hello



GC01016 – Hello



GC01025 – New York Flagship



GC01024 – Apology



GC01029 – St. Patrick's Day Clovers

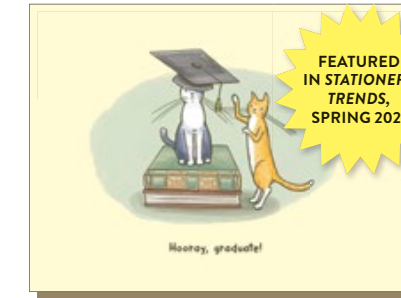
MOMS, DADS, & GRADS



GC01011 – Mother's Day



GC01023 – Father's Day

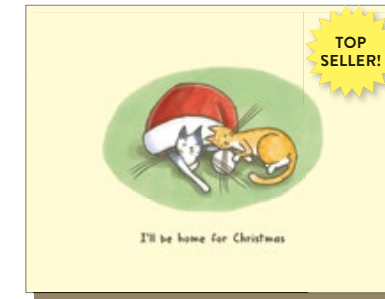


GC01009 – Graduation

HOLIDAY



GC01006 – Holiday
Box of 8: GC01006-BX



GC01021 – Holiday
Box of 8: GC01021-BX

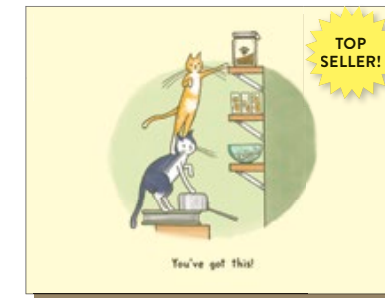


GC01020 – Winter
Box of 8: GC01020-BX

CONGRATULATIONS & ENCOURAGEMENT



GC01018 – Congratulations



GC01014 – Encouragement

GREETING CARDS

Fred+Nym

BABY



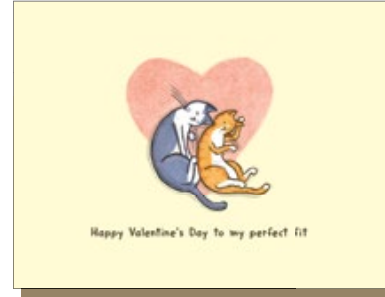
GC01003 – New Baby

NEW HOME



GC01008 – New Home

VALENTINE'S DAY



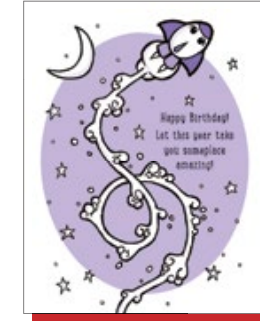
GC01026 – Valentine's Day

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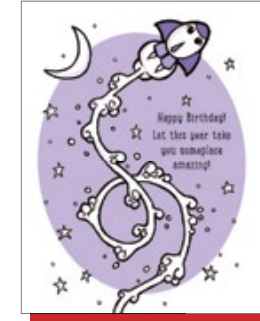
BIRTHDAY



GC02003 – Whale & Penguin Birthday



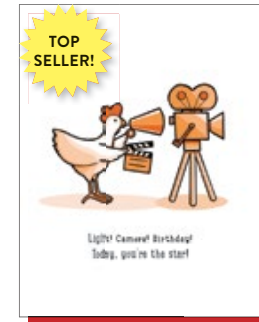
GC02004 – Snail Birthday



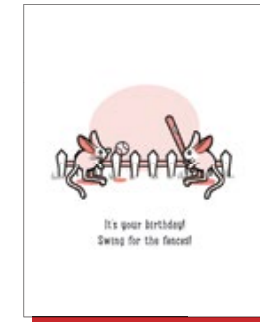
GC02006 – Space Shuttle Birthday



GC02019 – Bee Birthday



GC02021 – Chicken Director Birthday



GC02022 – Kangaroo Mice Baseball Birthday



GC02023 – Turtle Birthday



GC02024 – Space Shuttle First Birthday

HOLIDAY



GC02013 – Whale & Penguin Holiday | Box of 8: GC02013-BX



GC02014 – Space Shuttle Holiday | Box of 8: GC02014-BX



GC02020 – Bee Holiday Box of 8: GC02020-BX

GET WELL



GC02011 – Kangaroo Mice Basketball Get Well



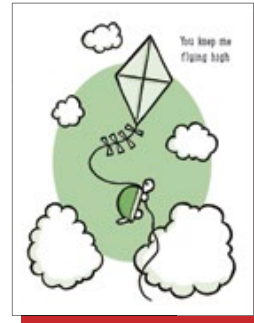
LOVE & FRIENDSHIP



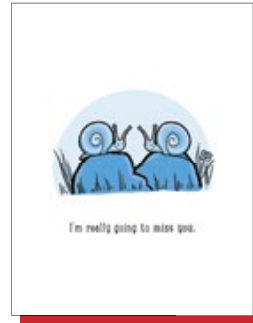
GC02001 – Turtle Soar



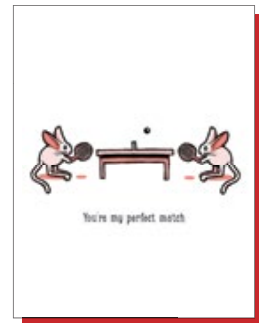
GC02005 – Turtle Love



GC02007 – Turtle Flying High



GC02008 – Snails Missing You



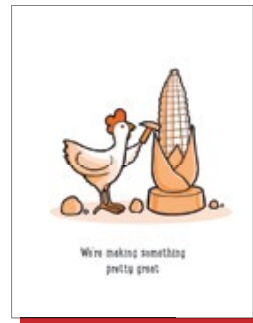
GC02010 – Kangaroo Mice Table Tennis Love



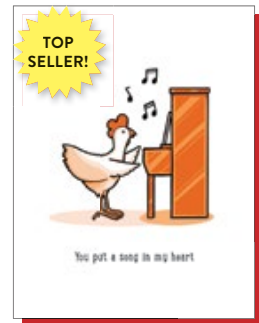
GC02012 – Kangaroo Mice Football Love



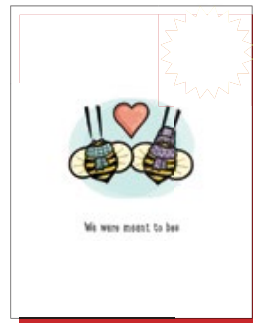
GC02015 – Chicken Painter Self Care



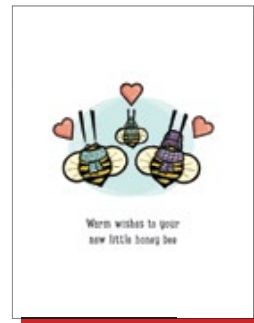
GC02016 – Chicken Sculptor Love



GC02017 – Chicken Pianist Love



GC02025 – Cozy Bee Love Love



GC02026 – Cozy Bee New Baby

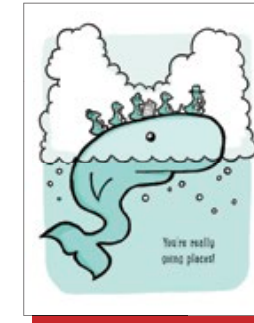


GC02028 – Turtle New Baby

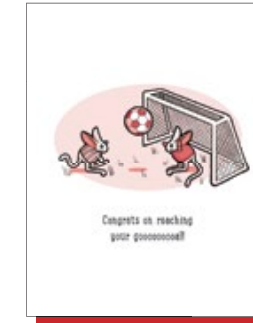
CONGRATULATIONS



GC02002 – Space Shuttle New Adventure



GC02009 – Whale & Penguin Going Places



GC02027 – Kangaroo Mice Soccer Goal

THANK YOU



GC02030 – Cozy Bee Thank You | Box of 8: GC02030-BX



GC02031 – Turtle Balloon Thank You | Box of 8: GC02031-BX



GC02032 – Space Shuttle Holiday | Box of 8: GC02032-BX

VALENTINE'S DAY



GC02018 – Snail Valentine's Day



GC02029 – Cozy Bee Valentine's Day

BIRTHDAY



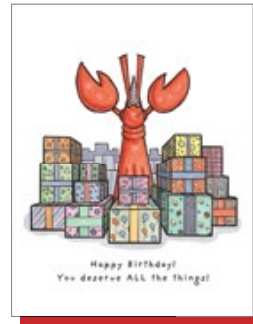
GC03001 – Balloon Birthday



GC03023 – Cupcake Birthday



GC03024 – Cowboy Birthday



GC03027 – Birthday Presents

HOLIDAY



GC03021 – Holiday
Box of 8: GC03021-BX



GC03022 – Season's Greetings
Box of 8: GC03022-BX



GC03026 – Winter
Box of 8: GC03026-BX



GC03028 – Holiday Baking
Box of 8: GC03028-BX

WEDDING, ANNIVERSARY, & ENGAGEMENT



GC03030 – Pilot First Birthday



GC03012 – Mr. & Mrs. Wedding

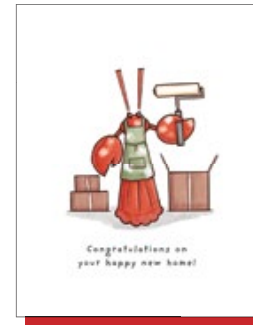


GC03013 – Mr. & Mr. Wedding



GC03014 – Mrs. & Mrs. Wedding

NEW HOME & RETIREMENT



GC03020 – New Home



GC03019 – Retirement

CONGRATULATIONS & ENCOURAGEMENT

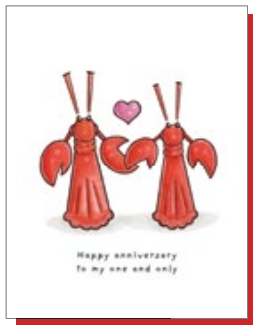


GC03011 – Congratulations



GC03004 – Encouragement

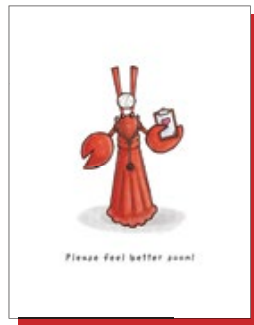
GET WELL & SYMPATHY



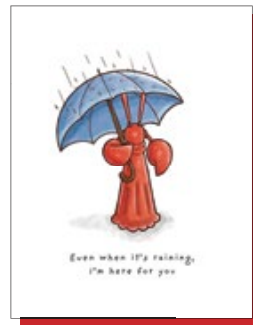
GC03017 – Anniversary



GC03016 – Engagement



GC03005 – Get Well



GC03002 – Sympathy

MOMS, DADS, & GRADS



GC03009 – Mother's Day



GC03015 – Father's Day



GC03007 – Graduation

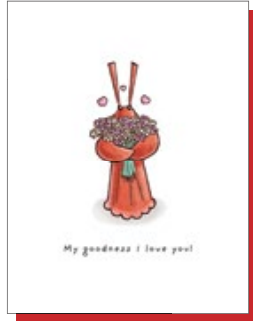
THANK YOU



GC03008 – Thank You
Box of 8: GC03008-BX

GREETING CARDS

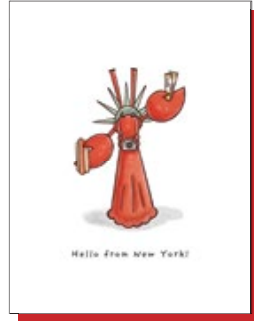
LOVE & FRIENDSHIP



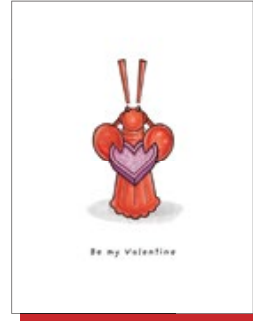
GC03003 – Love



GC03010 – Hello
Box of 8: GC03010-BX

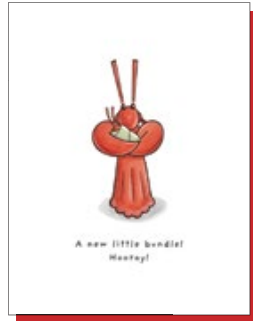


GC03018 – New York Flagship



GC03025 – Valentine's Day

NEW BABY



GC03006 – New Baby

SEASONAL



GC03029 – Pumpkin Halloween



GC03031 – St. Patrick's Day

the little lobster™

VALENTINE'S DAY



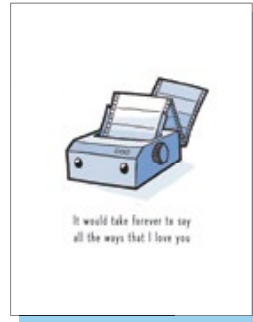
GC03023

GC03005

LOVE & FRIENDSHIP



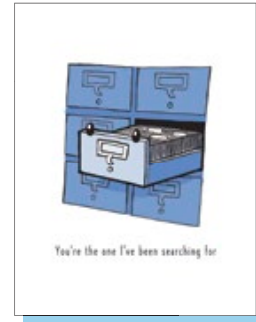
GC04001 – Rotary Phone



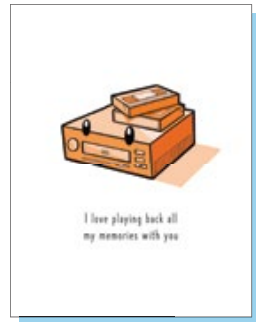
GC04002 – Dot Matrix Printer



GC04003 – Rolodex



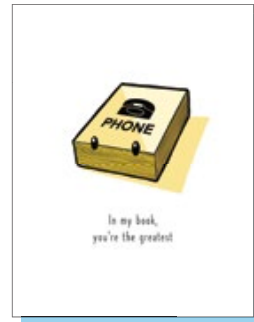
GC04004 – Card Catalog



GC04006 – VCR



GC04007 – Floppy Disk



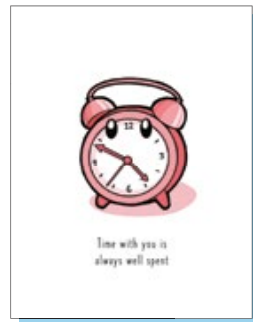
GC04009 – Phone Book



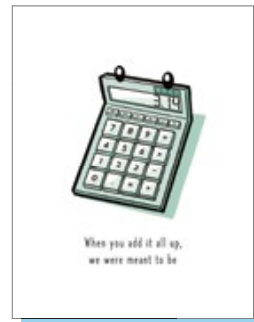
GC04010 – Desktop Computer



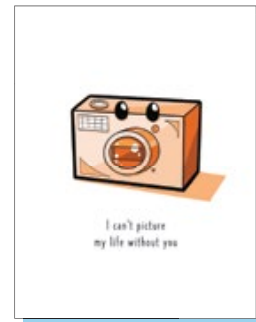
GC04011 – Portable Cassette Player



GC04012 – Alarm Clock



GC04013 – Calculator



GC04014 – Point & Shoot Camera

LOVE & FRIENDSHIP (CONT.)

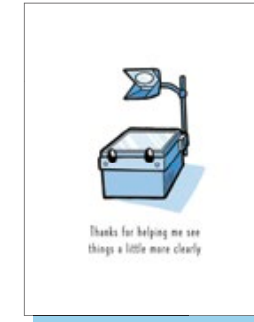


GC04015 – Flashlight

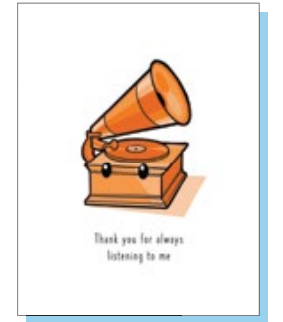


GC04016 – Joystick

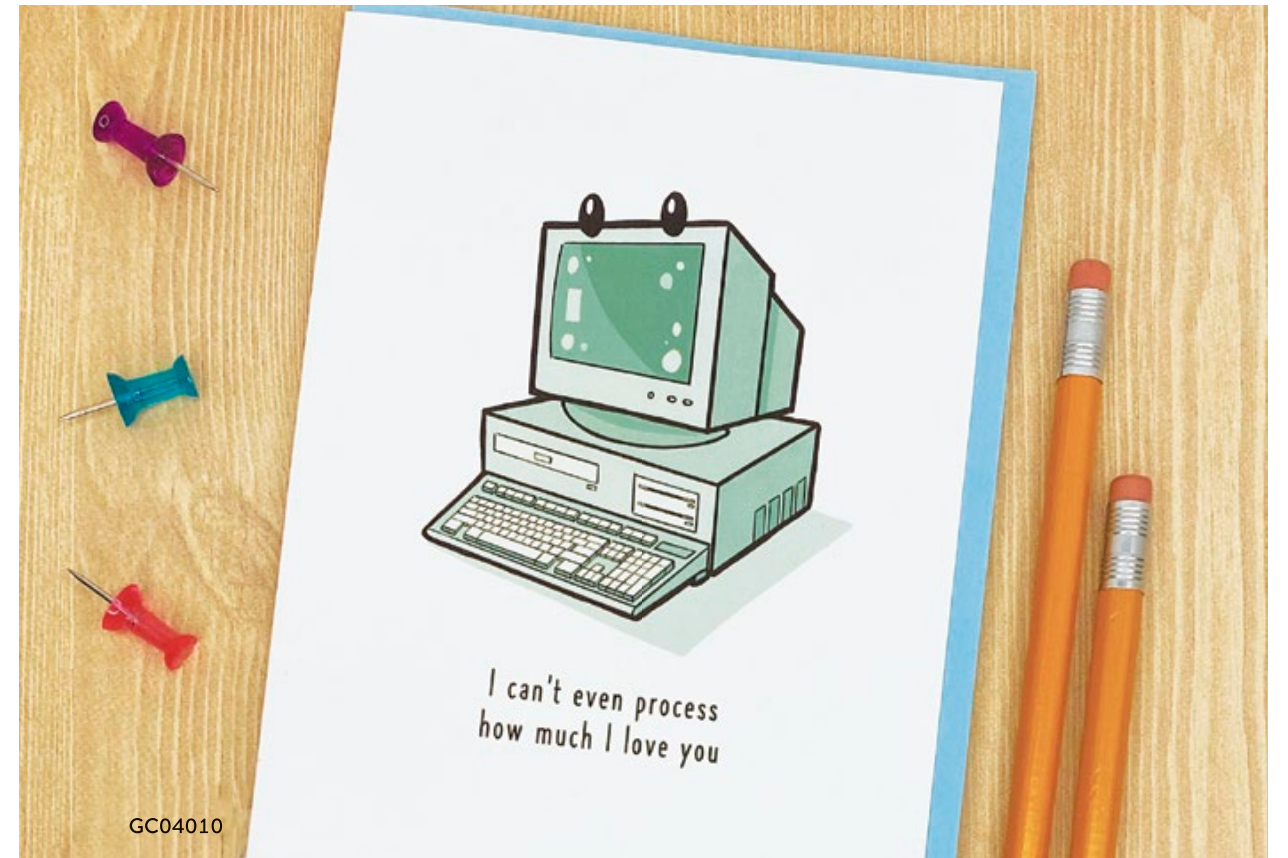
THANK YOU



GC04005 – Overhead Projector



GC04008 – Vintage Record Player



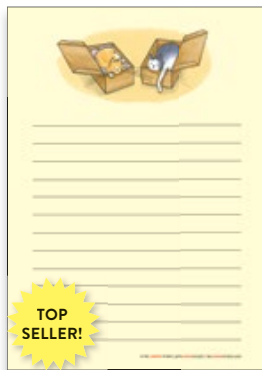
GC04010



FAST FACTS

- 5" x 7" for Notepads and 5.5" x 8.5" for Planners
- 50 pages, top bound, with chipboard backing
- Made responsibly in the U.S.A.
- Packaged in a compostable poly sleeve
- Notepads: \$4.00 USD, minimum 4/style
- Planners: \$5.00 USD, minimum 4/style
- Cute and super useful around the home, office, or anywhere!

Notepads & Planners



NP01001 – Fred + Nym in Boxes



NP01002 – Fred + Nym Playing



NP01003 – Fred + Nym Sitting



NP01004 – Fred + Nym Sleeping



NP02001 – Snails on Rocks



NP02002 – Turtles in Love



NP02003 – Kangaroo Mice Playing Table Tennis



NP02004 – Cozy Bee



NP03001 – Little Lobster



NP04001 – Calculator



NP04002 – Floppy Disk



NP04003 – Desktop Computer

NP03001

NOTEPADS



NP04004 – Portable Cassette Player



NP04005 – Joystick Player



NP02001

PLANNERS



PL01001 – Fred + Nym Sitting



PL01002 – Fred + Nym Playing



PL02001 – Turtles in Love



PL02002 – Chicken Painter



PL03001 – Little Lobster



FAST FACTS

- 48cm x 76cm (approx. 19" x 30")
- 100% Sedex certified cotton
- Machine washable cold or warm, tumble or line dry
- Treated for colorfastness
- Ethically made in the United Kingdom
- Packaged in a branded, recycled paper belly band, towel folded into 16ths
- \$10.00 USD, minimum 2/style
- Really cute and super functional

TT03001

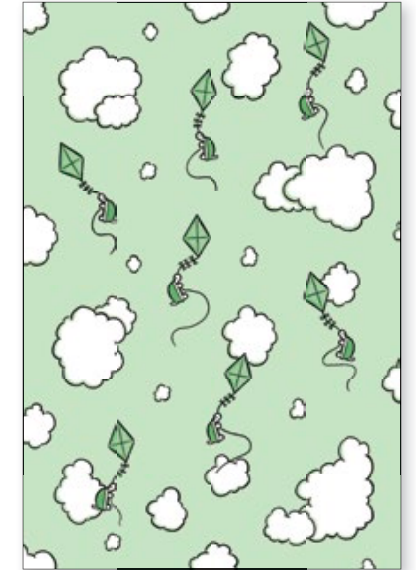
Tea Towels



TT01001 — Fred + Nym in the Kitchen



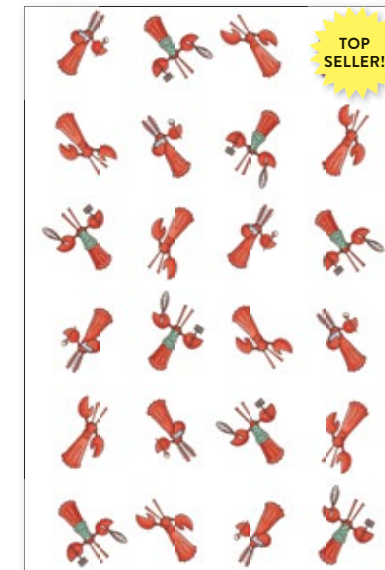
TT01002 — Fred + Nym Holiday



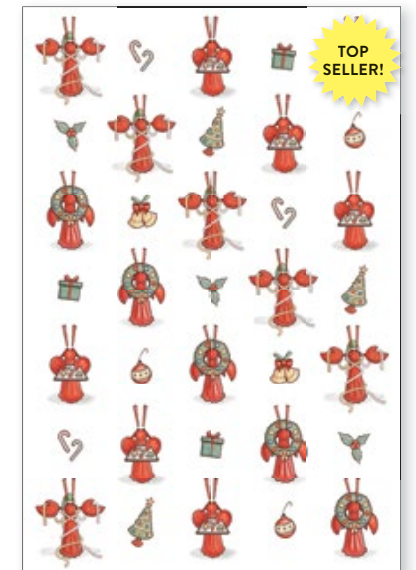
TT02001 — Turtle Up and Away



TT02002 — Chicken in the Kitchen



TT03001 — Little Lobster in the Kitchen



TT03002 — Little Lobster Holiday



ST04002



ST03001



ST04004



ST01004



ST03003



ST01002

FAST FACTS

- Approximately 3" x 3"
- Printed on premium matte vinyl in Orange County, California
- Perfect for indoor and outdoor usage
- Built to last—generally 3–5 years in all weather conditions
- Packaged on a branded, 100% recycled paper backing card
- \$2.00 USD, minimum 6/style
- Lets you stick cute everywhere

VINYL STICKERS



ST01001 – Cozy Under Blankets



ST01002 – Love



ST01003 – Playtime



ST01004 – A Couple of Cooks **TOP SELLER!**



ST01005 – Safe in the Rain



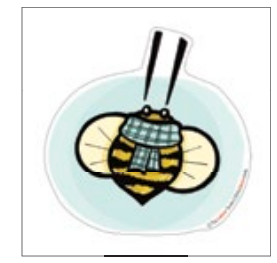
ST01006 – Mix It Up!



ST02001 – Turtles in Love **TOP SELLER!**



ST02002 – Snails on the Rocks



ST02003 – Cozy Bee



ST03001 – Balloon



ST03002 – Flowers



ST03003 – Hugs **TOP SELLER!**



ST03004 – New York



ST03005 – Heart



ST03006 – Let's Cook! **TOP SELLER!**

Vinyl Stickers

VINYL STICKERS



ST04001 – Rotary Phone



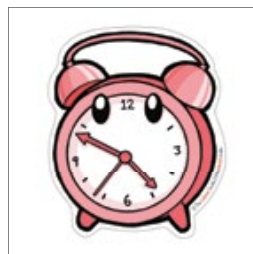
ST04002 – Floppy Disk



ST04003 – Desktop Computer



ST04004 – Portable Cassette Player



ST04005 – Alarm Clock



ST04006 – Calculator



ST04003

Art Prints



PR02006

FAST FACTS

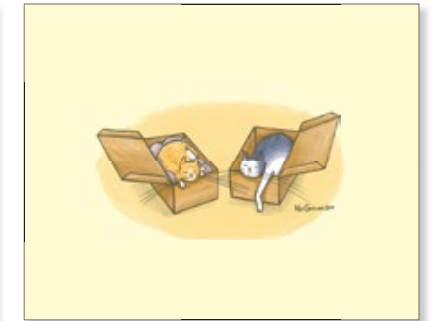
- 8" x 10" size
- Printed on 130# 100% post-consumer waste recycled paper with Liquid Electro Photography Ink (for superior reproduction and colorfastness)
- Packaged and protected by a 100% recycled backing board inside a compostable poly sleeve
- Printed in the U.S.A.
- \$10.00 USD, minimum 2/style
- Add a little cuteness to any room!



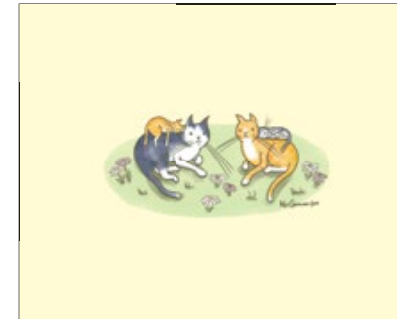
PR01001 – Fred + Nym + Kittens



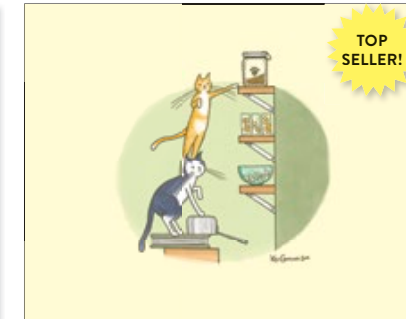
PR01002 – Fred + Nym + Blankets



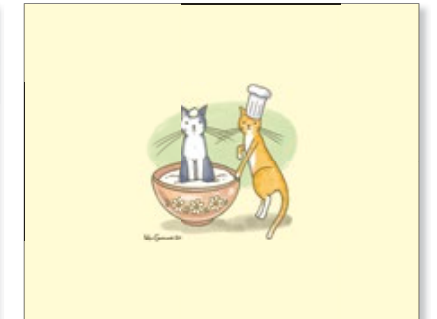
PR01003 – Fred + Nym + Boxes



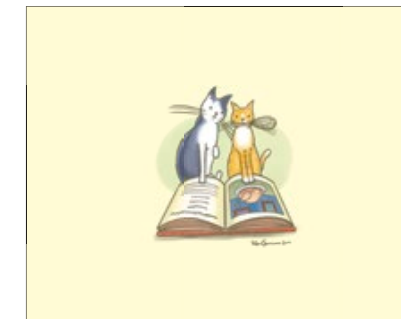
PR01004 – Fred + Nym + Sleeping Kittens



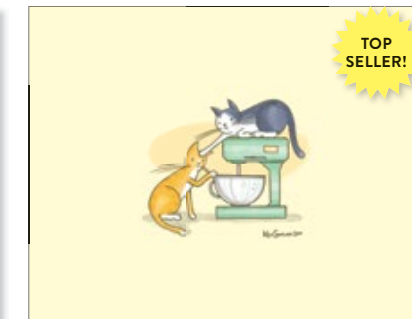
PR01005 – Fred + Nym + Teamwork!



PR01006 – Fred + Nym + Cooking

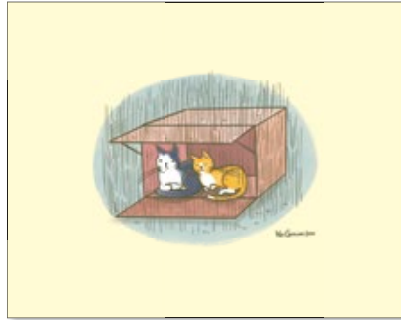


PR01007 – Fred + Nym + Cookbook



PR01008 – Fred + Nym + Mixer

ART PRINTS



PR01009 – Fred + Nym + Rain



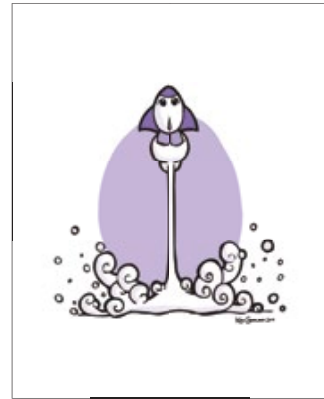
PR01010 – Fred + Nym + Vermont



PR02005 – Turtles in Love



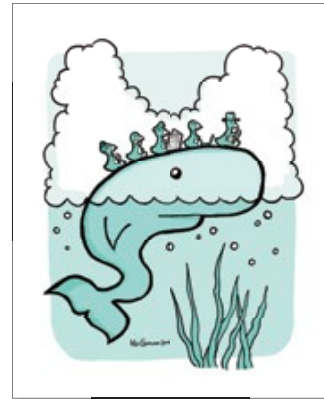
PR02001 – Turtle Flying a Kite



PR02002 – Space Shuttle Takeoff



PR02003 – Whale Playing with Her Penguin Friends



PR02006 – Whale Giving Her Penguin Friends a Ride

GC01001



GC02009



GC03017



GC04007





Terms, Conditions, & Pricing

ORDERING

If you'd like to place an order, give us a shout! Or better yet, send us an email at hello@thelobsterstudio.com, call us at **646-543-6243**, or visit thelobsterstudio.com and select the wholesale tab (we're available on Faire and Handshake). All of our products must be sold in their original packaging with original labeling. Boxed sets may not be broken up and sold individually.

MINIMUMS

Opening order minimums are \$150. Reorders are \$75.

PAYMENT

Payment can be made by credit card, PayPal, or a check payable to The Lobster Studio. We process payment at the time of shipment. Pending a credit approval, customers in good standing may request terms.

5% fees are applied, per month, on overdue notices. For New York sellers, a tax ID number is required.

SHIPPING

All shipping originates from New York, and is sent via USPS Priority Mail or UPS. If you need expedited shipping, let us know, and we can help! Please allow 1 to 3 weeks for order fulfillment.

RETURNS, EXCHANGES, AND CANCELLATIONS

The Lobster Studio does not accept returns, however, exchanges are welcome and must be made within five days of receiving your order. Items must be unused and in their original packaging.

If you need to cancel, please submit within 24 hours of placing your order. Cancellations made after 24 hours may be subject to fees.

PRICING

ITEM	PRICE PER ITEM (USD)	MINIMUM PER STYLE
Greeting Cards	\$2.75	6
Boxed Cards	\$10.00	4
Notepads	\$4.00	4
Planners	\$5.00	4
Tea Towels	\$10.00	2
Vinyl Stickers	\$2.00	6
Art Prints	\$10.00	2





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About Us

We love to make people happy at the The Lobster Studio—and we believe the best way to do that is by combining hopeless sincerity with always adorable art.

Established in 2018, The Lobster Studio creates greeting cards and gifts featuring a cast of endearing characters hand-illustrated by artist Ken Crossland, a designer and art director of *New York Times* best-selling and Newbery Medal winning children's books. He proudly runs the company with his wife, actor and producer Rachel Lauren James.

ENVIRONMENT AND CHARITABLE GIVING

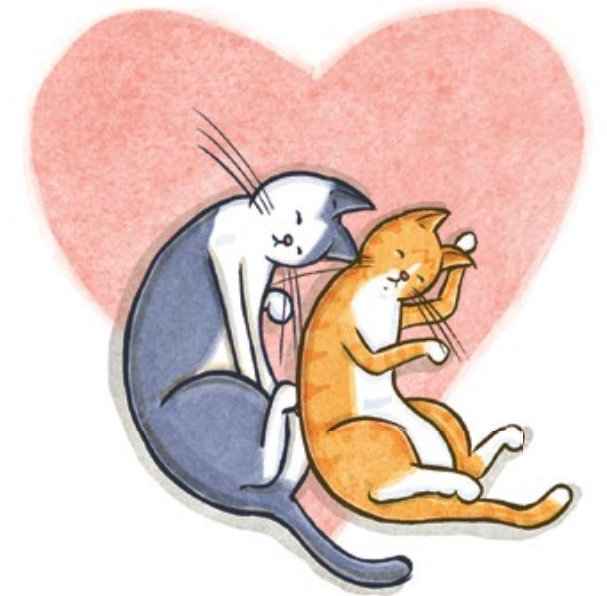
We're committed to the planet—and those that live on it. That's why our products and packaging are highly sustainable. We also donate a portion of our profits to animal welfare and mental health charities, two causes extremely important to us.

FRED AND NYM

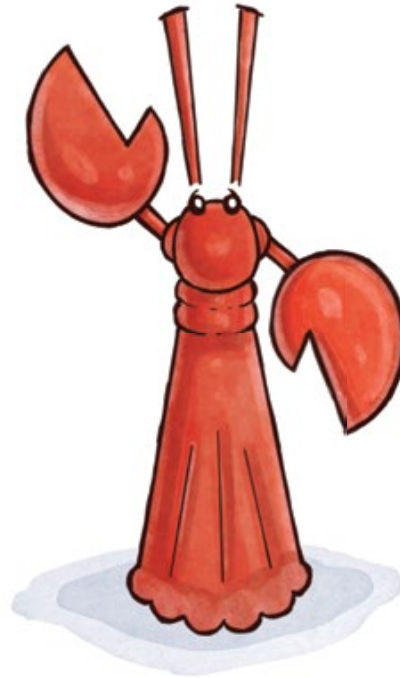
Fred and Nym are based on our two real-life cats! The Lobster Studio began when Ken decided to paint the kittens on a holiday card for his now mother-in-law.

Loving how it turned out, we got a wild idea—why not make an entire greeting card line with Fred and Nym as the stars?

Four years and so many characters and designs later, the Lobster Studio has come a long way from its origins—with so much more fun stuff ahead! Visit us at thelobsterstudio.com, or [@thelobsterstudio](https://www.instagram.com/thelobsterstudio) on social media, to follow along on our adventures! We can't wait to meet you!



Fred and Nym doing what they do best—nothing!



Thanks for stopping by!
Come back soon!