

Pioneering Eco-Friendly Modern Cat Furniture and Organic Bedding



Social entrepreneur and modern cat furniture designer **Melissa Mezzalira** is reinventing the way in which the world provides quality, comfortable, and luxurious experiences for our beloved feline companions. A “**Catpreneur**” inspired by a tenacious drive to change the world, her contemporary Italian design roots and appreciation for an elevated decor aesthetic are reflective in her furnishings, comprised of eco-friendly materials and organic bedding. Her sophisticated cat furniture line presents small-scale replicas of high-end product models commonly enjoyed by conscious cat parents, which are accessorized and customizable to their needs, preferences, and design choices.

Revolutionizing the Quality and Comfort of Cat Lifestyles Worldwide



CatsEssentials' identity is defined by treating our cats like an integral member of the family, or as children. Our love for our cats- and for the environment at large- inspired us to cultivate a community of cat parents who create healthy lifestyles for our companions each day, without compromising our affinity for luxury and style. We respect the world in which we live and encourage others to do the same, which is apparent in our designer product line entitled "**The Veneto Collection.**"

Our Mission to Save the Planet

CatsEssentials is governed by the philosophy of all living things being interconnected. Through our partnership with One Tree Planted, a charitable organization preserving the vitality of nature and wildlife, we pride ourselves in making positive choices for our planet by sourcing only sustainable and non-toxic materials for each of our products. Additionally, we are committed to donating a portion of our corporate earnings to supporting no-kill cat shelters.

Melissa Mezzalira, Founder

Media & Booking Inquiries

media@catsessentials.com

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Greetings from Melissa Mezzalira, Founder / CEO of CatsEssentials

Dear Friends,

I have devoted my entire life and opened my heart to improving the lifestyles of cats all over the world. Born in northern Italy and raised in a family of artisans and entrepreneurs, I acquired an elevated standard for admiring beauty and style while attaining product excellence. Surrounded by the picturesque landscape of the Prosecco country, architecture of Venice and history of Rome, I developed a keen eye for design. After completing my 5 year Geometra (Building Designer) diploma, I earned my Bachelor of Arts in Sociology from the Università degli Studi di Urbino Carlo Bo, which taught me to understand the needs and preferences of socially responsible customers. After moving to the United States and completing my Master of International Business degree from Florida International University, I've decided to make a meaningful difference in the lives of our feline companions.

We built our foundation on providing cats with eco-friendly modern furniture and organic bedding, which incorporates high-end products and luxurious materials. I would like to share the resounding principles representing the mission and purpose of **CatsEssentials**:

- I simply adore, admire, and respect all felines and it is my heartfelt mission to provide them with comfort, love and safety.
- We believe that our feline friends and their parents deserve better quality and style selections for their furniture, and that we can give them the best care while being good stewards of our planet.
- Our passion to create eco-friendly miniature cat furniture and organic bedding drives us to continuously innovate our approach, from research to execution. Each **CatsEssentials** piece is individually handcrafted in the USA by our skilled artisans.
- Our goals are to change how cat furniture and bedding are made and to influence conscious cat parents in making responsible decisions when it comes to selecting related products for their home.
- We have an uncompromised commitment to product excellence. We don't sacrifice quality to lower costs, stand firmly behind each of our products, and take pride in how they are crafted. We gain satisfaction from providing high-quality, environmentally-friendly cat furniture and bedding that is not only safe, but comfortable.
- We uphold a keen, uncompromising sense of beauty and style. Our products reflect first-rate standards and showcase thoughtful, aesthetically-pleasing designs. They seamlessly incorporate contemporary elements, giving you pieces that work well with any style or decor.

I founded **CatsEssentials** because I truly believe that modern cats deserve the absolute best, and I wanted to capture my full essence into each unique piece. I care for our planet as much as I care for our cats because I believe that every living being is interconnected. By bringing natural and organic materials and fabrics into our cats' lives, we reconnect them with their natural elements and ensure healthy, safe lives for each of them.

I hope that you and your beloved feline friends will find comfort, safety, and love in these pieces.

Sincerely,

Melissa



SPEAKER REQUEST FORM

Thank you for requesting the participation of **Melissa Mezzalira, Owner of CatsEssentials**, for your upcoming event. To extend your invitation, please email this completed form to media@catsessentials.com. Requests must be submitted at least 4 weeks prior to your scheduled event. You will be contacted upon review of Ms. Mezzalira's schedule and updated accordingly. Please allow us 48 hours to respond to your inquiry.

Sponsoring Company: _____

Company Website: _____

Name of Event: _____

Event Date: _____

Start & End Times: _____

Event Description: _____

Please indicate the location or venue platform for your event.

_____ **Live (Please provide the following details below):**

Location (Name and address of venue): _____

Event Attire (Please select one):

_____ **Casual** _____ **Business** _____ **Formal / Black Tie** _____ **Cultural / Festive**

Parking Instructions (If applicable): _____

Suggested Arrival Time: _____

Estimated Number of Attendees: _____

_____ **Virtual:**

Please provide link and login credentials to online platform: _____

Suggested Arrival Time: _____

Estimated Number of Attendees: _____

Event Contact Person: _____

Contact Phone: _____

Contact Email: _____

What type of speech is requested?

_____ **Welcome Address (3-5 minutes)**

_____ **Brief Remarks (5-10 minutes)**

_____ **Traditional Speech (15-25 minutes)**

_____ **Keynote Address (30-40 minutes)**

Requested Topic of Speech: _____