



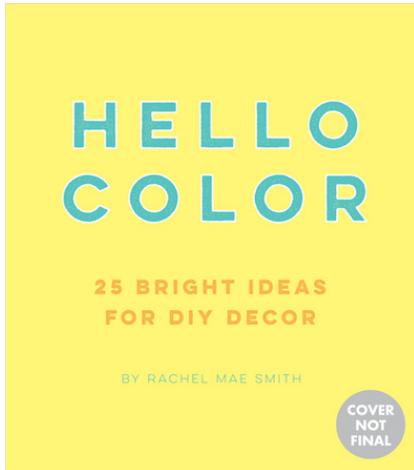
## Hello Color #

25 Bright Ideas for DIY Decor

Rachel Mae Smith | 9781683690177 | HC | 3/20/2018 | IN | \$22.99 \$29.99 | Quirk Books; Quirk Books



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**ON SALE 3/20/2018**

**Announced 1<sup>st</sup> Print: 35,000**

QUIRK BOOKS

HC: 9781683690177 / \$22.99/\$29.99

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**BISAC 1:** House & Home - Decorating

**BISAC 2:** Crafts & Hobbies - Decorating

**BISAC 3:** Art - Color Theory

**Page Count:** 176 **Trim Size:** 7-1/2 x 8-1/2

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### Publicity and Marketing

- NYC and Philadelphia Events and Publicity
- National Print Publicity Campaign
- Broadcast Media Campaign
- Online Media Campaign
- Seek Brand Partners
- Online Advertising

### Hello Color

25 Bright Ideas for DIY Decor

by Rachel Mae Smith

#### TARGET CONSUMER:

- Millennial women who are interested in crafting and DIY, especially Rachel's fans.
- Young home owners and apartment dwellers.
- Gift givers.

**Say goodbye to dull décor and hello to color with 25 simple DIY projects with Rachel Mae Smith, the pink-haired proprietor of popular lifestyle blog The Crafted Life!**

Liven up your apartment and make your home space vibrant with 25 simple and fun step-by-step home accessory projects--all doable in under 30 minutes!--like pop-tastic wall art, colorful coasters, and bold and bright dishes and mugs. No matter whether she's writing for her blog, snapping pictures for Instagram, or just living her life, Rachel Mae Smith is all about the simple joys of making by hand and bringing brightness to everything. And now, with a book full of delightful projects, Rachel's bringing her unique and cheerful style to home crafters and aspirational DIYers everywhere. Helpful sidebars suggest palettes for creating a perfect set of hues and share tips for picking the right color for every space. Plus ideas for perking up pillowcases, napkins, hangers, and other pre-fab necessities, tips for preserving color, how-tos on working with specific materials, ideas for entertaining, and--of course--a guide to shooting pictures!

- Hello Color indeed! A vibrant, appealing aesthetic that's fresh and fun, with a gorgeous package that will look top-notch on a coffee table
- Rachel's established a great following on her blog (135,000 page views and 90,000 unique visitors per month!), and has a presence everywhere from Martha Stewart Living and Real Simple to Mashable and BuzzFeed
- Easy and eye-catching projects that come together quickly (with no special skills!) are perfect for millennial apartment-dwellers with limited space and time
- Brings a lifestyle-y approach to crafting: aspirational enough to buy for the photos, but with tons of fun and practical projects to achieve the look yourself
- Classy crafts that never look "homemade" (no #pinterestfails here)
- Instagram-ready projects are perfect for new crafters to do some DIY humblebragging
- Includes 10 ready-to-use decorative assets, including charming hand-drawn illustrations of florals, household objects and foods, on tear-out pages so that you can start making your space over today!

**Author Bio:** Rachel Mae Smith is a writer and crafter, author of the popular blog The Crafted Life. Her work centers on colorful crafts, using accessible items and techniques to help readers create items that convey personal style. What began as a personal endeavor to create 52 projects in a year soon gained a following of its own. Today, The Crafted Life receives an average of 135,000 page views and 90,000 unique visitors a month, with readership growing exponentially. In addition to publishing work on her own blog, she has contributed to Etsy, Urban Outfitters, Domino and Poppytalk, amongst others. She has also created original content for brands including West Elm, Method, Duck Tape, 3M + The Home Depot,

Velcro, Intel, Bing, Zazzle, Deco Art, Q-tips, Minted, Michael's, Lowes, Hallmark, Fujifilm, and more. In 2015 she was named by the Huffington Post as one of the top ten DIY Instagrammers to follow. Rachel has sold her work on Etsy and at Crafty Wonderland, Portland's largest curated craft fair, and has designed multiple craft kits for Darby Smart, a startup that sells stylish kits to beginner crafters.

**Residence:** Philadelphia, PA **Author Site:** [thecrafteditlife.com](http://thecrafteditlife.com) **Social:** [@thecrafteditlife](https://www.instagram.com/thecrafteditlife)



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