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## Girly stationery blooms with delicate design

Australia's inspirational stationery specialist Intrinsic Enterprises has created "one of its girliest" collections yet, with the company's first stationery release of 2007.

Called Cherry Blossom, the latest design by Intrinsic has a pretty, springtime feel, with lilac, tiffany blue and honeydew tones, a floating floral pattern and silver foil detailing.

Intrinsic creative director Adèle Basheer said the Cherry Blossom design was very delicate and feminine, making it a perfect gift choice for Mother's Day.

"Cherry Blossom is one of our girliest creations yet. Mums will love its pretty, delicate design."

The Cherry Blossom release also continues the winning combination of Intrinsic's Keepsake Cards, which feature a charm set within a 3D frame and an inspirational quote by Adèle Basheer.

The collection offers a diverse range of products, including notebooks and address books (in A5, A6 and A7 sizes), an A5 journal with silver metallic pen, birthday book, small trinket box with mirror, small notepaper box with writing paper, small journal with ribbon tie and an A5 guest book. All of the books are case bound.

### Pricing:

A5 Notebook \$14.99, A6 \$9.99, A7 \$6.99, A5 Address Book \$17.99, A6 \$12.99, A7 \$7.99, A5 Journal with pen \$17.99, Birthday Book \$19.99, Small trinket box \$7.99, Small notepaper box \$9.99, Small journal with ribbon tie \$8.99, A5 guest book \$14.99



The Cherry Blossom collection is available from Myer Grace Bros and David Jones stores nationally and leading independent card and gift retailers.

Intrinsic is a leading designer of inspirational products including greeting cards, stationery pieces and gifts. The company's flagship product is a series of greeting cards that convey messages of love and inspiration to the receiver. Intrinsic is dedicated to enhancing people's lives by creating inspirational products and services where the user finds comfort, insight, joy or fun.

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