

For Immediate Release
Re: Newest Branch for Oak Patch Gifts
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Plain Jane's Ceramic Line is Newest Branch for Oak Patch Gifts
Popular Artist's Table Top Collections Join Family of Gift Brands

Eugene, OR- **Oak Patch Gifts** announced today the expansion of its family of gift brands with the acquisition of **Plain Jane, Inc.** Designed by popular Louisiana based artist Jane Chapman, the line features hand painted plates, mugs, bowls and serving items and is a division of Plain Jane, Inc., established in 1987. Well known for her collection of inspirational sayings painted on slate, Jane brought her creative whimsy to ceramic table top gift items beginning in 2002.

Oak Patch Gifts was formed in 1974 and is the parent company for a variety of gift product lines including **Camp Grandma®** and **Laid Back®** as well as evergreen jewelry and accessory brand **Jody Coyote®**. **Oak Patch Gifts** develops partnerships with makers of unique products, and provides the sales, marketing, financial and operating expertise to help those items achieve full market potential. **Plain Jane's** ceramic group of contemporary, moderately priced gifts is a natural addition to **Oak Patch Gifts** other labels who share a customer base of national specialty and department stores.

Plain Jane's warm aesthetic and tongue-in-cheek charm is showcased in *The Scrooge Collection* which includes a gift boxed set of four ceramic latte mugs. Powder blue, bright red and crisp green with a hand painted snow flake, the inner lip messages of the five inch mugs command: "No humbugs allowed!" and "Don't be a Scrooge!" Also offered for Holiday delivery is the *Believe* group, with a simple twist on the season's traditional message. The pastel patterns are adorned with: "Hope...Pray...Trust...Believe". The matching box makes the set of four dessert plates an ideal gift-to-go.

The Fall/Holiday 2007 Collections of **Plain Jane** ceramics featuring *Scrooge*, *Believe*, *Chocolat*, and *Neapolitan*, will be available at Regional Gift Markets July through September including Atlanta, Dallas, Chicago, Boston and Los Angeles, and can be found in showrooms featuring other **Oak Patch Gifts** lines.

Images: 'Scrooge Latte Mug Set in Gift Box', 'Believe Dessert Plate Set'

Oak Patch Gifts, based in Eugene, OR, is a leading supplier of unique, fashion accessory and gift products to independent boutiques and major department stores nationwide. Its family of brands includes Jody Coyote, Arabella, Laid Back, Camp Grandma, Just Be Paws, Grateful Old Souls and Plain Jane. Learn more at www.oakpatchgifts.com

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