Brother-sister team launch ‘Textile Republic’ online

Kimberley Osborne-Milstein’s dog, Kingsley, modeling luggage tags available at textilerepublic.com.

“We handle the merchandising” and we’re looking to bring fresh new designs to customers, he said. “We’re making it about the artists. We want to be the antithesis of the big design house,” he said, giving artists the credit they deserve and providing them the opportunity to post their profiles, biographies and website addresses. The site also highlights a designer of the month, he said, as well as other articles about products, trends in design and links for designers.

Ms. Osborne-Milstein is the source of creativity for the company. A former model and graduate of the fashion and design school at Ursuline College in Pepper Pike, Ms. Osborne-Milstein has a lot of experience in creating colorful custom products that can all be monogrammed, from fanciful belts, luggage tags, picture frames and beverage coasters, to trays and ice buckets with interchangeable inserts. Products range from $12.50 to $52. More products are being considered, she said.

She also keeps up with new trends in design and for 2012 she foresees the big trend-setters to be: “animal and tribal prints, art deco graphics, geometrics, zigzag, stripes, plaid, palm leaves and florals in electric neon colors.”

It’s become a family and friend affair, with her sister-in-law modeling and helping out in the studio, and even her dog, Kingsley, getting into the act of modeling.

Currently the brother-sister team is evaluating a retail concept that would involve “on-demand product fulfillment,” Mr. Osborne said. It’s a while-you-wait concept in which a customer can choose the product and the pattern she likes and it’s created right then and there, he said.

With artists from all over the world, from Israel to Italy, from San Francisco to Turkey, the list of pattern designs grows and the possibilities are endless.

For more information, visit textilerepublic.com.

By SALLI McSHERRY

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It all begins at Textile Republic, a platform for artists to “emblazon their patterns” on a variety of products, and founded by Chagrin Valley artist Kimberley Osborne and her brother, Brian.

Puneeta, of India, has made it to the winners’ circle at the Internet-based Textile Republic, with her colorful pattern. This is how it works — artists submit their patterns for the brother-sister team to review. If they like it, the pattern has 30 days to receive at least 100 Facebook “likes” to go to print. Once that happens, the artist earns seven percent of the sales of products sold with his/her pattern. Artists can earn 10 percent of the sales if they receive 400 “likes,” according to Ms. Osborne-Milstein.

Mr. Osborne, who is the marketing genius behind Textile Republic, said they have created a platform for individual artists to bring their designs to market easily and efficiently.

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