

NOVEMBER 2007

PRESS RELEASE

SAMSARA

The finite world of change...the cycle of life and death.

Samsara literally means "wandering-on."

Many people think of Samsara as the Buddhist name for the place where we currently live—the material world. The material world is a place fragmented and constantly changing; this changing aspect of the universe came to be called **samsara**.

The collection:

A unique collection of photographs combined with reflections on life, spiritual growth and intent, are brought to you by spirit publishing in a warm, generous collection of images from the archives of Giovanna Aryafara founder of *Samsara Furniture & Homewares*.

Giovanna started Samsara 12 years ago when she had a dream of owning her own business importing and retailing furniture and home-wares. Over these 12 years Giovanna has built a brand that is now the leader in Asian furniture importing and retailing.

A believer in sustainable industry and supporter of cottage industry in Asian countries, Giovanna has travelled widely to source an eclectic range of home furnishings. In her travels she has amassed a wonderful collection of photographic images that compel and inspire.

These photographs and Giovanna's style have inspired the ***Samsara Collection*** from spirit publishing to be released in February 2008.

The Samsara Collection:

***32 designs**—printed in vivid colours some with Gold and Silver specials

***RRP:** A\$5.95

***Sizes:** square - size 128 mm
tall - size 128 x 192

*All cards have a special message and thought—printed 4C both sides and on a recycled paper stock and contain a mix of sentiments covering *birthday* and mostly *encouragement* and *thinking of you* style cards—spirit's first line in the '*spiritual*' end of the market.

***Envelope colour:** Gold & Silver with a special finish

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