



 ISUMOI

MEDIA KIT

 ISUMOI



Fashion Art Statement Pieces
Let Art Be Your Fashion

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We are a mother-daughter team bringing our award-winning, hand-painted illustrations from the gallery to the street by printing them on apparel, accessories and home goods.

Our fashion art statement pieces have a signature glamour style that's for the individual who wants to stand out and who is unsatisfied with everyday, unremarkable options.

Sisumoi is about using one's strength to overcome adversity and follow your dreams. Owning a Sisumoi piece is a reminder to activate your gifts and live your best life.

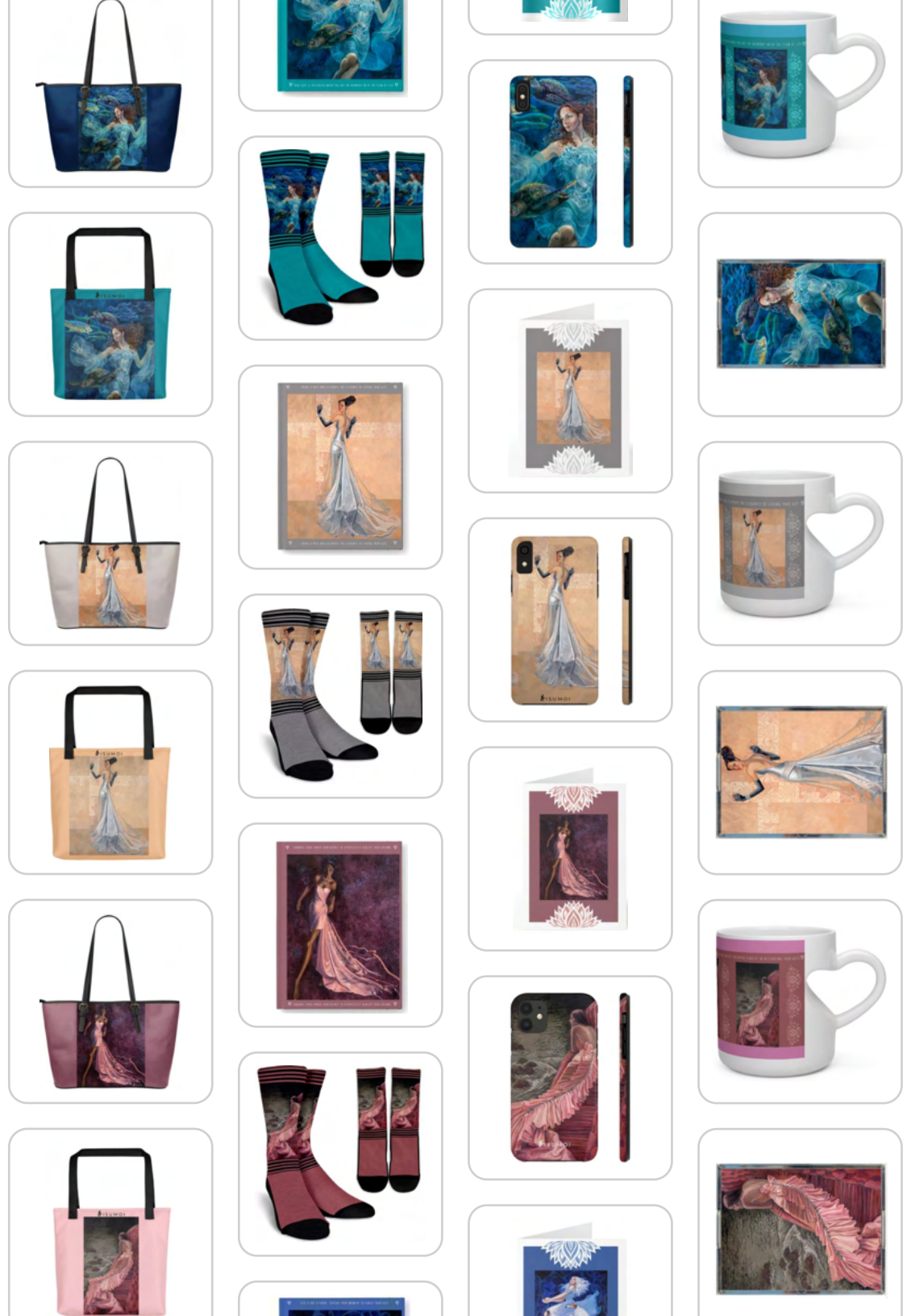
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 SISUMOI



About the Brand

SISUMOI was founded in 2020 by Barbara and Alexandra Ahlfield, a mother-daughter team focused on bringing the art from the gallery to the streets in every-day life-style products. This female-owned online retailer features Barbara's globally awarded and celebrated art on apparel, tech accessories, bags and home goods.

The Brand Artist, Barbara Tyler Ahlfield, has had a successful decades-long career as a highly published fashion illustrator, working for many of America's top retailers- Lord & Taylor, Nordstrom and John Wanamaker to name a few. In the last decade, Barbara has transitioned into fine art, specializing in large – scale, award-winning glamour portraits of people and pets which have shown in galleries globally.

Barbara's daughter, Alexandra Ahlfield, an MBA marketing executive, is living her dream: to bring her mother's inspirational artwork from the gallery to the streets in wearable art. *"My mom's signature glamour art style is the heart of SISUMOI. From image selection to placement, color palate to printing and maintaining the original art's integrity - we take every design concept seriously to achieve a truly magnificent product. We are proud to donate a portion of all proceeds to our philanthropic partners in our brand's core causes so each Sisumoi purchase gives back."*

What is the meaning of "SISUMOI" (see-soo-mwa)? "Sisu" is an Ancient Finnish term for a universal capacity to channel a magical source of strength in the face of adversity. "Moi" is French for "Me". We all face setbacks in life – in Barbara's case, a life-long struggle with extremely limited vision. At times, we all need to channel our sisu to overcome these challenges. Our products aim to remind and inspire our customers of their potential and to activate their sisu to live their best and gifted lives.



Our Story



OUR STORY
<https://youtu.be/AqBgTuxYR28>

Reviews by the Press

“Specializing in “image-making” fashion illustration, Barbara has been the lead illustrator for many of the major department stores in the United States for four decades. A partial list of clients include: Coty, Dillards, Foleys, Garfinkels, Hutzlers, Lord&Taylor, Marshall Fields, Marshalls, Nordstrom and John Wanamaker. These department stores printed her illustrations in the weekly paper.”

The New York Times

“As a lifestyle fashion brand, Sisumoi highlights the incorporation of fine art into everyday aspects of life. Moreover, by bringing Barbara’s signature paintings over to a new larger audience of art lovers and fashion trend-setters through garments, tech accessories, home goods, bags, lifestyle products, and more, Sisumoi celebrates the work of this esteemed artist. This company takes every step of the design process seriously, from the image selection, placement, and color palette, to maintaining the integrity and printing quality of its offerings.”

New York Weekly

“Barbara Tyler Ahlfield delivers the essence of pure glamour. She creates dramatic, evocative, and emotionally layered portraits that are whimsical and profound, elegant and refined, technically accurate yet spontaneous. She captures the psychology of her subjects through harmonious compositions that emanate intimacy, delicacy, and strength. I’m excited to see her work featured on Sisumoi’s inspiring and unique products. It’s a win for anyone who purchases Sisumoi and a generous gesture from a master artist whose works are set only to increase in value, quality and demand.”

- Viviana Puello, Founder/Ceo.

ART tour®
INTERNATIONAL

“Sisumoi is known for the values it stands for and the mission it strives to fulfill. Since its establishment, Sisumoi has garnered acclaim for its emphasis on excellence and quality. Giving each step of the design process the time and intention necessary to create products that foster inspiration and recognition of one’s gifts. From the image selection, placement, and color palette, each product is built to maintain the integrity and print quality of what it represents. Each product acts as a reminder of each person’s gifts and how those gifts can be used to give back to the world”.

Daily Herald

“While many conventional artists stick to creating their artwork on canvases and surfaces meant to remain motionless and stationary at home or in galleries, a creative mother and daughter duo is choosing to bring their artistic masterpieces into everything wearable and everyday lifestyle products. This female-driven online retailer is focused on bringing the art scene from the galleries to the streets through their rising brand, SISUMOI...”

—The US News—
Onwards and Upwards

What is “SISUMOI”?

SISUMOI [see-soo-mwa]. "Sisu" is an ancient Finnish term for a universal capacity to channel a magical source of strength in the face of extreme adversity. It's an empowered action mindset to rise above the challenge no matter what. "Moi" is French for me.

"SISUMOI": My strength in overcoming adversity to reach my dreams.

Mission: Our mission is to bring artwork out of the gallery and into the streets to create unique, artistic and trend-setting accessories that bring you inspiration and enjoyment in daily life.

Vision: Our vision is is that when you buy our products, you are empowering yourself to activate your own gifts.

Our Brand Promise: With 40 years of fashion trend-setting success, we are passionate about celebrating the art of fashion illustration and glamour portraiture. When you buy our products, we promise you a fashion art statement piece, that is unique, collectible and historically relevant.



Our Partnering Opportunity



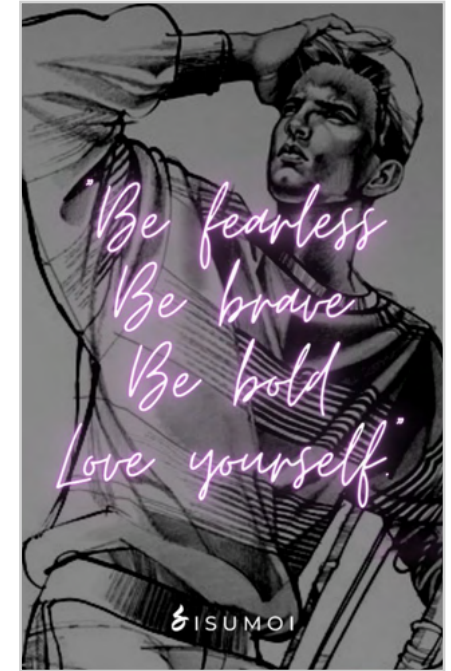
SUPPORT:
The arts, women in business, small businesses.



EMPOWER:
Dreamers to overcome challenges and activate their gifts.



DRIVE GIFTS THAT GIVE BACK:
Animals, art & health.



MOTIVATE OTHERS:
Inspiring legally blind artist.













Barbara Tyler Ahlfield

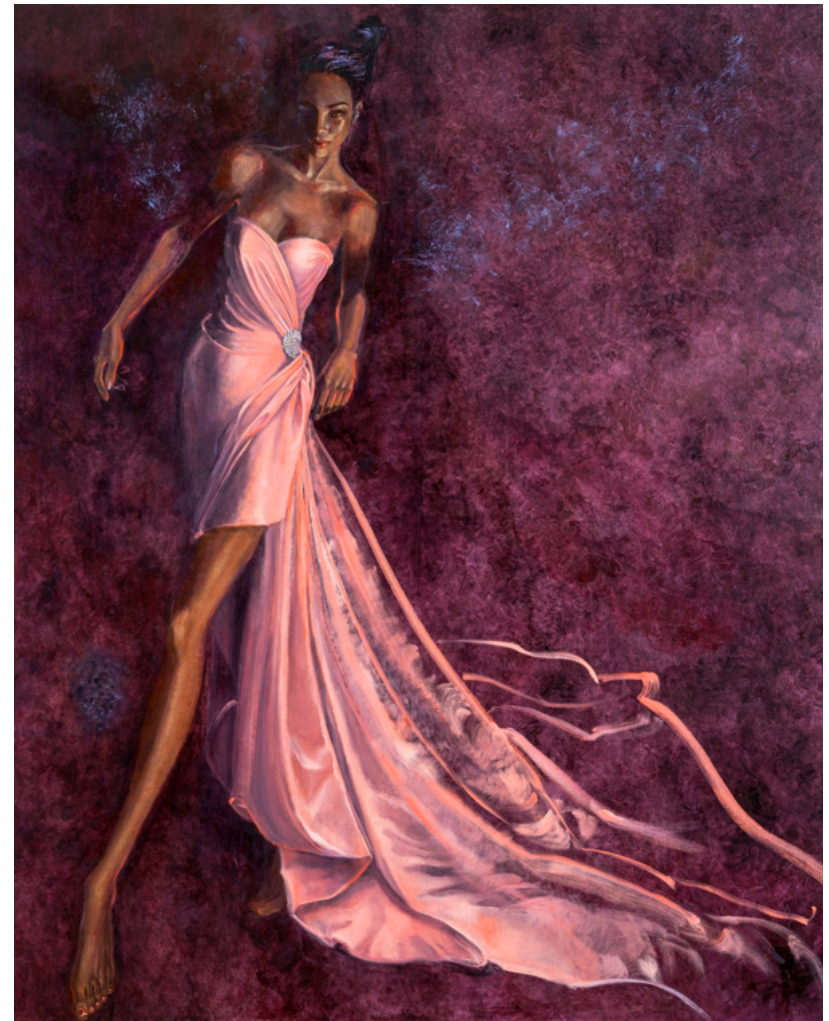
by Viviana Puello



American master artist, painter, and illustrator Barbara Tyler Ahlfield delivers the essence of pure glamour; the award-winning artist has gifted the world with a broad spectrum of true-to-life portraits reflecting a delicate blend of dramatic, classical, evocative, realistic, and emotionally layered strokes. The high realism depicted in her work stems from her sketching and re-sketching a subject orchestrated with details, textured layers, pigmentation, forms, models, props, live music, and wine.

Ahlfield moved from a flourishing career as a fashion illustrator to the field of fine arts. Her experience with fashion illustration has influenced her work as a painter, becoming the thematic and technical foundation of her contemporary work. The concepts of beauty and glamour, the origins of her inspiration, are quintessential in her paintings.

Her signature painting method is rooted in her fondness for romancing with human facial expression and modern allegorical posing. Ahlfield's scenes convey a world of fashion and elegance. She has combined her love for fabrics, style, and painting in a natural progression. Her paintings capture the tactile qualities of velvet, the rich luster of satin, the feel of taffeta, and the nostalgic, crispy texture of vintage lace and floral patterns, taking the viewer on an indulging journey of romantic fantasy.



With a strong foundation in art training, Ahlfield studied at The Ohio State University, Columbus College of Art & Design, and the Schuler School of Fine Art. As a fashion illustrator, her roster of clients has included very recognized firms like Coty, Carlisle, Dillard's, Foleys, Garfinkels, Hutzlers, Joskes, Lord & Taylor, Marshall Fields, Marshalls, Nordstrom, and J. Wanamaker's.

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As lead fashion illustrator for Lord & Taylor, she saw her double-page illustrations in the Sunday edition of the New York Times.

During her extensive career, Ahlfield has received several honors including the NORMA award for lingerie advertising and cosmetic advertising, the Seklemian award for reflective color advertising, the Federated Dept. Store advertising award (Lazarus Division-three consecutive years), and she is a member of the Society of Illustrators. She was named "Artist of The Year" at the Top 60 Masters Awards by ArtTour International Magazine, an honor presented to her during the ATIM Masters Award at the Museum of Art and Design in New York.

Be it newspapers, group shows, art fairs, exhibitions, or musing art galleries, this world-class representational artist has been featured coast to coast for her work. Recent exhibitions, such as "Once Upon a Time in New York City" and "The Essence of Beauty" at The Viviana Puello Gallery in New York, highlighted her skillful delivery in creating one-of-a-kind high-fashion portraits, continuing to surprise her audience with new inspirations that find their way onto her canvas.

Barbara Tyler Ahlfield creates dramatic, evocative, and emotionally layered portraits that are whimsical and profound, elegant and refined, technically accurate yet spontaneous. She captures the psychology of her subjects through harmonious compositions that emanate intimacy, delicacy, and strength.



SISUMOI - INSPIRATIONAL ACCESORIES

Let art be your fashion
Inspirational accessories are fashion art statement pieces



WATCH OUR PROMO
<https://youtu.be/ys3cwoN1HL8>

SISUMOI TV

Sisumoi [see-soo-mwa] believes we all have unique gifts and a responsibility to honor them to their fullest potential. We provide globally celebrated & awarded fine art accessories which inspire and empower you to stay true to your gifts and live your best life.

Our vision is to create a community of Sisumoi leaders committed to their dreams and who inspire others to activate their gifts through their sisu stories. Every month, we feature a sisu story. Tell us yours!

If you would like to be featured on Sisumoi TV, please email us at info@sisumoi.com with your story and a photo of you. We will contact you if we are interested.

Do you consent to your features being shared on social media / published?

Please send

Name

Email

Phone

Address

City

State

Zip

Country

Website

Social Media

Bio

Photo

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Submit

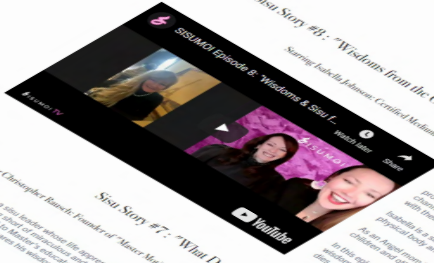
Sisumoi TV Interview: Founder of Manual Love Yoga | Julie & Toddle Teacher | NYU 2001 Love Certified Yoga Instructor | Board Member of Love

Love is a powerful force that can transform lives. It is the foundation of all relationships and the key to a fulfilling life. In this episode, Lynn shares her personal journey of discovering love and how it has transformed her life.



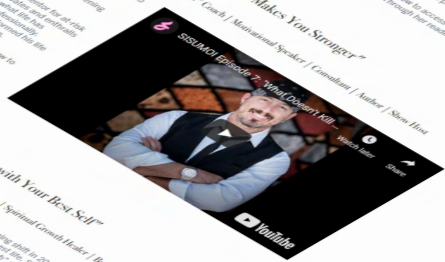
Sisumoi TV Episode #9: "Coming Full Circle: Sexual Abuse Survivor to Sisu Healer" | Lynn | Author | Sisu Healer

Sisumoi TV Episode #8: "Wisdoms from the Other Side: Love Never Dies & Channeled Sisu Through Loss"



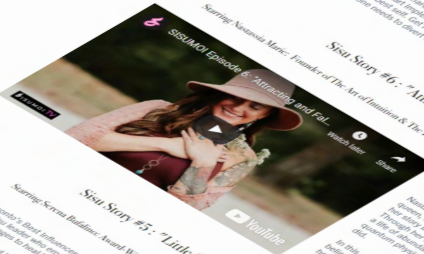
Love is a powerful force that can transform lives. It is the foundation of all relationships and the key to a fulfilling life. In this episode, Lynn shares her personal journey of discovering love and how it has transformed her life.

Sisumoi TV Episode #7: "What Does 'Kill You Makes You Stronger'"



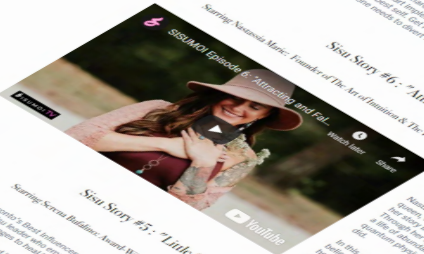
Killing you makes you stronger. It's a phrase that has been used to describe the power of adversity. In this episode, Lynn shares her personal journey of discovering love and how it has transformed her life.

Sisumoi TV Episode #6: "Attracting and Falling in Love with Your Best Self"



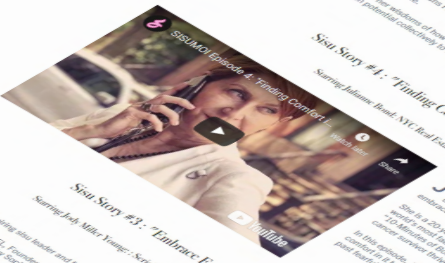
Attracting and falling in love with your best self. It's a phrase that has been used to describe the power of adversity. In this episode, Lynn shares her personal journey of discovering love and how it has transformed her life.

Sisumoi TV Episode #5: "Little Changes Can Shift the World Collectively"



Little changes can shift the world collectively. It's a phrase that has been used to describe the power of adversity. In this episode, Lynn shares her personal journey of discovering love and how it has transformed her life.

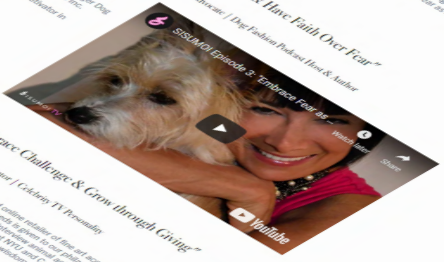
Sisumoi TV Episode #4: "Finding Comfort in Fear: Mercy Heals & Strengthens"



Sisumoi TV Episode #4: "Finding Comfort in Fear: Mercy Heals & Strengthens" | Lynn | Author | Sisu Healer

Finding comfort in fear: Mercy heals & strengthens. It's a phrase that has been used to describe the power of adversity. In this episode, Lynn shares her personal journey of discovering love and how it has transformed her life.

Sisumoi TV Episode #3: "Embrace Fear as a Motivator & Have Faith Over Fear"



Sisumoi TV Episode #3: "Embrace Fear as a Motivator & Have Faith Over Fear" | Lynn | Author | Sisu Healer

Embrace fear as a motivator & have faith over fear. It's a phrase that has been used to describe the power of adversity. In this episode, Lynn shares her personal journey of discovering love and how it has transformed her life.

Sisumoi TV Episode #2: "Your Inner Lioness: Strength to Embrace Challenge & Grow through Grief"



Sisumoi TV Episode #2: "Your Inner Lioness: Strength to Embrace Challenge & Grow through Grief" | Lynn | Author | Sisu Healer

Your inner lioness: strength to embrace challenge & grow through grief. It's a phrase that has been used to describe the power of adversity. In this episode, Lynn shares her personal journey of discovering love and how it has transformed her life.

TELL US YOUR STORY
<https://sisumoi.com/pages/sisu-stories>

Press



LEARN MORE HERE:

<https://sisumoi.com/pages/press>

AS SEEN ON



Using Your Gifts to Give Back

2020 has impacted nearly every part of our global humanity. Some of those ways have made us stronger, and some have created a vacancy where our stable and predictable lives once lived. “*The New Normal*” is not what we would have signed up for and it can be easy to feel overwhelmed thinking about the future. Even though no one has escaped the negative impact and changes COVID has impressed on our everyday lives, we are ushering in a new season with the time and weather changes. The season of giving.

This time of year ushers in 14 religious holidays spanning the world’s major religions, as well as Pagan beliefs, all beginning in November. This brings a welcome chance for humanity to focus less on division and more on how we can give back. We all need the spirit of generosity to be alive and well. This three-month capsule of giving, introspection, and valuing our fellow man is crucial for the world, especially in these challenging times.

The products we buy this season have a chance to create a positive impact, not only for the businesses we choose to invest in but how those gifts can bring hope and healing to others. “*As we bask in the comfort of*



our homes, the time is ripe for sharing gifts with friends and family. The next three months are a powerful chance to truly impact the world. Not only with our gifts, but with how we empower others to recognize the power of their gifts,” says, Sisumoi co-founder, Alexandra Ahlfield.

Sisumoi is known for the values it stands for and the mission it strives to fulfill. The company is driven to create a community of leaders dedicated to their dreams and who inspire others to activate their gifts through their “Sisu”. “Sisu” is an ancient Finnish term for a universal capacity of strength to overcome extreme adversity and challenge. Sisumoi hosts interviews with Sisu leaders monthly to share their stories of perseverance to motivate others to rise above their own adversities into their best and gifted self. This outstanding venture aims to stand as a constant reminder for people not to lose sight of their paths and to continue living their gifts amidst the countless mental, physical, and spiritual setbacks of life.

This year, giving back is more important than ever and Sisumoi has partnered with Create4Peace.org, an organization dedicated to promo-

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ting peace awareness through the arts. This holiday season has a unique chance to impact the true healing depth of giving. This has been a difficult year, and we are not able to get out and shop the way we normally do. Empowering customers to see how giving back can impact others and help us all be part of healing the world in this hard time, is a core part of Sisumoi's message.

As we all begin our holiday shopping, Sisumoi is preparing to launch a new product series that will empower and inspire the buyer with a positive message and a generous heart. Their designs of fashion illustrations and fine art oil paintings that appear on all of the products are from an archive of 40 years of artistic expression. This hand-drawn art from Sisumoi's own award-winning artist, Barbara Ahlfield, is straight from the galleries to the streets and repurposed in today's modern world in a way that gives back. With almost 200 products covering all your home and design needs, you can find the perfect gift to inspire those you love.

"We are entering the end of an epic year in terms of a slower-paced and reflective last 8 months. We hope to act as an incubator and spread peace and goodwill throughout the world. Our gifts are designed to inspire, comfort, and serve everyday life. By combining art and fashion, we bring together the components of culture and utility for your everyday life.

From wall clothing in the form of grouped framed fashion prints to woven blankets as beautiful as antique tapestries, each item brings hope and expression of its own. Also, we have two Christmas Card Selections based on award-winning department store art, and of course, for our animal friends, seasonal hoodies to keep our fur babies warm and toasty.

We truly believe Art can help heal the world. The true organic gifts we can give are not lost. They just need to be rediscovered." Says, Sisumoi co-founder and brand artist, Barbara Tyler Ahlfield.

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Since its establishment, Sisumoi has garnered acclaim for its emphasis on excellence and quality. Giving each step of the design process the time and intention necessary to create products that foster inspiration and recognition of one's gifts. From the image selection, placement, and color palette, each product is built to maintain the integrity and print quality of what it represents. Each product acts as a reminder of each person's gifts and how those gifts can be used to give back to the world.

Are you ready to step out in faith, empower your loved ones, not just with words, but with gifts that provide meaning? Are you ready to support small businesses and create even more abundance for our hurting world? As each of us goes into the new year, let us embrace the chance to bring hope, take the leap of faith and be more open and grateful for our gifts, and how we can support others in learning, accepting, and sharing their own.

Learn more about Sisumoi by visiting its website and Instagram pages.



www.sisumoi.com





[@sisumoilife](https://www.instagram.com/sisumoilife)



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