



FOR IMMEDIATE RELEASE
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if the shoe fits

Introducing Nora Napientek, Founder of nora fleming

When asked the question, “If you could be any kind of shoe, what would you be?” **Nora Napientek** quickly replies, “ballet flats – comfortable, chic, and casual.” But if asked the same question about her company, **nora fleming**, the reply changes to the perfect pair of black pumps – never trendy, always timeless.

Nora Napientek, founder of **nora fleming**, never dreamed that creating dinnerware would become her full-time career, not to mention a perfect fit for her life. Graduating from the University of Michigan with a degree in Political Science, Nora decided to explore a completely different vocation by starting her own “Paint your pottery shop.” The shop, Pottery Bayou, became an overnight success. She loved watching people use their creativity to create beautiful things that would be cherished for years to come.

Four years later, Nora came up with the brilliant idea of **nora fleming**, an interchangeable dinnerware collection designed to help hosts and hostesses dress up their serving platters for all special occasions. The idea dawned upon her one day while she was drilling holes in plates and gluing sticks on to anything miniature. She thought, “Why not have one neutral platter that changes for every occasion, season or special event?” Consequently, **nora fleming** was born.

After research and development, Nora took her “dressed up interchangeable dinnerware” concept on the road. “We were amazed at the response and still are,” she says. “People are clamoring over the platters and minis. And, the best part is, we can keep creating new concepts and minis that will continue to simplify entertaining while infusing it with a funky, yet functional, style.”

Married with children, Nora finds inspiration for new minis and platters thanks to her husband of six years, Eric, brother and COO of **nora fleming**, Jon, and two amazing children, Henry (6) and Lila (4). Henry and Lila are a major ingredient for **nora fleming** by adding fresh vigor, adventure, and enthusiasm to Nora’s life, always allowing her to explore the beauty of the world and special occasions through the eyes of a child.

When not dreaming up creative concepts for **nora fleming**, Nora can be found driving her kids to school in her 2007 Volvo Wagon Turbo, listening to folk music or anything else that sounds “pretty,” laughing while watching Lila make funny faces, enjoying a glass of red wine, or watching her favorite movie, “Life is Beautiful.”

One particularly uneventful day in her pottery studio, founder **Nora Napientek** began drilling holes in plates. Little did she know what would become of her newfound hobby. What started as unique wedding and birthday gifts has bloomed into a business founded on simplifying the art of everyday entertaining. From the finest filet to PB & J, **Occasionals by nora fleming** has you covered with 6 ceramic serving pieces, including one rectangular platters, a pedestal cake stand, one round server, a garnish dish, one pasta bowl, and one oval dish. And, a recently released paper plate collection is perfect for picnics, barbeques, or the kids table. Minis are

continued on page 2



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available for any and every occasion and with Nora's "Mini of the Month" Club, one must-have mini arrives every month for a year in the mail – saving sophisticates the trouble of heading to the store, last minute, to find tabletop accessories.

The nora fleming Interchangeable Dinnerware Collection is available in over 250 stores nationwide including Von Maur, specialty boutiques across the country, and on the Internet at www.norafleming.com.

nora fleming platters retail from \$35 to \$60, minis range from \$10-\$12.50 each.