

IRIS APFEL & UT IN NYC CREATE IRIS THE COLORING BOOK

Coloring book benefits students while offering creative fun for the rest of us



Fashion Icon Iris Apfel and UT in NYC partnered in Summer of 2020 to create IRIS THE COLORING BOOK, a scholarship initiative for the program to offset student expenses for their time in Manhattan. The University of Texas at Austin's Division of Textiles and Apparel offers an immersive learning experience - UT in NYC - conceived, curated and led by Apfel, who also serves as a Visiting Professor.

"Our students call their experience with Iris 'life-changing.' It opens their eyes to the breadth of the fashion industry and which path might be theirs. One-on-one interaction with Iris gives them a chance to ask her questions, soak up her wisdom and enjoy her sense of fun!"

~Nancy Prideaux, UT in NYC's Program Director

Perfect during these changing times, this premium book brings fun to 'children of all ages' who have been looking for some escape. The coloring book is full of whimsical drawings that illustrate Apfel's unlikely journey from textile executive to fashion darling and style savant. With its flamboyant patterns and embossed cover, the coloring book features notable moments from Iris's 99 years and include "Iris-isms" – positive and witty quotes that will inspire.



"I've always said the world today is so gray that we need more color than ever...Creativity is a great emotional release; it keeps you happy and healthy. I think our coloring book has enormous appeal right now. Everyone has been stuck inside... and nothing lifts spirits like color and creativity. I want people to have fun with this book. Color the pages freely and make it your own. We all need this right now!"

~Iris Apfel, Visiting Professor

30+

Press Coverage

4.7B

Online Readership

4M+

Est. Coverage Views

5K+

IG Followers

111K

Circulation

After launching in July of 2020, the book has received major press coverage along with over 5k followers on our [@iristhecoloringbook](https://www.instagram.com/iristhecoloringbook) instagram account. Coloring books are on sale via the University COOP for \$45 + tax; shipping included. You can also find the book on the shelves of retailers all over the world including Bergdorf Goodman in New York City, Saint Claude Social Club in New Orleans, Wrong in Marfa, Little and Fox in New Zealand, and many others.

We are currently seeking additional wholesale partners and creative corporate gifting opportunities, please contact Catherine Bazerghi for wholesale pricing.