



## Otto Studio renter-friendly wallpaper to attend National Hardware Show

### **WOMEN-OWNED COMPANY PARTNERS WITH SOCIAL MEDIA INFLUENCERS FOR BIG HOME DECOR SALES DEBUT DURING THE COVID PANDEMIC**

Las Vegas, Nevada, January 31, 2023 - Hannah and Jen of Otto Studio renter-friendly wallpaper are proud and excited to accept their invitation to the National Hardware Show for the first time since founding the company during the global COVID-19 pandemic. Otto Studio's attendance at this high-profile tradeshow as part of the HABITAT up-and-coming brands showcase marks its international debut as well as a confident step forward into in-person community building as the world emerges from lockdown.

Otto Studio was launched in 2022, by two friends and former coworkers who had been looking for a project to work on together for some time. "I met Jen through work and we immediately hit it off. Our dry, sarcastic sense of humor coupled with our 'lets get it done' mode was a match made in heaven," says Hannah. And Jen agrees: "I'd say it's a perfect example of complementary skill sets held together with aligned work ethics and outlooks on life." When they noticed the gap in the marketplace for premium-quality, maximalist, peel-and-stick wallpaper that could be applied by novices and used by both homeowners and renters, they knew they had to pursue the idea. Gen Z and Millennials are desperate for ways to make their living spaces their own—colorful, boldly-drawn patterns are the perfect way to allow people to curate their homes instead of being stuck with white walls, without losing their damage deposits.

Deeply versed in decor trends through social media platforms like TikTok and Instagram, Hannah and Jen partnered with DIY influencers like Tay BeepBoop, Kenzie Parrott, and Dani Klarić to launch collaborative capsule



collections that resonate with the artistic sensibilities of their community. The result: six figure sales in the first year alone, at a time when many businesses were just hunkering down to weather the storm of the pandemic. To what do they attribute their sudden success? “We’re coming out of a long period of a spare, minimalistic aesthetic. While we love that too, what we’re craving now, culturally, is fun, expressiveness, texture, and color. Being able to offer something that helps people love the space they’re in while being flexible enough for the reality that we might need something different in a year or two’s time – that was attractive to us.” Clearly, it has been attractive to home decor enthusiasts in Canada, the United States, and abroad as well. And they’ve achieved all this through organic growth and a strong brand, with a minimal advertising budget.

Hannah and Jen are thrilled to be attending the National Hardware Show, where they can bring their creative disruption of the home decor industry to a new audience. What are they looking forward to after the NHS is over? “We’re excited to see more people embracing color—whether in maximalist decor schemes, or by injecting some fun and energy with smaller pops of it. It’s also exciting to see people being less concerned about fitting their style into a particular box, but letting their homes be more expressions of themselves and their histories.”

Bring some color into your own home and visit Hannah and Jen to view Otto Studio’s products featured at HABITAT’s showcase at the National Hardware Show.

## Background

Otto Studio renter-friendly, peel-and-stick wallpaper is a women-led, design-forward small business created by Hannah and Jen. It was launched in 2022 with the mission of helping renters and homeowners find joy in their space. Driven by a passion for art and design, we create unique prints in-house and collaborate with artists and influencers to help everyone love the space they’re in.

We know all too well how our home spaces are increasingly multi-purpose—we’re taking Zoom calls, yoga classes, hosting game nights, building businesses, raising kids, spoiling pets, pursuing hobbies, and moving through whatever life hands us. Our spaces should grow and change along with us, and with Otto Studio you can find easy-to-use wallpaper that helps to create a space that’s you.



Otto Studio operates on the traditional, ancestral, and unceded territories of the  $x^w m \theta k^w \acute{e} y \acute{a} m$  (Musqueam),  $s \acute{a} l i l w \acute{e} t a 7 \ddot{t}$  (Tsleil-Waututh),  $S t \acute{o} : l \acute{o}$  (Stolo), and  $S k w x w \acute{u} 7 m e s h$  (Squamish) peoples, otherwise known as Vancouver, British Columbia, Canada.

## Founder Bios

### HANNAH LEE

With elite business credentials from both BCIT and UBC's Sauder School, plus years of diverse operational experience across multiple industries, Hannah Lee is perfectly positioned to guide Otto Studio from startup to success. Originally from Los Angeles, California, Hannah now resides in the hills of North Vancouver, British Columbia, where she enjoys exploring new cuisines with friends, reading a book on a rainy day (there are plenty), and spending quality time with her husband and twins.

### JEN COOK

Jen lives at the intersection of creativity and productivity, bringing more than a decade of experience in design, strategy, branding, and leadership in a wide range of industries, from fashion to technology. Beginning with a strong foundation in art and design from world-renowned Emily Carr University of Art & Design, Jen has evolved into a highly sought-after Creative Director, an enthusiastic knitter and ceramicist, and possibly the most graceful roller skater in Vancouver, British Columbia, according to her husband.

### MEDIA CONTACT

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