

Wallifyer, a Scandinavian Digital Art Company, Proudly Presents the Launch of their Signature Collection and the Grand Opening of their Newly Designed Retail Website for Digital Downloads of Original, Hand-Drawn Floral and Fantasy Themed Clipart for Creative Paper Crafting

Designer Sandra Törnroth of Wallifyer is pleased to announce the release of her Signature Collection of hand-drawn floral and fantasy clip art at the grand opening of her newly designed retail website at <http://wallifyer.com> on April 30, 2019.

Wallifyer is the digital art company owned by artist and designer Sandra Törnroth in the Åland Islands, Finland. The Åland Islands are situated in the Baltic Sea between the Finnish mainland and Sweden.

The beautiful outdoor woodland scenes in the Åland Islands inspired Sandra, a lifelong artist, to create a series of ink pen drawings of fairytale inspired clipart which she has digitized for crafting, card making and scrapbooking.

After having worked as a bank clerk for many years, Sandra made a bold decision to pursue her dream to become an art historian and artist. Already married and with two sons, Sandra went back to the university to earn her second degree, a Masters in Art in 2017. She now freelances as an illustrator, art historian and fine artist.

Inspired by woodsy nature scenes and enchanting fairytale creatures, Sandra draws her signature doodle illustrations with ink pens on paper. She then digitizes her original ink pen drawings to sell as digital download files for creative use by crafters and designers. Her art style is whimsical with a shabby chic twist.

As a Scandinavian artist, Sandra gives her drawings a minimalist vibe as well, often featuring geometric patterns and swirly lines. Her favorite subjects to draw are fairytale woodland animals, floral wreaths and whimsical creatures.

Speaking of her personal connection to the art of pen and ink, Sandra states, "For me drawing is meditative and makes me calm and lets me escape into a magical whimsy world." She seeks to share her art online to allow her customers to feel the same joy in using her whimsical clipart drawings in their own creative paper crafts.

As a way to enhance the crafting experience for other creative artists and designers, Sandra's brand ideal is all about mindfulness and creativity. Her personal desire is to bring the enchanting magic of digital art with a whimsical fairytale touch into her fellow crafters' lives.

The Signature Collection features the phrase, "Step into Your Enchanted Garden" and includes JPEG, PNG and PAT files to download as digital supplies for card making and

scrapbooking. The art style is whimsical/doodle, and the color scheme for the collection is pastel pinks, blues and greens, along with black and white ink pen drawings.

Wallifyer - For Creative Hands and Hearts proudly launches its brand new retail website which launches at <https://wallifyer.com> on April 30, 2019

Social media:

<http://facebook.com/wallifyer>

<http://instagram.com/wallifyer>

<http://pinterest.se/wallifyershop>

For more information about the Signature Collection or to interview artist/designer Sandra Törnroth, owner of Wallifyer, please email admin@wallifyer.com.

Media high-resolution photos are available upon request.

Subscribers to the VIP email list at <http://eepurl.com/goXnnb> will receive a 20% discount code to redeem in the Wallifyer online shop at <http://wallifyer.com>.