



HOLIDAY ORBS BY TURBOMASALA

Turbomasala.com // turbomasala@gmail.com // 603.266.8787

Press Release

Turbomasala debuts at NY NOW with Holiday Orbs nominated for Best New Product award

NYC, New York, 08.21.2016 – Holiday orbs - glass ornaments with flowers inside them and wishes that are based on legends are debuting at NY NOW that has just started in Javits Center in Manhattan. Turbomasala, a family of travelers, volunteers and mavericks will be personally presenting their creations at Booth 6015 where they set up a corner full of bohemian vibes and Holiday spirit.

Since the start of their business 5 years ago Turbomasala has expanded over the Atlantic Ocean and now aiming at capturing the attention of picky American buyer. "It's a big step for us." says Nikita Kuimov, the "Turbo" part of Turbomasala. "We travel far to collect ingredients and stories for our Holiday Orbs, and we're excited to share them with more people.". Holiday Orbs were made with an idea to reimagine traditional decorations and gifts, making them more natural and meaningful. With backgrounds in psychology and international law, Nikita and Anastasia switched their lifestyle and choose endless travelling, volunteering and entrepreneurship to corporate jobs. "We have a lot of friends and relatives and we like giving presents, so we had trouble finding a small and meaningful Holiday gift that can match a person we know little about, like cousins, uncles, colleagues at work, so we invented our own!" - says Anastasia, the other half of Turbomasala.

They are now sold on Etsy and Amazon Handmade, that was launched last year, as well as many of Holiday Fairs in NYC. There are several retail stores like Woodsgrove in Park Slope and Berlyn65 in Williamsburg that carry their creations during Holiday Season.