



CASEYD
SIBLEY

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**Reno designer chosen to participate in exclusive
NY Now trade show**

(RENO, Nev.) --New York is the epicenter of design and that's where Reno-based designer [Casey D. Sibley](#) is heading. Sibley, an artist and textile designer, has run a self-funded, handmade, hand-drawn, hand-painted textile and home goods business for the past three years out of the living room of her small Old Southwest Reno apartment.

Sibley, for many years, has wanted to grow her business, and it wasn't until recently an opportunity came to her to do just that.

"This year I was accepted to [NY Now](#), an exclusive, major home goods trade show that takes place in August in New York City," Sibley said. "Participating in NY Now could help grow my small, Reno-based business in really big ways. As a small business owner with a limited budget, going to a show like this is a huge investment."

In addition to being selected to participate in NY Now, one of Sibley's most popular [products](#), her signature fabric bucket, was selected for the Destination: NEW display at the trade show. Sibley competed in a juried contest to earn this designation.

In order to get to NY Now Sibley recently launched a [Kickstarter](#) campaign seeking pledges from individuals and community members who enjoy high-quality, handmade products in a happy, modern style and believe in supporting local small business owners.

Sibley, along with Tessa Miller owner of [The Nest](#) in Reno, will host a Kickstarter campaign [launch party](#) on June 8 at 11 a.m. at The Nest located at 201 Keystone Ave. in Reno. The event is free and open to the public.

"With help from the Reno-Sparks and Lake Tahoe communities I will be able to showcase my products in front of thousands – 24,000+ – of buyers from all over the country," Sibley said. "Supporting small business is great for our economy because you're allowing someone to create a livelihood for themselves while playing a key role in helping businesses in our community grow."

All money raised through the [CDStoNYNow Kickstarter campaign](#) will be used to help get Sibley to New York City, fund the registration fee for the show, cover the cost for decorating a display booth and creating a presentation for the more than 24,000 buyers attending the show. Funds raised will also go toward helping Sibley develop a new fall 2016 collection to bring to the show. (To view the complete cost breakdown click [here](#) and view the "costs" portion of the infographic.)

"I am a firm believer in supporting small business and I want to see Casey get to New York," Tessa Miller, owner of The Nest said. "Casey's products are of the highest quality, they are super cute and highly functional. I am hosting the launch party not only because I adore her art and creativity but also to pay it forward as so many others did for me."

Sibley currently sells her products in more than 30 stores from Cape Cod to Australia.

"It was her fabric design that first drew us to her products," said Molly Avellar, co-owner of [Adorn](#), a home and lifestyle boutique located on Cape Cod, Mass. "Her prints are incredible and we love that she designs and hand sews everything herself. Casey's products are of the highest quality. At Adorn, we are a small business and it is important to us that we help support other small businesses. Almost everything we carry in the store comes from independent small designers and makers around the country. We love working with Casey and we want to help get her to NY Now. We cannot wait to see her new line for the fall."

Sibley's products have been featured in the following places: She was selected as a Martha Stewart American Made Design Finalist, and has been featured on West Elm LOCAL, Country Living magazine, Oh Happy Day blog, Etsy's Wholesale Blog and Allergic Living magazine.

To learn more about Casey D. Sibley Art+Design click [here](#). To pledge your support to the CDS to NY Now Kickstarter campaign click [here](#).

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