

# DEEP SOUTH SOCIAL

TO: Katherine Owen  
FROM: Alana Hood  
SUBJECT: Atlanta-based heirloomed collection brings retro-style to the holidays

Hello Katherine,

Heirloomed collection, a home and lifestyle brand based in Atlanta, has been offering the promise of preserving the past with a modern twist for nearly 12 years. Ashley Schoenith began heirloomed as an ode to her grandmother, a woman gifted at the craft of homemaking and the art of entertaining. Every childhood visit would leave Ashley full of waffles, fresh fruit and ice milk, which sparked IceMilk aprons, the name the company ran under from 2005 to 2015. After the product lines expanded, Ashley changed the name to heirloomed, hoping to help her customers recognize the parts of life worth preserving in such a disposable world.

With your expertise in home decor and Southern hosting, I believe the sentimental nature behind Ashley's story, along with her ability to mix it with modern styles, would appeal to your audiences, especially at the holiday season. Decorating with family heirlooms but making them compatible with modern decor can be challenging, and Ashley's products would be the perfect solution for your readers. I would be glad to connect you with Ashley and her grandmother for quotes and a first-hand interview on what family and style has meant to them over the years. I hope this opportunity is of interest to you. I will be following up on Friday around 10 am.

Thanks,  
Alana Hood

Katherine Owen is an online writer for Southern Living and has featured articles such as "Things You Should Do with Your Siblings This Holiday Season," "Why a Southern Hostess Will Never Be Caught Unprepared" and "Six Reasons Why Southerners Love China So Dang Much." Her articles center around southern hospitality and culture, along with the timeless charm found in family heirlooms. Ashley Shoenith's story on starting heirloomed will provide a more intimate human interest story to Katherine's how-to type articles, while still appealing to the same audiences of Southern homemakers.

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