

## JOYJOLT RELEASES NEW HOMEWARE COLLECTIONS IN EXPANDED CATEGORIES AT THE INSPIRED HOME SHOW



**Brooklyn, NY – (March 17, 2024)** – [JoyJolt](#), renowned for innovation in the glassware industry, proudly unveils an array of new collections and additions to its extensive lineup of home goods at the 2024 Inspired Home Show (Booth #S1047). In collaboration with esteemed brands such as Hello Kitty and Star Wars™, JoyJolt introduces exclusive new offerings to their popular glassware product lines. Additionally, JoyJolt expands its range with new fluted glassware and dinnerware, kids' water bottles, kitchen organizational items from storage containers to drawer inserts and more, reflecting the brand's sense of joy, vibrancy, and colorfulness.

"JoyJolt's growth enables us to extend beyond glassware into additional home categories and exciting partnerships, infusing a modern flair into the company. This expansion excitingly aligns more closely with our consumers, catering to their interests and desires," said Adele Nasr, Chief Marketing Officer at JoyJolt.

In celebration of Hello Kitty's 50th anniversary, JoyJolt has teamed up with the iconic brand to create a captivating [collection](#) of themed glassware, featuring exclusive products and a special collection for a popular high-end retailer. The products will be available for a limited time at the anniversary event, to be announced soon. The release includes a collection of glassware in different styles like double wall mugs, stemless glasses, flutes, and drinkware, featuring Hello Kitty's signature characters like Pompompourin, My Melody, Kuromi, Keroppi, and Cinnamoroll.

In collaboration with Disney, JoyJolt's Star Wars collection expands into a new Dark Side sub-collection on May 4th, coinciding with Amazon's May 4th event. This includes a variety of stemless glasses, both tall and short, and their signature double wall mug, tailored for Star Wars fans to collect.



JoyJolt introduces new fluted glass collections, featuring two-color optic glassware in various gradient earth tones. The lineup also includes new additions to the coffee and tea categories, such as a fluted tea kettle, French press, and fluted can-shaped glass tumblers, perfect for iced beverages, complete with a bamboo top and glass straw. Additionally, one of JoyJolt's most popular flagship products, the double-wall mug, gets an upgrade, now available in a fluted glass design.

In a new category for the brand, JoyJolt ventures into children's products with the introduction of flip-lid, stainless steel water bottles. These bottles come in a variety of fun colors and designs, such as outer space, dinosaurs and unicorns. They also feature a spill-proof lid at a 12 oz. size, making hydration easy and mess-free for kids of all ages. The double-wall design is also BPA-free and dishwasher safe, making them playful and practical for school and playtime.



JoyJolt also ventures into dinnerware with an 18-piece set, including dinner plates, salad plates, and soup bowls available in four distinct colors: Beige, Matte Black, Desert Sage Green, and Linen. Made of ceramic stoneware, the pieces are dishwasher and microwave-safe, and not only add a touch of sophistication to the table but also inspire creativity in presentation.

Discover JoyJolt's exciting new offerings at the Inspired Home Show, where our captivating range of glassware and dinnerware will be on display and available for purchase, pre-order, or

upcoming release. Explore our booth (#S1047) to experience firsthand the elegance and versatility of our collection.

### **Pricing & Availability:**

#### **Fluted Collection**

- **Fluted Tea Kettle Set:** \$47.90, available now at [Joyjolt.com](http://Joyjolt.com)
- **Fluted French Press Set:** \$50.90, available now at [Joyjolt.com](http://Joyjolt.com)
- **Savor Fluted Double Wall Coffee Mugs Set of 4:** \$55.95, available now at [Joyjolt.com](http://Joyjolt.com)
- **Savor Fluted Double Wall Espresso Mugs Set of 6:** \$68.95, available now at [Joyjolt.com](http://Joyjolt.com)
- **Fluted Can Glass Tumblers:** Pricing and availability coming soon

#### **Hello Kitty Collection**

- Pricing range: \$20-\$60
- Available this summer on Joyjolt.com and high-end retailer to be announced

#### **Star Wars Collection**

- Pricing range: \$20-\$50
- Collection available for pre-order May 4th on Joyjolt.com with Amazon coming at a later date

#### **Dinnerware Collection**

- **18-Piece Dinnerware Set:** Pricing coming soon, available in June at Joyjolt.com.

#### **Kids' Water Bottles Collection**

- Pricing: \$21.95
- Available on Joyjolt.com and Amazon in Black, Blue, Green, Pink and Purple
  - May (Preorder in March)

Images and Press Kit link [HERE](#).

Visit our [website](#) and [follow](#) us on social media for the latest updates and announcements.

### **About JoyJolt:**

We're here to raise the human spirit. To sprinkle joy in every moment, whether you're sipping tea from the comfort and coziness of your home or raising a glass in celebration among a crowd. Founded in Brooklyn in 2014, where a cultural renaissance was in full bloom. We found our roots amidst the kaleidoscope of theater, arts, music, and sports. Pulling our creative inspiration through this lens, we dance with artists, designers, thinkers, and starry-eyed dreamers to deliver a jolt of joy that transcends the ordinary and ventures into the extraordinary. Because life's too short for anything less.

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