

A woman with long dark hair, wearing a black long-sleeved dress, is seated and painting a large mural. She is holding a smartphone to her ear with her left hand and a paintbrush in her right hand, applying paint to a section of the mural. The mural depicts a woman in a voluminous, ruffled, reddish-brown dress, similar to the one worn by the woman painting it. The background of the mural is a dramatic, cloudy sky. The overall scene is lit with warm, golden light.

**ISUMOI<sup>®</sup>**

Fashion Art Statement Pieces  
*Let Art Be Your Fashion*

**MEDIA KIT**

 ISUMOI®

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Fashion Art Statement Pieces  
*Let Art Be Your Fashion*



# About the Brand

**S**ISUMOI was founded in 2020 by Barbara and Alexandra Ahlfield, a mother-daughter team focused on bringing the art from the gallery to the streets in every-day life-style products. This female-owned online retailer features Barbara's globally awarded and celebrated art on apparel, tech accessories, bags and home goods.

The Brand Artist, Barbara Tyler Ahlfield, has had a successful decades-long career as a highly published fashion illustrator, working for many of America's top retailers- Lord & Taylor, Nordstrom and John Wanamaker to name a few. In the last decade, Barbara has transitioned into fine art, specializing in large – scale, award-winning glamour portraits of people and pets which have shown in galleries globally.

Barbara's daughter, Alexandra Ahlfield, an MBA marketing executive, is living her dream: to bring her mother's inspirational artwork from the gallery to the streets in wearable art. *"My mom's signature glamour art style is the heart of SISUMOI. From image selection to placement, color palate to printing and maintaining the original art's integrity - we take every design concept seriously to achieve a truly magnificent product. We are proud to donate a portion of all proceeds to our philanthropic partners in our brand's core causes so each Sisumoi purchase gives back."*

What is the meaning of "SISUMOI" (see-soo-mwa)? "Sisu" is an Ancient Finnish term for a universal capacity to channel a magical source of strength in the face of adversity. "Moi" is French for "Me". We all face setbacks in life – in Barbara's case, a life-long struggle with extremely limited vision. At times, we all need to channel our sisu to overcome these challenges. Our products aim to remind and inspire our customers of their potential and to activate their sisu to live their best and gifted lives.



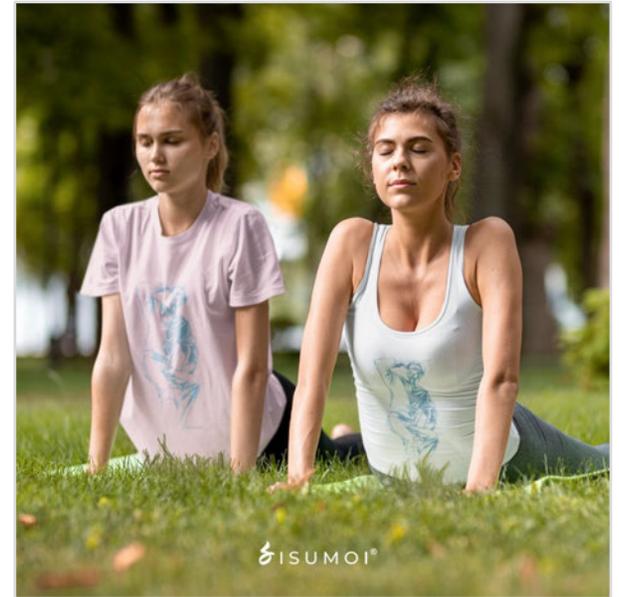
# Our Story

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OUR STORY  
<https://youtu.be/AqBgTuxYR28>





# Reviews by the Press

“Specializing in “image-making” fashion illustration, Barbara has been the lead illustrator for many of the major department stores in the United States for four decades. A partial list of clients include: Coty, Dillard’s, Foleys, Garfinkels, Hutzlers, Lord&Taylor, Marshall Fields, Marshalls, Nordstrom and John Wanamaker. These department stores printed her illustrations in the weekly paper.”

## The New York Times

“As a lifestyle fashion brand, Sisumoi highlights the incorporation of fine art into everyday aspects of life. Moreover, by bringing Barbara’s signature paintings over to a new larger audience of art lovers and fashion trend-setters through garments, tech accessories, home goods, bags, lifestyle products, and more, Sisumoi celebrates the work of this esteemed artist. This company takes every step of the design process seriously, from the image selection, placement, and color palette, to maintaining the integrity and printing quality of its offerings.”

## New York Weekly

“Barbara Tyler Ahlfield delivers the essence of pure glamour. She creates dramatic, evocative, and emotionally layered portraits that are whimsical and profound, elegant and refined, technically accurate yet spontaneous. She captures the psychology of her subjects through harmonious compositions that emanate intimacy, delicacy, and strength. I’m excited to see her work featured on Sisumoi’s inspiring and unique products. It’s a win for anyone who purchases Sisumoi and a generous gesture from a master artist whose works are set only to increase in value, quality and demand.”

- Viviana Puello, Founder/Ceo.

**ART**tour®  
INTERNATIONAL

“Specializing in “image-making” fashion illustration, Barbara has been the lead illustrator for many of the major department stores in the United States for four decades. A partial list of clients include: Coty, Dillard’s, Foleys, Garfinkels, Hutzlers, Lord&Taylor, Marshall Fields, Marshalls, Nordstrom and John Wanamaker. These department stores printed her illustrations in the weekly paper.”

## The Washington Post

“Sisumoi is known for the values it stands for and the mission it strives to fulfill. Since its establishment, Sisumoi has garnered acclaim for its emphasis on excellence and quality. Giving each step of the design process the time and intention necessary to create products that foster inspiration and recognition of one’s gifts. From the image selection, placement, and color palette, each product is built to maintain the integrity and print quality of what it represents. Each product acts as a reminder of each person’s gifts and how those gifts can be used to give back to the world”.

## Daily Herald

“While many conventional artists stick to creating their artwork on canvases and surfaces meant to remain motionless and stationary at home or in galleries, a creative mother and daughter duo is choosing to bring their artistic masterpieces into everything wearable and everyday lifestyle products. This female-driven online retailer is focused on bringing the art scene from the galleries to the streets through their rising brand, SISUMOI...”

—The US News—  
Onwards and Upwards

# What is “SISUMOI”?

**S**ISUMOI [see-soo-mwa]. "Sisu" is an ancient Finnish term for a universal capacity to channel a magical source of strength in the face of extreme adversity. It's an empowered action mindset to rise above the challenge no matter what. "Moi" is French for me.

**"SISUMOI":** My strength in overcoming adversity to reach my dreams.

**Mission:** Our mission is to bring artwork out of the gallery and into the streets to create unique, artistic and trend-setting accessories that bring you inspiration and enjoyment in daily life.

**Vision:** Our vision is to fuse art and fashion and bring the gallery to the consumer.

**Our Brand Promise:** With 40 years of fashion trend-setting success, we are passionate about celebrating the art of fashion illustration and glamour portraiture. When you buy our products, we promise you a fashion art statement piece, that is unique, collectible and historically relevant.



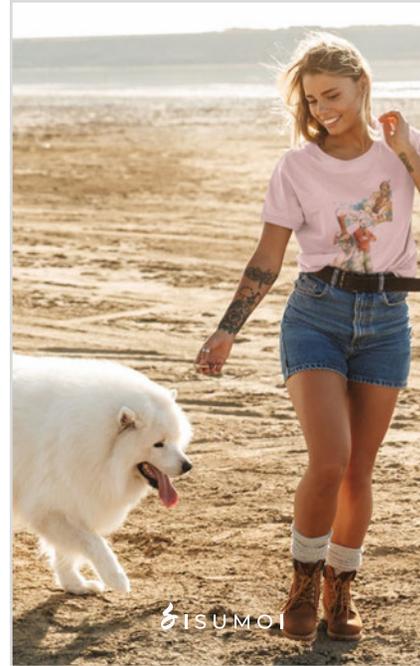
# Our Partnering Opportunity



**SUPPORT:**  
The arts, women in business, small businesses.



**EMPOWER:**  
Dreamers to overcome challenges and activate their gifts.



**DRIVE GIFTS THAT GIVE BACK:**  
Animals, art & health.



**MOTIVATE OTHERS:**  
Inspiring legally blind artist.









# Barbara Tyler Ahlfield

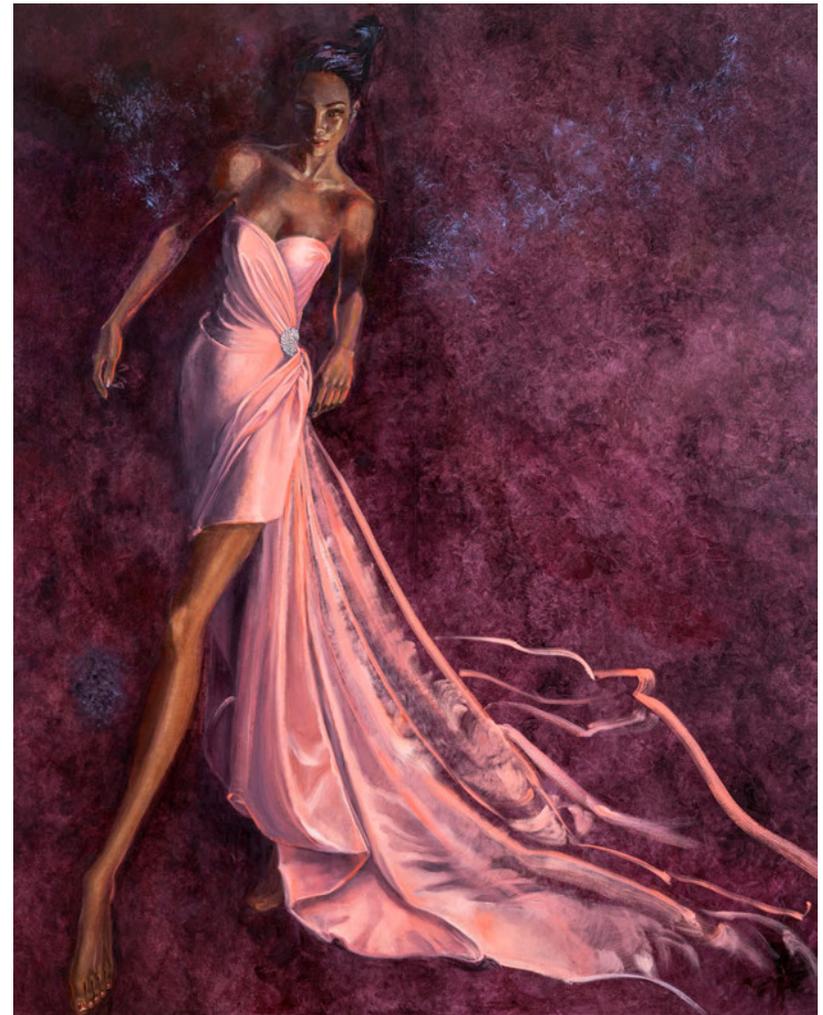
by Viviana Puello



American master artist, painter, and illustrator Barbara Tyler Ahlfield delivers the essence of pure glamour; the award-winning artist has gifted the world with a broad spectrum of true-to-life portraits reflecting a delicate blend of dramatic, classical, evocative, realistic, and emotionally layered strokes. The high realism depicted in her work stems from her sketching and re-sketching a subject orchestrated with details, textured layers, pigmentation, forms, models, props, live music, and wine.

Ahlfield moved from a flourishing career as a fashion illustrator to the field of fine arts. Her experience with fashion illustration has influenced her work as a painter, becoming the thematic and technical foundation of her contemporary work. The concepts of beauty and glamour, the origins of her inspiration, are quintessential in her paintings.

Her signature painting method is rooted in her fondness for romancing with human facial expression and modern allegorical posing. Ahlfield's scenes convey a world of fashion and elegance. She has combined her love for fabrics, style, and painting in a natural progression. Her paintings capture the tactile qualities of velvet, the rich luster of satin, the feel of taffeta, and the nostalgic, crispy texture of vintage lace and floral patterns, taking the viewer on an indulging journey of romantic fantasy.



With a strong foundation in art training, Ahlfield studied at The Ohio State University, Columbus College of Art & Design, and the Schuler School of Fine Art. As a fashion illustrator, her roster of clients has included very recognized firms like Coty, Carlisle, Dillard's, Foleys, Garfinkels, Hutzlers, Joskes, Lord & Taylor, Marshall Fields, Marshalls, Nordstrom, and J. Wanamaker's.

*Cont. Next Page*

As lead fashion illustrator for Lord & Taylor, she saw her double-page illustrations in the Sunday edition of the New York Times.

During her extensive career, Ahlfield has received several honors including the NORMA award for lingerie advertising and cosmetic advertising, the Seklemian award for reflective color advertising, the Federated Dept. Store advertising award (Lazarus Division-three consecutive years), and she is a member of the Society of Illustrators. She was named "Artist of The Year" at the Top 60 Masters Awards by ArtTour International Magazine, an honor presented to her during the ATIM Masters Award at the Museum of Art and Design in New York.

Be it newspapers, group shows, art fairs, exhibitions, or musing art galleries, this world-class representational artist has been featured coast to coast for her work. Recent exhibitions, such as "Once Upon a Time in New York City" and "The Essence of Beauty" at The Viviana Puella Gallery in New York, highlighted her skillful delivery in creating one-of-a-kind high-fashion portraits, continuing to surprise her audience with new inspirations that find their way onto her canvas.

Barbara Tyler Ahlfield creates dramatic, evocative, and emotionally layered portraits that are whimsical and profound, elegant and refined, technically accurate yet spontaneous. She captures the psychology of her subjects through harmonious compositions that emanate intimacy, delicacy, and strength.



# SISUMOI

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Fashion Art Statement Pieces that Let Art Be Your Fashion



INSPIRATION  
FOR YOUR LIFE'S JOURNEY

WATCH OUR PROMO  
<https://youtu.be/ys3cwoN1HL8>

# SISUMOI TV

Sisumoi [see-soo-mwa] believes we all have unique gifts and a responsibility to honor them to their fullest potential. We provide globally celebrated & awarded fine art accessories which inspire and empower you to stay true to your gifts and live your best life.

Our vision with Sisumoi TV is to create a community of leaders committed to their dreams and who inspire others to activate their gifts through their sisu stories. Every month, we feature a sisu story.

Sign up for our newsletter to receive updates on our latest content, events, and more. We'll never share your information with anyone else.

Yes, I want to receive emails from Sisumoi TV.  
 No, I don't want to receive emails from Sisumoi TV.

Do you consent to our features on social media / publications?  
 Yes  
 No

Name

Email

Phone

Twitter

Instagram

LinkedIn

Facebook

Submit

**Sisumoi TV Interview: Founder of Manual Love Yoga | Julie & Toddle Teacher | NYE 2019 Live Certified Yoga Instructors | Panel Member of Love**

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**Sisumoi TV Interview: Founder of Manual Love Yoga | Julie & Toddle Teacher | NYE 2019 Live Certified Yoga Instructors | Panel Member of Love**

**Sisumoi TV Episode 8: "Wisdoms from the Other Side: Love Never Dies & Channeling Sisu Through Loss"**

Starting: Judith Johnson Certified Medium | Medical Intuitive | Grief Recovery Specialist | Intuitive Viewer

**Sisumoi TV Episode 6: "Wonders & Sisu"**

Starting: Christopher Ranch Founder of "Master Manifest" | "No Dances" Coach | Motivational Speaker | Coach | Author | Show Host

**Sisumoi TV Episode 7: "What Doesn't Kill You Makes You Stronger"**

Starting: Kristina Marie Founder of The Art of Intuition & The Power of Love | Spiritual Coach Healer | Love | Selfie | Author

**Sisumoi TV Episode 5: "Attracting and Falling in Love with Your Best Self"**

Starting: Kristina Marie Founder of The Art of Intuition & The Power of Love | Spiritual Coach Healer | Love | Selfie | Author

**Sisumoi TV Episode 4: "Attracting and Falling in Love with Your Best Self"**

Starting: Kristina Marie Founder of The Art of Intuition & The Power of Love | Spiritual Coach Healer | Love | Selfie | Author

**Sisumoi TV Episode 3: "Little Changes Can Shift the World Collectively"**

Starting: Kristina Marie Founder of The Art of Intuition & The Power of Love | Spiritual Coach Healer | Love | Selfie | Author

**Sisumoi TV Episode 2: "Finding Comfort in Fear: Mercy Heals & Strengthens"**

Starting: Judy Miller Young: Social Empowerer | Intuitive Healer | Piv | Career Survivor

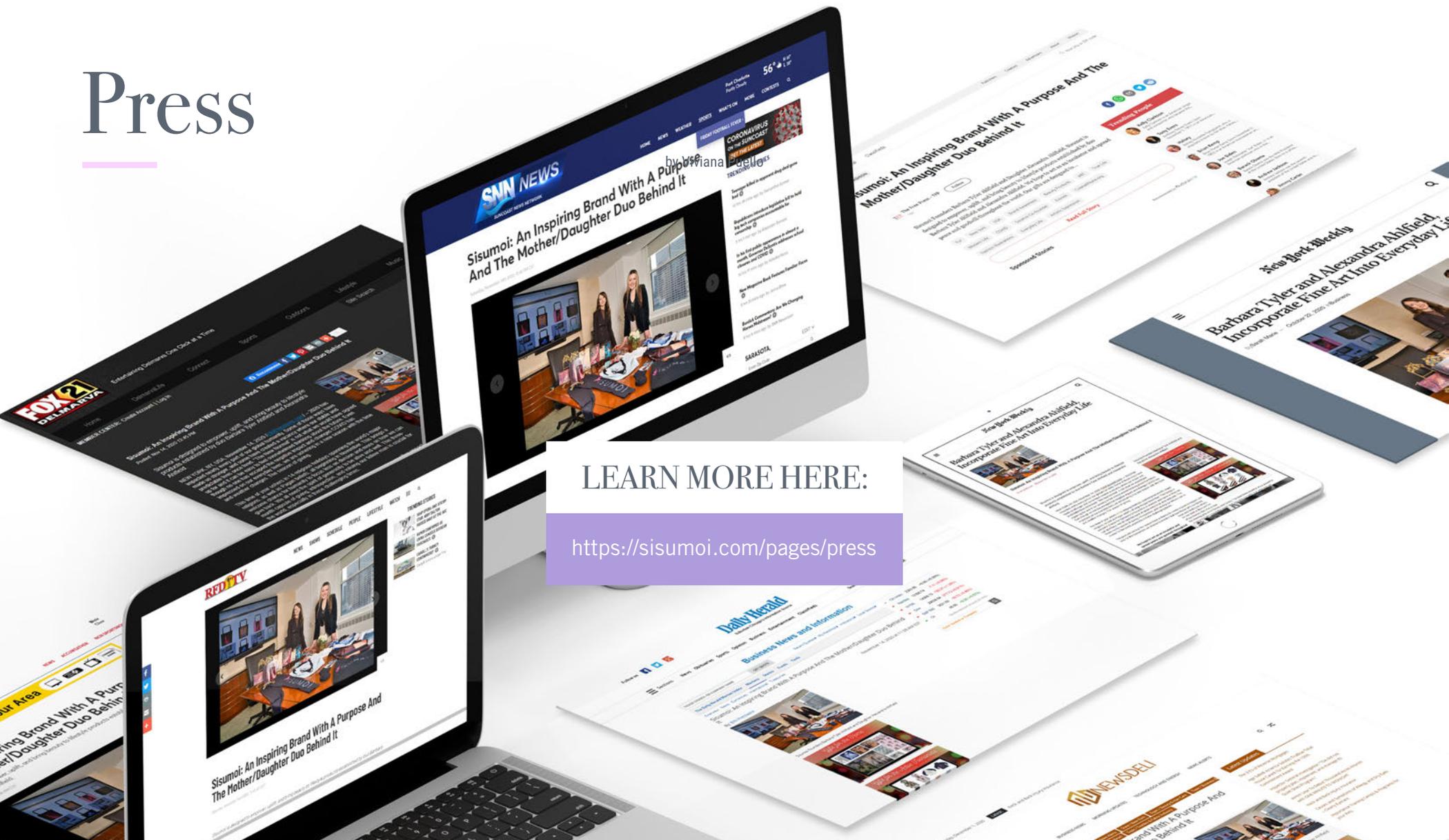
**Sisumoi TV Episode 1: "Embrace Fear as a Motivator & Have Faith Over Fear"**

Starting: Judy Miller Young: Social Empowerer | Intuitive Healer | Piv | Career Survivor

**Sisumoi TV Episode 5: "Embrace Fear as a Motivator & Have Faith Over Fear"**

Starting: Judy Miller Young: Social Empowerer | Intuitive Healer | Piv | Career Survivor

# Press



LEARN MORE HERE:

<https://sisumoi.com/pages/press>

AS SEEN ON

The New York Weekly

StarTribune

Medium

KIVO DAILY

kake.com

abc 7

WRDE COAST TV

Medium

Daily Herald

NEW YORK WIRE

LOS ANGELES WIRE

CBS NEWS

FOX 21 DELMARVA

FOX NEWS

WALL STREET SELECT

FOX 40 WICZ-TV ENHART/PTA

The US News

Morning News

# What We Believe

SISUMOI is proud to be a "Shop-for-Good" Organization. Barbara and Alex are dedicated to the arts as well as human and animal welfare issues so a portion of SISUMOI's profits is given to these worthy causes.

## Our Core Causes

### Animals

A portion of all proceeds is given to supporting the welfare of the subjects of many of our paintings, animals. We are proud to call American Humane our Philanthropic partner honoring our core cause of Animals.



### Art

A portion of all proceeds is given to supporting healing through art. We are proud to call Create4Peace our Philanthropic partner honoring our core cause of Art.



### Wellness

A portion of all proceeds is given to supporting the welfare of humanity toward self-actualization. We are proud to call Help Heal Humanity our Philanthropic partner honoring our core cause of Wellness.



#### CHARITABLE CONTRIBUTIONS

##### REVENUE GIVEN

- \$12,375** since launch in 2020
- Pet Philanthropy Circle -
  - Borzoi Club of America -
  - Search Dog Foundation -
  - The Humane Rescue Alliance -
    - Pilots & Paws -
    - Paul's Place -
  - Chase Brexton Health Care -

#### FUNDRAISING ART PIECE DONATIONS

8 Pieces

##### FUNDRAISING & AWARENESS EVENTS

- Pet Philanthropy Circle Tea Party -
- Pet Philanthropy Circle's Annual Pet Hero Awards -
  - Bark Ball -
- ArtTour International Create for Peace "Kintsugi" -
  - Fashionovation Sustainable Fashion -
- ArtTour International Create for Peace Gala -
  - Chase Brexton 2020 Gala -



The image shows two women standing behind a table in an office or retail space. The woman on the left has long brown hair and is wearing a dark blazer over a patterned top. The woman on the right has long blonde hair and is wearing a dark blazer over a dark top and a light skirt. The table in front of them is covered with various items, including several boxes of Sisumoi products, a vase of white flowers, and a white t-shirt with the Sisumoi logo. In the background, there is a window with a view of a city building and a framed picture on the wall.

# SISUMOI<sup>®</sup>

 [Sales@sisumoi.com](mailto:Sales@sisumoi.com)

    @Sisumoi

  @sisumoilife

[www.sisumoi.com](http://www.sisumoi.com)