

# PRESS RELEASE - 20th JAN 2025

## **SUPERLUXE & Partners and Artful Soul Art sign Exclusive Art Partnership**

SUPERLUXE & Partners, a Jersey-based Global Art Representation business and Artful Soul Art, represented by artist Susan Lintell, a Jersey-based Artist, have signed an Art Partnership Agreement that sees SUPERLUXE bring 'The Funky Zoo' Collection exclusively to the global Fine Art Print and Digital Art market.

Susan, known for her bright and colourful art, has developed a unique collection of artworks for SUPERLUXE & Partners that takes inspiration from nature whilst bringing a fun, playful element to each character. An initial collection of 'The Funky Zoo' will be available as 1/1 Originals, Limited Edition Artworks in an edition size of 100, NFTs and printed on SUPERLUXE's exclusive Glass 'Curtisium AROI' glass.

'The Funky Zoo' Collection forms a multi-million pound fine art offering for Artful Soul Art exclusively by SUPERLUXE and will offer early collectors and investors a unique opportunity to acquire a Funky Zoo artwork before the price increases. All formats will be marketed, sold and fulfilled through the SUPERLUXE.IO Fine Art Platform, launching very soon.

Speaking about the Art Partnership, artist Susan Lintell said "I am beyond excited to be partnering with SUPERLUXE. James & his Team bring extensive experience in the UHNW and luxury brand space, as well as huge knowledge of how to market and sell Print and Digital Art to global collectors. I can't wait to get started."

James Matthewson, Founder & CEO at SUPERLUXE & Partners, also commented saying that "We loved Susan's bright, fun art the moment we saw it and to have a complete Collection created exclusively for us is fantastic. The Team are over the moon that we have now signed a globally exclusive Art Partnership Agreement with Susan & Artful Soul Art, our third Jersey, CI artist. We're excited to bring this Collection of 10 curated artworks to our clients around the world in Original, Limited Edition Fine Art Print, Glass Print and Digital Art formats."

SUPERLUXE & Partners (Jersey) and [SUPERLUXE.io](https://superluxe.io) (BVI) is led by James A Matthewson, who brings 20+ years experience of working with some of the most prestigious luxury brands from across the globe.

James can be contacted on +44 7797 777507 or [james@superluxe.art](mailto:james@superluxe.art) and will help Art Collectors and Investors with the purchase of their The Funky Zoo art from SUPERLUXE.

### **Notes to Editors:**

Date of Release: 20th January 2025

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Website: [superluxe.io](https://superluxe.io)

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## About Artful Soul Art

Susan Lintell aka Artful Soul Art, is an artist and illustrator, specialising in unique designs for fine art, illustrations, and design. She brings a fresh and colourful perspective to visual art.

Based in Jersey, Channel Islands, Susan's creativity is inspired by her connection with nature. The beauty, mystery, and vibrant colours of nature captivates her imagination, and motivates her to capture it in her art, such as the new Exclusive 'Funky Zoo' Collection for SUPERLUXE & Partners. It serves as a purpose, encouraging Susan to create powerful visuals that tell a story and raise awareness.

Whether it's through her character illustrations such as 'Monkey Mug' or unique artworks, Susan finds joy and fun in creating art that resonates with people on a personal level, telling stories, sparking emotions, bringing joy and fun, by connecting hearts through colour, texture, and design.

Her artistic style is defined by crisp, clean lines and the vivid use of mixed media and computer art, creating pieces that are both visually striking and textured, inviting viewers to engage with the tactile quality of her work. Each artwork tells a story, offering an imaginative escape into whimsical and serene worlds that reflect her unique perspective.

Susan is a storyteller, through captivating visuals, she showcases the beauty of animal life, translating it into character-rich illustrations. *'The challenge of bringing unique personalities to life in my artwork adds a deeper layer to my creative process, making each piece not just a visual experience, but an emotional journey'*.

Her story isn't all art however. Susan served in the military, surviving active service and seeing much loss during her time in the army. She has recently battled and won her fight against cancer and achieved Chartered Marketer accreditation from the CIM (Chartered Institute of Marketing, going on to publish her book 'The Ninja Marketing Toolkit' available on Amazon.

But Susan's passion is art and her work always carries a message. Artful Soul Art is fine art with a conscience, a purpose and a voice. Susan believes that her mission is to create art that not only educates, but also inspires.