

overstockArt.com Introduces New Private Label Brand LaPastiche

The online retailer, overstockArt.com, has launched a new Private-label brand - LaPastiche. The brand will represent overstockArt.com's Hand Painted Oil Paintings line that will reflect better on the quality and uniqueness of the art.

Wichita, Kansas ([PRWEB](#)) August 25, 2015 -- [overstockArt.com](#), the popular online fine-art reproduction retailer, revealed today the new private-label brand name and logo called LaPastiche.

This new brand was born to differentiate overstockArt.com's hand painted oil paintings among the diverse overstockArt.com wall décor product offerings. overstockArt.com's flagship-product – hand painted oil paintings – has been the company's forte for over 13 years. In the process, they have developed a unique color, texture and subject matter that is now trademarked under the new LaPastiche brand.

This unique product line that overstockArt.com has developed throughout the years, hand painted oil paintings, has morphed the company from a pure-play retailer to the largest hand painted art distributor in the United States selling their products via the top major US retailers in their space.

“The new LaPastiche private-label brand will allow us and our partners to differentiate our collection from all other competitors. The new brand exemplifies our core values of uncompromising quality and a refuge from the mundane to our customers,” said Amitai Sasson, VP of Marketing & Development of overstockArt.com.

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About overstockArt.com:

Founded in 2002, overstockArt.com is one the web's leading distributors of high-quality wall art. With more than 100,000 wall décor combinations to choose from in stock at all times, the online retailer has one goal: to make it easy and affordable for people to transform their space with hand painted art. Recognized as a premiere shopping destination for hand painted fine art reproductions, overstockArt.com has expanded its offerings to include hand painted and hand carved decorative ceramic tiles and high-quality original canvas art prints. The company also owns and operates Artist Become ([ArtistBe.com](#)), the online community for contemporary artists around the world. overstockArt.com provides decorating assistance, custom framing, commercial decorating services, augmented reality tools to help people visualize the art in their space, and an interactive mobile app for iPad, iPhone and Android. Headquartered in Wichita, Kan., the retailer was named to Inc. Magazine's 2010, 2011 and 2012 Inc. 5000 lists, Internet Retailer magazine's 2012, 2014 Hot 100 list and 2011, 2012 and 2014 Second 500 Guides, and was recognized with the STELLAService Seal for Elite customer service. For more information, visit <http://www.overstockArt.com>.

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Online Web 2.0 Version

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