

All that glistens: New age range on the cards

ENTREPRENEUR AND CLAIRVOYANT **REBECCA GLISSAN** IS THRILLED AT THE LAUNCH OF HER NEW COMPANY, WHICH AIMS TO CONNECT WITH THE EMOTIONS AND FEELINGS OF OTHERS.



Glissan is the creator, writer and designer behind Glistening, a company specialising in inspirational cards which help express the feelings and thoughts behind grief and loss and give new meaning to traditional card-giving. Lunched on 27 June at the Seasalt Café in Sydney's Clovelly, friends and colleagues gathered to celebrate with her and her close-knit team, including cousin and public relations manager Suzanne Lord.

Discussing the motivation behind the launch of the company, Glissan, who works as a clairvoyant

in Sydney, said she wanted to offer consumers a gift that was more than words, and could speak from the heart.

"Every person has a story, a journey, a heartache - and [these poems] come from the people I speak to every day." The card range includes intricate, graceful sketches on the covers, with poems echoing the artwork.

Glissan previously worked in sponsorship and community relations, always with the focus of "giving back". Her clairvoyancy gift became increasingly evident, and in many ways opened the door to the Glistening range. "I often feel I am walking in people's shoes, and I walk away with their feelings," she explains of her work. "It's a privilege, and I want to pass [this understanding] on. I aim to write the words our clients would like to speak, but are not always able to find.

We can also design, write and create personal, original cards for people if our range doesn't suit the person or situation."

The idea started when she was asked to create a card for a mind, body and spirit store. Writing from the psychic connection she experienced, it was the beginning of a series of penning on grief and letting a loved one go. This theme characterises the initial range. Appropriately, a dream (in May last year) gave her a vision for the company, including the name Glistening. Since then, the verses "have just come" to her, and she has employed an artist who can successfully transfer the images from her thoughts. She has surrounded herself with a team of people that share her vision, and all are keen to see the sweet-natured artist and talented businesswoman succeed.

"Things have just fallen in my lap," she said.

"I have so many experts around me - people that are so giving."

The target market will be funeral homes, nursing homes, New Age and holistic stores, florists and gift stores - each handpicked by Glissan according to appropriateness. "I want to keep it niche, so as not to flood the market," she explains. "I want it to be special, and do the right thing by the customer."

She also wants to give back as much as she can, aligning herself with charities and using 100 per cent recycled paper and ethical, fair trade options where possible. In the next 12 months she hopes to introduce a line of cards for males, including fathers and sons.

For more, call 02 8011 4511 or visit www.glistening.com.au



Cupcakes and celebration: the launch party for Glistening.