



My Mind's Eye Elevates Everyday Gatherings with Female-Led Design Team and Sustainable Party Collections

Celebrated brand brings effortless style and eco-friendly design to modern celebrations

SALT LAKE CITY, UT, UNITED STATES, September 11, 2025 /EINPresswire.com/ -- My Mind's Eye, a nationally recognized party goods brand, is redefining how people celebrate with products that combine design-forward style, sustainability, and a distinctly female-led creative vision.

Founded in 1999 by artist and creative director Marcia Cornell, My Mind's Eye began as a scrapbooking company dedicated to preserving meaningful memories. Over the years, the company has evolved into a trusted name in the celebration space, offering festive tableware, seasonal décor, and baking essentials that help gatherings feel both beautiful and effortless.

The company's design team, composed entirely of women, develops collections that blend classic charm with trend-forward aesthetics. Known for standout offerings during fall holidays, Americana celebrations, graduations, and back-to-school, My Mind's Eye also provides a wide range of products suited for birthdays and everyday occasions. Each collection is created with an emphasis on thoughtful design, blending style with functionality.

Sustainability is a cornerstone of the brand's approach. Many of My Mind's Eye's products are eco-friendly and reusable, making it easier for customers to celebrate with less waste and more intention. From enduring tabletop accents to treat boxes that double as décor, the company continues to expand offerings that align with modern values of creativity, responsibility, and style.

The brand's growth reflects a broader cultural shift toward intentional living and meaningful connection. As families and communities seek ways to celebrate that feel both personal and memorable, My Mind's Eye has positioned itself as a trusted resource for products that bring people together while reducing environmental impact. Its collections are designed to simplify planning while elevating the overall experience, ensuring that celebrations feel both polished and effortless.

Looking ahead, My Mind's Eye is continuing to expand its reach with fresh designs and seasonal launches that speak to today's modern host. With a commitment to innovation and sustainability, the brand is setting new standards for party goods while staying true to its creative

roots. From intimate gatherings to milestone celebrations, My Mind's Eye continues to inspire people nationwide to celebrate beautifully.

About My Mind's Eye

Founded in 1999 and headquartered in Salt Lake City, Utah, My Mind's Eye creates festive tableware, party décor, and seasonal accessories designed to make gatherings unforgettable. Led by founder and creative director Marcia Cornell and a team of female designers, the company blends design-forward style with eco-friendly practices. Today, My Mind's Eye collections are enjoyed by customers nationwide who believe in celebrating beautifully and sustainably.

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