

Spellbound Shelf Launches US Shipping and Reader-Made Fantasy Apparel for ACOTAR, Fourth Wing, and More

Women owned, printed in-house, and now shipping from the US with no duty fees, Spellbound Shelf brings subtle fantasy apparel to American book lovers.

AUSTIN, TX, TX, UNITED STATES, October 12, 2025 /EINPresswire.com/ -- Spellbound Shelf, a women owned book-merch brand created by readers for readers, announced expanded US availability for its subtle fantasy apparel and accessories. The shop now fulfills US orders from within the

United States, which means faster delivery for American customers and no duty fees at checkout. The update pairs with a growing catalog of fan-favorite collections inspired by bestselling fantasy series and a commitment to in-house printing that keeps quality, comfort, and fandom details front and center.

“

Readers deserve merch that feels like part of their wardrobe. We design and print in-house so every piece is comfortable, subtle, and true to the story.”

Sabrina A.

Founded by a lifelong reader who grew up around a family screen-printing shop, Spellbound Shelf focuses on designs that feel wearable outside of conventions and signings, while still giving a nod that fellow fans will recognize. The result is everyday pieces that fit a reader’s life, whether that is a cozy crewneck for late-night chapters or a tee that pairs with a favorite pair of jeans for bookstore runs and book club.

“Readers deserve merch that feels like part of their wardrobe, not a costume,” said Sabrina, founder of Spellbound Shelf. “We design and print in-house so we can sweat the little details, from references only fans will catch to the way a sweatshirt drapes during a long reading session.”

The shop’s expanding lineup includes collections for beloved fantasy worlds and characters,



Spellbound Shelf

including:

[ACOTAR Merch](#) with tees and quotes that celebrate Prythian's courts and fan-favorite characters

[Fourth Wing Merch](#) featuring campus and Riders Quadrant inspired pieces made to layer for study sessions, signings, and casual weekends

Throne of Glass Merch with minimal designs that nod to iconic moments and character arcs

Each design is printed in-house to align fabric, ink, and fit for comfort, and to keep the creative process close to the team that reads the books, designs the art, and ships the final product. The approach helps maintain consistency across restocks, enables smaller creative batches, and lets Spellbound Shelf respond quickly when readers ask for a specific reference or quote. With US orders shipping domestically, new customers can expect simplified checkout and a smoother delivery experience. Returning customers will see the same commitment to quality and the same subtle, reader-driven design language that made Spellbound Shelf a favorite for low-key fandom apparel.

Beyond apparel, the shop runs a growing editorial section for readers who love to discover series, revisit favorite characters, and swap recommendations. It is part of Spellbound Shelf's larger mission to celebrate the stories that shape us, while giving fans something comfortable and thoughtfully made to wear while they read.



Acotar Merch



Fourth Wing Sweater

Highlights:

Women owned small business, created by readers, printed in-house

US orders fulfilled from within the United States, no duty fees for US shoppers

Subtle, wearable designs inspired by ACOTAR, Fourth Wing, Throne of Glass, and more

Collections and product pages structured to help readers find the right fit, style, and reference

To explore current drops and sign up for new release alerts, visit Spellbound Shelf online.

Call to Action:

Shop the full collection, join the email list for early access, and follow along on social for behind-the-scenes printing, new artwork, and restock notifications.

About Spellbound Shelf

Spellbound Shelf is a women owned, reader-run shop offering subtle fantasy apparel and [bookish merch](#). Designs are created and printed in-house to ensure comfort, quality, and authenticity. The brand ships to readers across North America, with US orders now fulfilled domestically.

Media Contact

Press inquiries and product requests for features are welcome.

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