Grabie Marks Five Years With a Growing Commitment to Making Art More Accessible

During National Arts Education Week, the Global Art Brand Celebrates Five Years of Creativity, Community and Its Growing Commitment to Putting Art in More Hands





LOS ANGELES , CA, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- At a time when educators, families and communities across the country are increasingly looking for meaningful ways to foster creativity, connection and self-expression, Grabie is marking its fifth anniversary with a renewed focus on one of its founding principles: art should be accessible to everyone.

The global art and creative supplies company will celebrate five years of making creativity more approachable and affordable with a September 15th anniversary event in Los Angeles. The event is being held during National Arts Education Week, a nationwide observance dedicated to recognizing the importance of arts education and advocating for greater access to the arts.

For Grabie, the timing underscores a mission that has been central to the brand from the beginning.

The idea behind Grabie began in 2021 in response to the widespread anxiety and depression

experienced by so many during the pandemic. What began as a mission to make thoughtfully designed, affordable art supplies available to more people has grown into a broader creative ecosystem spanning products, an online community and platform, philanthropic initiatives, and an expanding physical presence.

“Looking back over the past five years, what moves me most is seeing Grabie evolve from an idea born out of pandemic-era vulnerability into a vibrant community that empowers everyday people to create. We never set out to simply sell art supplies. What truly matters is watching beginners, hobbyists, and underserved communities pick up our products and find comfort, confidence, and joy through art. Growth in retail and sales is meaningful, but the most rewarding milestone will always be seeing art become accessible to more people,” said Evan Li, COO & Co-Founder of Grabie.

FROM ART SUPPLIES TO ACCESS

A central part of Grabie’s mission is the Grabie Art Fund, launched in 2022, with one percent of all purchases made through GrabieArt.com going toward providing art supplies to underserved communities, children’s hospitals, schools with underfunded art programs, and other community-based programs.

Working closely with the American Art Therapy Association (AATA), Grabie also supports art therapists who offer free community courses for teens, at-risk youth, and families across the U.S. by providing the art supplies needed for their programs.

Since its founding, the Grabie Art Fund has provided art supplies supporting thousands of participants through more than 65 organizations across the country, including Lady Gaga’s Born This Way Foundation, putting the company’s founding belief into action: art should be accessible to everyone, regardless of circumstance.

“National Arts in Education Week is an important reminder of how vital art is, especially as schools face cuts to their art programs,” said Kallah Maguire, Director of Marketing at Grabie. “Schools are one of the many areas we support through the Grabie Art Fund, and we’ve been fortunate to provide supplies that have helped keep some of those school art programs going. And we’re just getting started. We have ambitious plans to expand the Grabie Art Fund into 2027 and beyond, reaching more communities and building new partnerships that further our mission of making art accessible to everyone.”

BUILDING THE FUTURE OF CREATIVE ACCESS

As Grabie enters its sixth year, the company continues to meet people wherever they engage with creativity, from its growing online presence and community experiences to more than 4,000 U.S. retail locations, including Target, Paper Source, Barnes & Noble, The Container Store, and Books-A-Million.

That spirit of creativity and connection will come to life at Grabie's fifth anniversary celebration in Los Angeles, bringing together company leadership, artists, creators, customers, media, and members of the creative community. The evening will feature interactive art and crafting experiences, product previews, branded installations, and a first look at select upcoming releases, along with a limited-edition Grabie anniversary keepsake box, music, food, and refreshments.

FIVE YEARS IN, THE MISSION REMAINS THE SAME

While the company has evolved considerably since its founding, Grabie says its core philosophy has remained consistent: make art more accessible and encourage more people to create.

"Looking ahead to the next five years, Grabie's core focus remains one simple, powerful vision: creativity and joy, for al!. Beyond crafting innovative, thoughtful, high-quality, accessible supplies, we are fully building out our global creative ecosystem to enrich both online and offline experiences worldwide. At the same time, we will continue scaling the Grabie Art Fund to reach more underserved communities, schools, and families globally. We're just getting started, and we couldn't be more excited for the road ahead," said Evan Li, COO & Grabie Co-Founder.

The fifth anniversary provides an opportunity to celebrate the company's growth while looking toward the next chapter; one that Grabie hopes will put creative tools and experiences into the hands of an even broader community.

ABOUT GRABIE
Founded in 2021, Grabie is an art and creative supplies brand creating thoughtfully designed products that combine quality, functionality, and accessible price points. Its growing collection spans watercolor and painting supplies, markers, drawing tools, DIY kits, and craft sets designed for everyone from curious beginners to experienced artists. Since its founding, Grabie has grown into a global creative brand with an expanding international presence, a U.S. retail footprint of more than 4,000 locations, and a growing creative community centered on individuality, self-expression, and access to art. With a passionate team based in Shanghai and Los Angeles, Grabie is continuing to build on its global presence. As Grabie grows, so does its ambition to inspire more people to create, explore, and make art part of their everyday lives! Learn more at GrabieArt.com.

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