



STYLE FILE

Good on Paper

Erin Condren's colorful calendars arrive at Mosaic District. **BY KATIE BIANCO**

HAVE YOU REALLY COMPLETED THAT TO-DO LIST item if you haven't had the satisfaction of crossing it off? Erin Condren doesn't think so. "There's something so special and tangible about crossing a task off a to-do list," says Condren, chief style officer and founder of her eponymous brand of paper planners. Condren recently opened her second brick-and-mortar right here in Northern Virginia at Mosaic District. The store is a Willy Wonka-esque treasure trove for the organization obsessed who eschew iPhone calendars in favor of Condren's brightly colored

paper calendars. In May, she released the annual edition of the brand's marquis product: the LifePlanner™. Available in 12- or 18-month options with a July start date, Condren launched the first edition back in 2007, the same year the iPhone went to market. "It seemed like a total gamble, even back then!" she recalls. But, "I think that in today's increasingly digital world, we're truly growing tired of glass screens ... I am a big believer in the power of paper and it's been such a joy to introduce new generations to the magic of paper planning." // *Erin Condren: 2905 District Ave., Suite 135, Fairfax; erincondren.com*

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Organize with Erin

Erin Condren (left) opened her latest homage to all things paper planning at Mosaic District this spring.

