



FOR IMMEDIATE RELEASE

Media Contact:

Tamara Yvette Day

On Behalf of Philadelphia Visitor Center

tday@signature57.com

571-435-5304

[Downloadable Product Images](#)

[Retail Partnership Merchandise Pricing Sheet](#)

Philadelphia Visitor Center Debuts Philly-Inspired Merchandise from Local Creative Brands Amberella, Yowie, and South Fellini Ahead of 2026

Local favorites bring bold style, heartfelt messages, and classic Philly humor to Visitor Center gift shops

October 6, 2025 (PHILADELPHIA) — The [Philadelphia Visitor Center](#) (“Visitor Center”) has announced a new retail partnership with three of Philadelphia’s most celebrated creative brands — [Amberella](#), [YOWIE](#), and [South Fellini](#) — to feature Philly-themed merchandise lines. The initiative reflects the Visitor Center’s strong commitment to supporting local businesses and amplifying the work of Philadelphia’s creative community. By introducing exclusive products from Amberella and YOWIE, available only at Visitor Center locations, the organization is giving visitors access to one-of-a-kind items while directly investing in Philadelphia’s makers and entrepreneurs.

The collections, which are now available, embody the city’s distinctive culture and creative energy:

- **Amberella** infuses her heartfelt, street art-inspired messages into wearable pieces and collectible accessories.
- **YOWIE**, known for its curated modern design and lifestyle goods, brings a refined, contemporary aesthetic to the collaboration.
- **South Fellini** taps into Philly’s humor and pop culture, reimagining hometown pride with a playful twist.

“Philadelphia’s creative spirit is one of our city’s greatest exports,” said **Kathryn Ott Lovell, President and CEO, Philadelphia Visitor Center**. “When visitors purchase these exclusive designs from Amberella, Yowie, and South Fellini, they become walking, talking ambassadors for Philadelphia everywhere they go. These products are our love letter to the world, showcasing the ingenuity, authenticity, and heart that make Philly unforgettable.”

This partnership reflects the Visitor Center’s strategic goal of expanding its representation of local brands ahead of a historic period of visitation. According to the Philadelphia Convention and Visitors Bureau and Visit Philadelphia 2024 Annual Reports, the Philadelphia region welcomed 1.2 million international visitors who spent \$680.5 million, along with 43.9 million domestic travelers whose spending totaled \$7.9 billion. With



visitation projected to grow significantly in the lead-up to 2026, these partnerships ensure that Philadelphia's local makers and creatives have a global platform during this once-in-a-generation moment.

Amberella is a Philadelphia and Los Angeles-based mixed-media street artist best known for her bold, heart-shaped graphics and text pieces that appear in public spaces and gallery settings. Her practice blends wheatpaste, neon, and, more recently, mosaic to deliver punchy, emotionally resonant messages about love, self-care, mental health, and culture—work she roots in personal experience and aims to feel “at first glance.”

For the first time, Amberella's exclusive online shop is coming to life in a brick-and-mortar setting through her partnership with the Philadelphia Visitor Center. She is creating exclusive products for the Visitor Center, with many items available only in person — giving visitors and locals alike a rare chance to own a piece of her iconic designs.

“My art is rooted in connection and in messages that speak to the heart. Partnering with the Visitor Center means these words and symbols can travel far beyond the city streets where they began, connecting with people who take a little piece of Philly home with them. I am especially excited that for the first time my work will be available in a brick-and-mortar shop, giving visitors a chance to experience and collect pieces that were once only found online,” said **Amberella**.

YOWIE is a Philadelphia-based boutique hotel, retail shop, and café founded by designer Shannon Maldonado in 2016 and located along South Street in Queen Village. Known for its vibrant design sensibility and commitment to supporting independent makers and local artists, YOWIE offers a curated selection of home décor, ceramics, apparel, jewelry, books, and one-of-a-kind objects, many of which are also featured in the hotel's thirteen uniquely designed guest rooms. The property blends hospitality and retail, inviting guests to shop the look of their stay, enjoy seasonal fare at its café Forin, and engage in community-focused events, pop-ups, and creative collaborations. Recognized by Bon Appétit as “The Coolest Shop in Philadelphia” and named among Travel + Leisure's 100 Best New Hotels, YOWIE has become both a neighborhood hub and a design-forward destination for travelers and locals alike.

YOWIE's exclusive new line of gifts and apparel, commissioned by the Philadelphia Visitor Center, features three original designs created to showcase Philly pride and creativity to the world. The centerpiece of the collection is the City Hall design, inspired by the daily tours the Visitor Center leads to the top of the iconic Philadelphia City Hall clock tower.

“YOWIE has always been about celebrating design, storytelling, and the community that inspires us,” said **Shannon Maldonado, founder of YOWIE**. “This collaboration lets us extend that mission to visitors from around the world and invite them to see Philadelphia through our eyes as modern, welcoming, and endlessly creative.”

South Fellini is a Philadelphia-based lifestyle and media brand founded by Tony Trov and Johnny Zito, two South Philly natives with roots in comics, film, and local culture. They're best known for designing apparel, accessories, and merch that remix Philly iconography — linguistic quirks, sports shout-outs, architectural details, in-jokes — in witty and visually punchy ways.



Their flagship storefront is located on East Passyunk Avenue, where the retail line includes tees, hoodies, hats, enamel pins, prints, and more, all with a strong local flavor. Beyond retail, South Fellini produces media (comic books, horror films), engages in public art and murals, runs a podcast exploring Philly history/culture, and embraces pop-ups and collaborations. Their overall mission is to celebrate Philly—funny, weird, proud, flawed—and bring people in on the joke.

“Philly has a personality unlike anywhere else — a mix of grit, wit, and heart. Working with the Visitor Center gives us a way to share that personality with everyone who comes here, whether they’re buying a beanie, a t-shirt, or just stopping in to say hi,” said **Tony Trov and Johnny Zito of South Fellini**.

The merchandise is available for purchase at the Independence Visitor Center (599 Market Street), Love Park Visitor Center (Arch Street at JFK Boulevard), City Hall Visitor Center, and Rocky Shop at the Parkway Visitor Center.

The new merchandise partnerships represent the latest addition to the Visitor Center’s Philadelphia-focused retail offering. Iconic Philadelphia creative forces like Mural Arts Philadelphia, Ana Thorne, and Art Star are featured in the Visitor Center’s gift shops. In 2023, the Visitor Center partnered with the Sly Stallone Shop to sell Rocky(TM) apparel and silver screen replicas at the Parkway Visitor Center and Rocky Shop.

The Visitor Center welcomes the opportunity to collaborate with other Philadelphia-based artists, designers, and makers who are interested in showcasing their work in the Visitor Center’s gift shops. Creatives who would like to start a conversation about future partnerships can email marketing@phlvisitorcenter.com to explore retail opportunities.

Retail Partnership Merchandise Pricing Sheet

About Philadelphia Visitor Center:

The Philadelphia Visitor Center (PVC) connects visitors to memorable, authentic, and fun Philly experiences at our four visitor center locations: 6th and Market, City Hall, Love Park, and the Parkway. It facilitates the operation of the Independence Visitor Center, the primary point of orientation for Independence National Historical Park and the official visitor center of the Philadelphia region, including Bucks, Chester, Delaware, and Montgomery Counties. The Visitor Center also operates the Philly PHLASH seasonal public transit service, and The Liberty View, a private event space at The Independence Visitor Center overlooking the Liberty Bell and Independence Mall. For more information, please visit www.phlvisitorcenter.com.

About Amberella:

Amberella is a Philadelphia-born, mixed media street artist, conceptual creator, and advocate whose work centers on emotional connection, positivity, and community. She’s best known for her power hearts, goth hearts, and graphic heart motifs that pair vulnerable, raw messages with bold visuals. Her art often addresses themes of love, self-care, mental health, body image, and social justice. A West Chester native and University of the Arts graduate, Amberella has collaborated with brands like Dr. Martens, Spiritual Gangster, Honeygrow, and others, as well as created public installations and murals across Philadelphia, Los Angeles, and beyond. She is also a teacher of



Kundalini yoga and incorporates spiritual practice and embodiment into her creative process. For more information, please visit <https://amberellaxo.com>

About YOWIE:

YOWIE is a boutique hotel, shop, and café located in Philadelphia’s Queen Village / South Street neighborhood. Founded in 2016 by Shannon Maldonado, YOWIE curates small collections of gifts, home goods, wearables, and design objects from independent labels, emerging designers, and local artists. In addition to its retail and hospitality operations, YOWIE serves as a creative studio offering design, art direction, and collaborative product development. Each of the thirteen guest suites is individually designed, featuring items available for purchase in the shop. YOWIE has earned recognition as a “design destination” and has been featured in national publications. It’s known not only for its stylish spaces but also for its commitment to community, creative experimentation, and uplifting local voices. For more information, please visit helloyowie.com

About South Fellini:

South Fellini, founded by Tony Trov and Johnny Zito, is a Philadelphia-based apparel and creative studio that specializes in remixing the city’s iconography into fun, bold, and culturally relevant works. Their designs range from enamel pins and tees to murals, patches, and street-art mashups that reflect Philly’s landmarks, local sayings, and pop culture. Since opening their brick-and-mortar store on East Passyunk Avenue in 2016, South Fellini has become known for playful design, cheeky attitude, and high-quality goods that celebrate Philadelphia’s style and spirit. They also collaborate regularly with artists, organizations, and community projects—bringing art into public spaces and working with partners ranging from Kid Hazo and Mural Arts to Wawa Inc. For more information, please visit <https://southfellini.com>

###