



CALIFORNIA MOMENTS WORTH KEEPING




WHOLESALE CATALOG

Swil Arts creates eco-conscious watercolor prints that feel like memories - rooted in place, crafted with care, and designed for soulful, intentional living.

 support@swilarts.com

 swilarts.com

 +1-646-757-0634

 @swilarts

Why Swil Arts

Swil Arts is a San Diego-based art and illustration studio led by artist Sara and her partner Valentina. The studio creates hand-drawn watercolor works inspired by everyday life and culture in Southern California, transforming familiar scenes into lasting, place-rooted pieces.

Sara spent more than a decade in software engineering, most recently at Google, before transitioning to creative work full time. That shift shaped the foundation of Swil Arts: a practice centered on intentional slowness, close observation, and honoring the small moments most people move past.

Swil Arts creates hand-illustrated artwork that becomes thoughtfully produced, place rooted goods. The studio works with boutiques, gift stores, museum shops, and hospitality spaces seeking distinctive goods that reflect local character and offer meaningful keepsakes.


Swil Arts also provides custom artwork for individuals and brands. Individual commissions often include illustrated homes, wedding venues, and milestone moments. For brands, the studio develops place-based illustrations for packaging, seasonal campaigns, editorial features, hospitality spaces, and collaborative retail collections.

Swil Arts operates as a women-owned and LGBTQ-owned business grounded in responsible production and community care. The studio partners with local print providers, uses paper sourced from responsibly managed forests, packages orders in biodegradable materials, and donates a portion of sales to organizations supporting women, LGBTQ communities, and environmental initiatives.

Swil Arts approaches both art and collaboration with the belief that beauty carries greater weight when created with care, integrity, and a strong sense of place.

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COLORING NOSTALGIA: SAN DIEGO EDITION COLORING BOOK

CB0001

This coloring book features 9 unique illustrations that celebrate the beauty and nostalgic charm of America's Finest City. Coloring Nostalgia: San Diego Edition is a quiet invitation to slow down and reconnect with the soul of the city. A perfect mindful retreat for locals and dreamers alike, these pages are ready for your creativity to bring them to life.

SIZES	8.5" X 8.5"
WHOLESALE	\$9
MSRP	\$19

INCLUDES

Endless Summer – Surf Van Dream
Vespa Dreams in Little Italy
Vintage Vibes and Coffee Tides
Something's Brewing on 30th
Pink Lady of La Jolla
Guardian of the Shores
The Lighthouse's Tale
Echoes of Old Town Fiesta
The Del's Timeless Charm

- 8.5 inch square format
- Printed on premium and sustainably sourced paper
- Ideal for colored pencils, markers, and light watercolor

Southern California Vibes



CHOCOLATES



GUARDIAN OF THE SHORE

CH0001

This chocolate bar celebrates Lifeguard Tower 5C at golden hour, surfboards leaning easy and pelicans tracing their usual line above the shore. A small, sweet keeper of the coast.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier

WHOLESALE \$8
MSRP \$15



ENDLESS SUMMER – SURF VAN DREAM

CH0002


A yellow VW bus, three boards standing tall, flip flops left in the sand. This bar holds the feeling of a full beach day with nowhere else to be – and nowhere better to go.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier

WHOLESALE \$8
MSRP \$15

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Southern California Vibes



CHOCOLATES



WHOLESALE \$8
MSRP \$15

CORONADO TIMELESS CHARM

CH0003

Striped chairs, red umbrellas, and the iconic roofline of the Hotel del Coronado from the beach side. A front-row seat to one of Southern California's most beloved landmarks, wrapped up and ready to share.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier



WHOLESALE \$8
MSRP \$15

PINK LADY OF LA JOLLA


CH0004

La Valencia Hotel in sun-warmed terracotta and cream, a tall palm swaying out front. A piece of La Jolla's quieter, unhurried side – worth savoring slowly.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier

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Southern California Vibes



CHOCOLATES



WHOLESALE

\$8

MSRP

\$15

ECHOES OF OLD TOWN FIESTA

CH0005

The Old Town Saloon in white stucco and red tile, a towering cactus catching afternoon light beside it. A corner of San Diego that still moves at its own pace, sweet and unhurried.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier



WHOLESALE

\$8

MSRP

\$15

THE LIGHTHOUSE'S TALE

CH0006

The Oceanside Lighthouse rising red and white above the boardwalk, a green cruiser leaned against the stairs, seagulls drifting overhead. A scene worth returning to – one square at a time.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier

Southern California Vibes



CHOCOLATES



WHOLESALE \$8
MSRP \$15

VESPA DREAMS IN LITTLE ITALY

CH0007

The Little Italy sign arching over India Street, a red Vespa at the corner, string lights overhead. The neighborhood exactly as it feels on a warm weeknight, captured and wrapped for keeps.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier



WHOLESALE \$8
MSRP \$15

VINTAGE VIBES AND COFFEE TIDES

CH0008

A vintage trailer turned café, two palms overhead, a cactus beside the menu board. The kind of spot you stumble onto once and think about for a long time after. Best enjoyed slowly.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier

Southern California Vibes



CHOCOLATES



WHOLESALE

\$8

MSRP

\$15

SOMETHING'S BREWING ON 30TH

CH0009

The North Park sign in its signature teal above the familiar corner of 30th Street. For anyone who knows this neighborhood like the back of their hand – and wants to share a little piece of it.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier



WHOLESALE

\$8

MSRP

\$15

SPANISH REVIVAL IN THE PARK

CH0010

The Casa del Prado Theatre in Balboa Park, ornate and unhurried, a generous tree keeping watch at the side. One of San Diego's most beautiful corners, wrapped in dark chocolate and ready to gift.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier

Southern California Vibes



CHOCOLATES



CALIFORNIA TOWER

CH0011

The California Tower and its blue-tiled dome rising above the arched colonnade of Balboa Park. A landmark that stops you every time — this bar is a small way to keep that feeling close.

- 70% dark chocolate
- Vegan, made by a local San Diego chocolatier

WHOLESALE	\$8
MSRP	\$15

COASTERS



SIZE 4.25" X 4.25"
WHOLESALE \$8
MSRP \$14

GUARDIAN OF THE SHORE

CT0001

This coaster holds Lifeguard Tower 5C at golden hour, surfboards leaning easy against the stand and pelicans tracing the same line they always do. A quiet keeper of the shore, right on your table.

- Ceramic tile coaster
- Vibrant, fade-resistant colors that last



SIZE 4.25" X 4.25"
WHOLESALE \$8
MSRP \$14

ENDLESS SUMMER – SURF VAN DREAM

CT0002

A yellow VW bus parked in the sand, three boards standing tall, flip flops left where someone stepped out of them. This coaster captures the feeling of a full beach day with nowhere else to be.

- Ceramic tile coaster
- Vibrant, fade-resistant colors that last

Southern California Vibes



COASTERS



SIZE 4.25" X 4.25"
WHOLESALE \$8
MSRP \$14

CORONADO TIMELESS CHARM

CT0003

The Hotel del Coronado from the beach side – striped chairs, red umbrellas, that iconic red roof. A front-row seat to one of Southern California's most beloved landmarks, kept close at hand.

- Ceramic tile coaster
- Vibrant, fade-resistant colors that last



SIZE 4.25" X 4.25"
WHOLESALE \$8
MSRP \$14

PINK LADY OF LA JOLLA


CT0004

La Valencia Hotel in sun-warmed terracotta and cream, a tall palm swaying out front, the dome rising above the rooftops of Prospect Street. A small piece of La Jolla's quieter, unhurried side.

- Ceramic tile coaster
- Vibrant, fade-resistant colors that last

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Southern California Vibes



COASTERS



SIZE 4.25" X 4.25"
WHOLESALE \$8
MSRP \$14

ECHOES OF OLD TOWN FIESTA

CT0005

The Old Town Saloon in white stucco and red tile, a towering cactus catching afternoon light beside it. A corner of San Diego that still moves at its own pace.

- Ceramic tile coaster
- Vibrant, fade-resistant colors that last



SIZE 4.25" X 4.25"
WHOLESALE \$8
MSRP \$14

THE LIGHTHOUSE'S TALE

CT0006

The Oceanside Lighthouse rising red and white above the boardwalk, a green cruiser leaned against the stairs, seagulls drifting overhead. A scene worth coming back to, again and again.

- Ceramic tile coaster
- Vibrant, fade-resistant colors that last

COASTERS



SIZE 4.25" X 4.25"
WHOLESALE \$8
MSRP \$14

VESPA DREAMS IN LITTLE ITALY

CT0007

The Little Italy San Diego sign arching over India Street, a red Vespa parked at the corner, string lights strung between the eaves. The neighborhood exactly as it feels on a warm weeknight.

- Ceramic tile coaster
- Vibrant, fade-resistant colors that last



SIZE 4.25" X 4.25"
WHOLESALE \$8
MSRP \$14

VINTAGE VIBES AND COFFEE TIDES

CT0008

A vintage trailer converted into a café, two palm trees overhead, a cactus by the menu board. This coaster captures the kind of spot you find once and tell everyone about.

- Ceramic tile coaster
- Vibrant, fade-resistant colors that last

COASTERS



SIZE 4.25" X 4.25"
WHOLESALE \$8
MSRP \$14

SOMETHING'S BREWING ON 30TH

CT0009

The North Park sign in its signature teal above the familiar corner of 30th Street, the neighborhood spread out beneath it in yellow and rust. For anyone who knows this place is exactly right.

- Ceramic tile coaster
- Vibrant, fade-resistant colors that last



SIZES 4.25" X 4.25"
WHOLESALE \$8
MSRP \$14

SPANISH REVIVAL IN THE PARK

CT0010

The Casa del Prado Theatre in Balboa Park – ornate façade, twin domed towers, a generous tree keeping watch at the side. A quiet moment with one of San Diego's most beautiful buildings.

- Ceramic tile coaster
- Vibrant, fade-resistant colors that last

COASTERS



SIZE	4.25" X 4.25"
WHOLESALE	\$8
MSRP	\$14

CALIFORNIA TOWER

CT0011

The California Tower and its blue-tiled dome rising above the arched colonnade of Balboa Park, cypress trees reaching up alongside. A landmark that stops you, every time.

- Folded and blank inside
- Comes with a complimentary envelope

ART PRINTS



GUARDIAN OF THE SHORE

AP0001

This watercolor art print celebrates Lifeguard Tower 5C on Coronado Beach, embodying the protective spirit and serene strength of lifeguard towers as they stand watch over the ever-changing ocean at sunset.

SIZES	8" X 10"	9" X 12"	11" X 14"
WHOLESALE	\$12.5	\$16	\$20
MSRP	\$25	\$35	\$45

- Sustainably printed on archival paper
- Also available as a 5x7 card (see page 7)



ENDLESS SUMMER – SURF VAN DREAM

AP0002

This watercolor art print captures the nostalgic allure of a classic VW bus by the California coast, celebrating the free-spirited surfer culture and the timeless joy of beach days.

SIZES	8" X 10"	9" X 12"	11" X 14"
WHOLESALE	\$12.5	\$16	\$20
MSRP	\$25	\$35	\$45

- Sustainably printed on archival paper
- Also available as a 5x7 card (see page 7)

ART PRINTS



CORONADO TIMELESS CHARM

AP0003

This watercolor art print is a tribute to the historic Hotel Del Coronado, capturing its elegant architecture and coastal allure to bring a piece of San Diego's storied past into your client's home.

SIZES	8" X 10"	9" X 12"	11" X 14"
WHOLESALE	\$12.5	\$16	\$20
MSRP	\$25	\$35	\$45

- Sustainably printed on archival paper
- Also available as a 5x7 card (see page 7)



PINK LADY OF LA JOLLA

AP0004

This watercolor art print captures the elegant architecture and coastal allure of the historic La Valencia Hotel, bringing its timeless beauty and a sense of tranquil luxury into your client's home.

SIZES	8" X 10"	9" X 12"	11" X 14"
WHOLESALE	\$12.5	\$16	\$20
MSRP	\$25	\$35	\$45

- Sustainably printed on archival paper
- Also available as a 5x7 card (see page 7)

ART PRINTS



ECHOES OF OLD TOWN FIESTA

AP0005

This watercolor art print captures the vibrant energy and rich cultural fusion of Old Town San Diego, celebrating its historic charm and lively fiesta spirit.

SIZES	8" X 10"	9" X 12"	11" X 14"
WHOLESALE	\$12.5	\$16	\$20
MSRP	\$25	\$35	\$45

- Sustainably printed on archival paper
- Also available as a 5x7 card (see page 7)



THE LIGHTHOUSE'S TALE

AP0006

This watercolor art print is a tribute to the charming Oceanside Lighthouse, embodying the nostalgic allure and guiding spirit of coastal beacons within a serene harbor setting.

SIZES	8" X 10"	9" X 12"	11" X 14"
WHOLESALE	\$12.5	\$16	\$20
MSRP	\$25	\$35	\$45

- Sustainably printed on archival paper
- Also available as a 5x7 card (see page 7)

ART PRINTS



VESPA DREAMS IN LITTLE ITALY

AP0007

This watercolor art print captures the serene, timeless charm of San Diego's Little Italy, blending old-world elegance with the quiet allure of a vintage Vespa.

SIZES	8" X 10"	9" X 12"	11" X 14"
WHOLESALE	\$12.5	\$16	\$20
MSRP	\$25	\$35	\$45

- Sustainably printed on archival paper
- Also available as a 5x7 card (see page 7)



VINTAGE VIBES AND COFFEE TIDES

AP0008

This watercolor art print captures the bustling energy and inviting charm of a classic coffee truck, bringing a moment of urban tranquility and the aroma of freshly brewed coffee into your client's space.

SIZES	8" X 10"	9" X 12"	11" X 14"
WHOLESALE	\$12.5	\$16	\$20
MSRP	\$25	\$35	\$45

- Sustainably printed on archival paper
- Also available as a 5x7 card (see page 7)

GREETING CARDS



SIZES	4.25" X 5.5"	5" X 7"
WHOLESALE	\$3	\$5
MSRP	\$6	\$10

GUARDIAN OF THE SHORE

GC0001

This greeting card celebrates Lifeguard Tower 5C on Coronado Beach, embodying the protective spirit and serene strength of lifeguard towers as they stand watch over the ever-changing ocean at sunset.

- Folded and blank inside
- Comes with a complimentary envelope



SIZES	4.25" X 5.5"	5" X 7"
WHOLESALE	\$3	\$5
MSRP	\$6	\$10

ENDLESS SUMMER – SURF VAN DREAM

GC0002

This greeting card captures the nostalgic allure of a classic VW bus by the California coast, celebrating the free-spirited surfer culture and the timeless joy of beach days.

- Folded and blank inside
- Comes with a complimentary envelope

GREETING CARDS



SIZES	4.25" X 5.5"	5" X 7"
WHOLESALE	\$3	\$5
MSRP	\$6	\$10

CORONADO TIMELESS CHARM

GC0003

This card captures the timeless charm of the Hotel Del Coronado, making it a thoughtful way to send a coastal memory or share love for San Diego's rich history.

- Folded and blank inside
- Comes with a complimentary envelope



SIZES	4.25" X 5.5"	5" X 7"
WHOLESALE	\$3	\$5
MSRP	\$6	\$10

PINK LADY OF LA JOLLA

GC0004

This greeting card captures the elegant architecture and coastal allure of the historic La Valencia Hotel, making it a thoughtful way to send a coastal memory or share love for San Diego's rich history.

- Folded and blank inside
- Comes with a complimentary envelope

GREETING CARDS



SIZES	4.25" X 5.5"	5" X 7"
WHOLESALE	\$3	\$5
MSRP	\$6	\$10

ECHOES OF OLD TOWN FIESTA

GC0005

This greeting card captures the vibrant energy and rich cultural fusion of Old Town San Diego, celebrating its historic charm and lively fiesta spirit.

- Folded and blank inside
- Comes with a complimentary envelope



SIZES	4.25" X 5.5"	5" X 7"
WHOLESALE	\$3	\$5
MSRP	\$6	\$10

THE LIGHTHOUSE'S TALE

GC0006

This greeting card is a tribute to the charming Oceanside Lighthouse, embodying the nostalgic allure and guiding spirit of coastal beacons within a serene harbor setting.

- Folded and blank inside
- Comes with a complimentary envelope

GREETING CARDS



SIZES	4.25" X 5.5"	5" X 7"
WHOLESALE	\$3	\$5
MSRP	\$6	\$10

VESPA DREAMS IN LITTLE ITALY

GC0007

This greeting card captures the serene, timeless charm of San Diego's Little Italy, blending old-world elegance with the quiet allure of a vintage Vespa.

- Folded and blank inside
- Comes with a complimentary envelope



SIZES	4.25" X 5.5"	5" X 7"
WHOLESALE	\$3	\$5
MSRP	\$6	\$10

VINTAGE VIBES AND COFFEE TIDES

GC0008

This card captures the inviting charm of a classic coffee truck, perfect for sending a warm hello, a moment of calm, or a note to brighten someone's day.

- Folded and blank inside
- Comes with a complimentary envelope



SOCAL GREETING CARD BOX SET

GCS0001

This greeting card box set features 6 unique designs that celebrate the beauty and charm of Southern California's coastal lifestyle. From lifeguard towers to vintage surf vans and iconic landmarks, this collection captures the spirit of seaside living. A perfect gift or personal stationery staple, these cards are ready to send or frame.

SIZES	4.25" X 5.25"
WHOLESALE	\$15
MSRP	\$30

INCLUDES

Endless Summer – Surf Van Dream
Guardian of the Shore
Coronado Timeless Charm
Pink Lady of La Jolla
The Lighthouse's Tale
Vespa Dreams in Little Italy

- Folded and blank inside
- Comes with a complimentary envelope



SOCAL CHRISTMAS GREETING CARDS SET

GCS0002

This greeting card box set features 6 unique watercolor designs that celebrate the joy and warmth of a Southern California Christmas. This collection captures the festive, sun-drenched spirit of the West Coast. A perfect gift for sun-chasers or a nostalgic staple for your own holiday mail, these cards are designed and printed in San Diego to bring a burst of golden light to the season.

SIZES	4.25" X 5.25"
WHOLESALE	\$15
MSRP	\$30

INCLUDES

Lifeguard Tower Christmas
Gingerbread Surfer
Surfboard with Bow
Avocado Stocking
Holiday Cactus Ornament
Santa Seal

- Folded and blank inside
- Comes with a complimentary envelope

Gift Shop

STARTER PACKAGE

A gentle way to start. Three products your guests will reach for, take home, and remember.

- ✓ 30 chocolate bars
- ✓ 25 coloring books
- ✓ 25 coasters

Perfect for shops that want to offer something quietly meaningful, made with care, and easy to live with.



Product

FEATURES

- ✓ Produced with local partners
- ✓ Printed on acid-free, eco-friendly paper
- ✓ High-end finishing



BRAND HIGHLIGHTS

Ships carbon-neutral from California

Women & LGBTQ+ owned small business

Designed, handmade, printed, and made in the USA

Exclusive design, not on Amazon

Proud member of the San Diego Tourism Authority

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 @swilarts

Ordering Info



MINIMUM OPENING ORDER

\$500



LEAD TIME

7-15 business days



HOW TO ORDER


You can place your order in any of the following ways:

- Email order form to support@swilarts.com
- Scan the QR in the order form
- Order online at swilarts.faire.com



 support@swilarts.com

 swilarts.com

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 @swilarts

About the Artist

SARA WILCZYNSKA



Sara Wilczynska is a San Diego-based watercolor artist and illustrator. After over a decade in software engineering—most recently at **Google**—she transitioned from Big Tech to full-time creative work, founding Swil Arts, a studio devoted to painting the moments we might otherwise miss. Her work captures lingering memories in watercolor: small, soulful pauses you can hold on to.

Sara blends expressive ink lines with fluid washes, painting architecture, flora, and the kinds of things people overlook until they're made visible through art. Her pieces are infused with California ease, slow-made, eco-conscious, and created to last—crafted not just to be seen, but kept, gifted, returned to.

Since launching Swil Arts, Sara has collaborated with retail and hospitality brands on art for merchandise and custom products, including commissioned work for La Valencia Hotel in San Diego, as well as original artwork for on-site display. Her collections include original paintings, fine art prints, and thoughtfully designed stationery and home décor featuring her artwork. These are available through her online shop and through a growing number of retail spaces across Southern California.

A former yoga teacher and software engineer, Sara brings an intentional, grounded approach to creativity. Through her art, she invites people to slow down, smile, and rediscover the meaningful in the mundane.

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Order Form



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SKU	PRODUCT NAME	QTY	TOTAL

BUYER'S NAME _____

STORE NAME _____

EMAIL _____

SHIPPING ADDRESS _____

REQUESTED SHIP DATE _____

PAYMENT METHOD _____