



Pure
Origins

by
Saafins®

Beddings

CATALOGUE 2022

Our artist



I've always loved drawing and have been fortunate enough to helping create new products for the baby and children's industry. I came to the conclusion that there weren't enough charming little designs out in the market, so I decided to come up with my very own style. A style where I can freely play around and design new characters to my hearts content.

I love soft shades and delicate patterns, with a background of surface pattern design I can create a beautiful pattern. I always work by hand and draw in pencil initially until I am happy with the look of my work. I develop them further by using watercolour paint, carefully choosing a limited colour palette. I love delicate details which I feel make the character more lifelike and playful. Simple texture and layering is my style. After realising that I need to develop my work further to ensure a wider variety of choice for Saafins I have developed my skills so that I can play around with my paintings using Photoshop. This has enabled me to be able to make a pattern that can be used more widely in the children's /baby market and be printed onto fabric.

It's so exciting and rewarding to see my designs grow from paper to finished print with Saafins.

Jo ;)

Bunny

WHITE/SOFT GREEN Code: B101

Pure
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Duckling

BLUE/SOFT MAUVE Code: B102

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Duckling

WHITE/SOFT GREEN Code: B103

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Koala

ORANGE/DUSKY Code: B104

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Koala DUSKY Code: B105

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Panda MAUVE/WHITE Code: B106

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Panda

BLUE/MAUVE Code: B107

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Panda

BEIGE/MAUVE Code: B108

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Panda

BEIGE/WHITE Code: B109

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Panda

SOFT GREEN/DUSKY Code: B110

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Panda

DUSKY/WHITE Code: B111

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Bunny

GREEN/MUSTARD Code: B112

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Bunny

WHITE/DUSKY Code: B113

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Bunny

LILAC/GREEN Code: B114

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Koala YELLOW/DUSKY Code: B115

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Duckling

TWO GREENS Code: B116

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Panda GREEN Code: B117

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Koala WHITE/GREEN Code: B118

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Koala

YELLOW/DUSKY Code: B119

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Panda BLUE/WHITE Code: B120

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Panda

BEIGE/WHITE Code: B121

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Panda

PURPLE/BEIGE Code: B122

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Bunny

WHITE/GREEN Code: B123

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Bunny

MUSTARD/LILAC Code: B124

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**Pure
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