



*Eco-Friendly Craft Kits For The  
Modern Maker*

**Stitch Happy.**



Our mission is to make the therapeutic benefits of crafting available to everyone, even those with no previous experience, whilst looking after both the planet and the people who supply us.

We want to help people make beautiful things for their home by designing on-trend craft kits which we hope will inspire people to make and not buy, to enjoy the process of making and to be creative. We want to encourage people to turn off screens, zone out from modern day stresses and strains and get back to a simple way of life even if just for a few moments.

# Our Story

Being a life long crafter and keen to be as sustainable as possible, founder of Stitch Happy, Louisa, realised that eco-friendly craft supplies were hard to find. Most brands she found had a very small range of eco-friendly fabrics and materials, and as a busy mum of two, having to scour the internet for eco-friendly options was time consuming and frustrating. Louisa took the matter into her own hands and started Stitch Happy to sell ethical and sustainable craft supplies for modern makers who shared this desire for a more sustainable product.

Louisa started by teaching crafts to people in her local area and selling ethical kits and products online. Then the pandemic hit and Louisa realised that she would not be able to deliver workshops, but that people really wanted things to do to keep them occupied. The kits that she had always sold as a sideline became her primary focus. Louisa realised that this was the way to make a real difference. By selling kits and patterns she could reach a wider audience and give more people the option to choose sustainability.

By bundling everything they needed into a kit she could help busy people, who didn't have time to research and source all the elements needed, to create something beautiful.

Fast forward to today, and the kits are now front and centre of the business. Having proved very popular during lockdown people are continuing with these new hobbies and habits. This continuing rise in popularity of crafting has taken Stitch Happy from a one-woman kitchen table business, to a successful small business offering wholesale to a host of ethically-minded large and small businesses, as well as our direct customers. All of our kits are still made in our rural studio in the UK ensuring that we can keep quality high and labour practices ethical.

**happy people, happy planet, happy stitching.**





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As well as sustainability our packaging is designed with beauty in mind - perfect for gifting or to catch a customer's eye in your store.



# Products

Our best-selling 'Tattooed Shoulders' design has been featured in many publications including Marie Claire, Cosmopolitan, Love Embroidery, Mollie Makes, The Observer Magazine, and Buzz Feed.



For prices and information please see our line sheet

# Sustainability

Stitch Happy's ambition is to bring Sustainable craft kits to as many people as possible, whilst minimising the impact we have on the planet and the people who work in the supply chain. We will always continue to work on making our products more sustainable and ethical.

## **All of our kits:**

- are handmade in our studio in rural Warwickshire, England.
- are packed in plastic-free and recycled packaging.
- include GOTS certified organic cotton ensuring the workers who make our fabric are looked after, paid a fair wage, and that its production is sustainable and free from damaging chemicals.
- include wooden hoops that are excellent quality and are made in a UK workshop from FSC certified wood.
- include instructions printed using vegetable-based dyes on recycled paper.

All of our suppliers are chosen with our ethics in mind.

# What Our Customers Say

**'It came beautifully packaged and I couldn't wait to unwrap it. Stunning quality and exceeded my expectations. Such a unique gift idea - I cannot wait to give it to my daughter for her birthday. Absolutely thrilled with it!'**

**'Very descriptive. Easy to follow instructions. It's turning out great, even for a beginner like me!'**

**'This was super easy and the booklet that you are given explained everything so simply! I loved doing it and it looks so cute!'**

**Stitch Happy**

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