AUTUMNFAIR

4-7 September 2022 NEC Birmingham



Brands at Autumn Fair 2022





















Find Your Glow Ltd

In creating F.Y.G. it was important to produce not just another scented product but an immersive experience. What started as a desire to recapture my childhood joy of family holidays spent in Greece, then developed into a project of encapsulating a range of significant and beautiful experiences from the past.

Whilst each scent has a story and individual character to evoke memory, feeling and mood, it was equally important to create modern designs – to fit in with and subtly enhance any living space. And with all of that, F.Y.G. had to be sustainable.

That is why each product is 100% natural and recyclable.

www.fyghome.com/

www.instagram.com/fyghome/?hl=en



Category Winner Stand 6L21

Sector Gift



Sock Academy

We design in the UK and manufacture in Turkey and have a wide retailer mix both in the UK and an ever growing presence in 18 countries around the world. We are proud of our creative approach to gifting and are committed to continually developing new ideas and designs – this fresh approach to drive innovation has won us numerous awards such as FSB Innovative Business of the Year and FSB Overall Business of the Year for Hertfordshire. We have also been shortlisted for Gift of the Year awards in 2015, 2016 and 2017.

We have built our company on four pillars, Happy People, Great Service, Happy Loyal Customers and Profitable Business. It is our overriding goal to ensure we have happy people, happy customers and happy suppliers.

- www.sockacademy.com
- www.instagram.com/unitedoddsocks/
- www.facebook.com/cucamelonkidsl/







Upper Canada

Upper Canada was founded in 1969 with the goal of bringing beautiful and high quality soap and beauty products to the gift industry.

Today, 53 years later our company is the leading innovator of products in the bath, beauty and wellness sectors. Our longstanding brands including Danielle, Erase Your Face, Aroma Home among others are leaders in each of their categories and consumers around the world are always excited to see what is new from Upper Canada.

Innovation is a beautiful thing

uppercanadasoap.com/brands/

www.instagram.com/uppercanadasoap/



Sector Beauty & Wellbeing

Stand 6H10-J11

Danielle Beauty

Danielle Beauty offers on trend and sophisticated designs across Beauty Accessories, Skincare, Mirrors and Cosmetic Bags. Designed and Developed in the UK, Danielle Beauty falls under the Upper Canada UK umbrella of brands.

www.danielle-ltd.co.uk
 www.instagram.com/daniellebeautyuk
 www.facebook.com/DanielleLTDUK/



Sector Beauty & Wellbeing

Stand 6H10-J11

BREEKS

Aroma Home

At Aroma Home we understand that Wellness is a journey and everybody's journey looks different.

Not everybody wants a complete lifestyle change and sometimes just finding time to make yourself feel good often feels too indulgent!

That's why we don't make it too complicated, we make sure that each of our products are created with specific Wellness benefits but it's up to you to choose which ones work best for you and your lifestyle.

- www.aromahome.com
- www.instagram.com/aromahome_uk/
- www.facebook.com/Aroma-Home-849177928751498/



Stand 6H10-J11



Cotton & Grey

Our first product, Twenty Minute Candles, came about when we put together a small box of beeswax candles and handwritten affirmation cards for a close friend who was struggling in lockdown to help her relax and restore her well-being... and she loved them! Six months later we found ourselves proud Finalists in this years Gift of the Year...

www.cottonandgrey.comwww.instagram.com/cottonandgreyltd

www.facebook.com/cottonandgrey





The Lagoon Group

Fun for all the family starts here at University Games and The Lagoon Group! We have over 750 lines available, including a wide variety of fun and entertaining board games and gifts as well as puzzles from 24 to 4,000 pieces, to cater for preschool through to adult.

Our Lagoon portfolio offers a fantastic range of Games in a Tin with titles including The The Movie Game Guess That Tune, Name 3 Game, Christmas Spoons and What did you Say? Lagoon also has a fantastic range of different tabletop collections, all in CDUs, that make great stocking fillers, party bag gifts and dinner party table games as well as a great range of Christmas themed games and gift, perfect for the festive season.

- www.thelagoongroup.com
- www.instagram.com/universitygames_uk/
- www.facebook.com/UniversityGamesUK





Stand 20A60

Sector Kids, Toys & Play

Funtime Gifts

Growing up has always been optional! Supplying the Toy and Gift trade for over thirty years, Funtime Gifts helps recreate distant memories at the same time as inventing future ones. It's huge array of novelty gifts and toys provide something for everyone. Founder Malcolm Ford, first ventured into the puzzle and gift market while studying civil engineering at Loughborough University in 1969 and with two other engineers, formulated a range of complex 3D puzzles to test the brain, hand and eye coordination. These were launched for the first time in 1972 and led to the foundation of Funtime Gifts. Funtime is probably best revered for bringing the Disco Dancing Flowers and the singing fish Big Mouth Billy Bass to these shores. Nowadays in the world of iPhones and iPads, electronics and synchronisation in toys are taken totally for granted; twenty years ago it was unseen and was guite ground breaking. Today Funtime is still breaking the mould with guns that fire air, animals that laugh, lasers that turn your ceiling into a planetarium, the world's smallest Walkie Talkies and so much more







The Crafty Kit

Founded by Jo Lochhead in 2012, The Crafty Kit Company produces award-winning craft kits that are stocked by both independent and national retailers in the UK, the USA, and Canada. Voted Best Sustainable Craft Company in the Craft Business Awards 2020, we're proud to produce all of our kits in Scotland, and have placed giving back to both international and local charities at the heart of our business. We firmly believe that anyone can be creative, and it's our mission to inspire people to craft their way to happiness! Our product range includes needle felting kits (such as our best-selling Baby Bunny Needle Felting Kit, winner of the Gift of the Year Award 2020), sewing, and cross stitch kits, as well as our new range of felt craft flower kits.

- www.craftykitcompany.co.uk
- www.instagram.com/craftykitcompany/
- www.facebook.com/CraftyKitCompany/



Stand 20B15

Sector Gift



Doggy Baker (The Bottled Baking Co)

Dog Loving Bakers

What started as an April fools day joke in 2021 on The Bottled Baking Co social media pages has turned in to a fully fledged business.

We launched our doggy baking mixes in August 2021 with our core range of mixes, each one tried and tested on our own pooches (It helps that we are all dog lovers here), they all went down a treat.

Each one of our baking mixes are handmade in Yorkshire using human grade ingredients (give the baked goods a try too if you fancy!) and packed in to our signature reusable glass bottles.

- www.doggybaking.com/
- www.instagram.com/doggybakingco/
- www.facebook.com/DoggyBakingCo



Category Winner Stand 6F38

Sector Gift



Stand 6C30-E31

Sector Greetings & Stationery

HAPPY BIRTHDAY SAUSAGE!

The Art File

We are award winning design led publishers. Specialising in providing the highest quality Greeting Cards, Stationery and Gifts to retailers worldwide.

We created our business in 1997 and exhibited at Spring Fair in Birmingham for the first time the following year. Since then The Art File has grown to establish itself as a leading independent publisher of greeting cards, stationery and more recently gifts. The company is based in the historic Lace Market area in the centre of Nottingham, England.

Today our award winning cards are sold worldwide through a broad band of design inspired retailers which include leading high street names and an array of excellent independent stores.

www.instagram.com/theartfileofficial/

www.facebook.com/theartfileofficial/





www.theartfile.com

Stand 6C44

Sector My Gift of All Time

Scentiment UK

Small family run business in Wiltshire offering a high quality range of sentiment and personalised candles, reed diffusers and glassware









Stand 20C10-D11

Sector Gift



Here at Sass & Belle, we lovingly design all kinds of wonderful products at perfect prices for your pocket. We're all about the joy of home sprucing and the love in gift-giving, adding a dash of happiness and a sprinkle of smiles to each and every one of our collections.







Willsow

We have created the first ever plantable children's books!

Our Books are made with special handmade paper embedded with real vegetable and herb seeds. When the paper is planted in a pot of soil, vegetables and herbs will grow from the paper, amazing right!

www.willsow.com



www.facebook.com/willsow.books/



Category Winner Winner

Stand 20A51

Sector Kids, Toys & Play



MAI

MAI 'Making Animal Important' is Kidswear with a conscience

We design high quality kidswear for children aged 0-8 years. Soft organic, unisex clothes to cherish, with beautiful hand-drawn endangered animal prints. Designed with love for children, animals & the environment.Every piece comes with a story about the animal on the print – so it's a great way to start educating children about looking after their planet. We're 100% committed to ensuring our brand is both ethical and sustainable. From only working to the Global Organic Textile Standard, to using plastic-free packaging, we want to help create a better world for our little ones to inherit (aswell-as making them look super-cute right now!).

We give part of our profits to help conservation.

- www.mai-clothing.com/
- www.instagram.com/ makinganimalsimportant/
- Www.facebook.com/ MAKINGANIMALSIMPORTANT



Stand 20D41



Stand 20E50-F51

Sector Gift



Warmies

Warmies® was founded on a very simple premise, that everyone might experience comfort in their everyday life. Inspiring wellbeing is at the heart of what we do. Being mindful of wellness leads to better living. Our products provide soothing warmth and aromatic comfort for all ages, are safe for all ages and are loved by all ages. Warmies® are fully heatable, incredibly comfortable, and feel amazing. They provide stress and anxiety relief, promote restful sleep, and are perfectly weighted to provide a calming and positive sensory experience.

- www.warmies.co.uk/
- www.instagram.com/warmies_official/
- www.facebook.com/WarmiesUK



Stand 6C20

Sector Gift



Paper Salad

Paper Salad is brighter and sparklier than ever before, so be warned, you may need your shades when browsing through our website!

Established in 2005 when we exhibited at our first ever trade show at the Harrogate Home & Gift Fair. Since then we have grown tremendously and have adopted our very own unique style that has spread across the UK and has been exported to over 15 countries worldwide. You can find us in numerous lovely independent gift shops all over the UK as well as some of the other well known stores...



www.facebook.com/papersaladcards/



Wilberry

At Wilberry we design and source plush soft toys focused towards the gift and interior design market as well as traditional toy shops. Wilberry is the sister company of The Puppet Company and draws on the experience and expertise that has been developed over the years with puppets. We are able to offer the same constant, high quality products and the great customer service our existing customers receive from The Puppet Company. The Wilberry range is a new, rapidly growing soft toy range; we will be showing more than 100 new designs at the Autumn Fair. The range is competitively priced and can return a strong margin. We offer a low minimum order of £100. All orders over £150 are carriage paid (UK mainland). All items are bar coded and available singly rather than in carton lots, and we aim to hold the majority of the range in stock for next day delivery.

- www.wilberrytoys.com
- www.instagram.com/wilberrytoys/?hl=en
 www.facebook.com/wilberrytoys



Stand 20F40-G41

Sector Gift



Stand 8E41

Sector Fashion Accessories



We are dedicated to designing and sourcing unique and beautiful jewellery and gifts all at affordable prices. We pride ourselves on selling exceptionally high-quality jewellery, accessories and homeware items that inspire, and with our growing personalised range are truly unique to you or the recipient.

- www.lisaangel.co.ukwww.instagram.com/lisaangeluk/
- www.facebook.com/lisaangel.co.uk





Stand 20C19

Sector Gift



Beevive

Inspired by a spontaneous encounter with a tired bee, together we created The Original Bee Revival Kit.

Knowing how important bees are and how dangerously they are in decline, we wanted to do something to help. This is when we began designing the Bee Revival Kit for the next time you meet a bee in need.

The bee revival keyring provides an emergency solution to REVIVE an exhausted bee so it can continue its mission pollinating planet Earth. Each kit is assembled and packed from our buzzing studio in Exeter, Devon.

www.beevive.com

- www.instagram.com/beevive_uk/
- www.facebook.com/Beevive/
 shop/?ref_code=search_hcm_
 cta&ref_surface=global_search



Inside Out Toys Ltd

Toys Ltd is a family run toy business, offering ethically sourced, sustainable toy brands. Tikiri – natural rubber and organic cotton baby toys. Jumini – brightly coloured wooden toys. Studio Circus pastel coloured wooden toys See less. Toys Ltd are proud to launch Jumini – a new brand of traditional crafted wooden toys, finished to a high standard yet sensibly priced, with the small independent retailer in mind. We have a wide range of toys available, suitable for babies and children of all ages. As well as the much-loved traditional items, our designers have come up with some new and exciting toys which will make your wooden toy display stand out from the crowd ... toys to remember!

- www.insideouttoys.co.uk
- www.instagram.com/inside_out_toys_uk/
- www.facebook.com/insideouttoysltd/



Category Winner





Sector Children's, Educational and Pre-School, Contemporary Gift



Here at eatsleepdoodle we make fun, creative and educational gifts, from pillowcases and duvet covers to tablecloths, placemats and pencil cases, all to colour-in and customise with included wash-out fabric pens. Our textile gifts are designed to be re-used, so when you're ready for the next colouring adventure, simply pop them on a warm machine wash, the ink disappears (and from everything else in the wash, too!) and they're ready to be coloured, designed and personalised - again and again! Our educational colour & learn illustrations are packed with features to discover as you colour in fun designs including world map, world flags, heroines of history, space explorer, fairytales & legends, butterflies, dinosaurs, pond & wildlife and lots more! They're perfect birthday and Christmas gifts, for parties & celebrations, for home-schooling, classroom lessons and craft sessions, too!

- www.eatsleepdoodle.co.uk
- www.instagram.com/eatsleepdoodle_/
- www.facebook.com/eatsleepdoodlehq/ shop/?ref_code=search_hcm_cta&ref_ surface=global_search





Build Your Own Kits

We're the creators of an award-winning range of eco-friendly children's toys you can build yourself. Made from sustainable cardboard, our innovative, STEM-inspired kits are great fun to build and provide hours of entertainment; reducing screen-time and bringing families together to create special memories. Assembled using simple slot-together techniques - there's no glue, no mess, no fuss. Everything you need is provided in the kit and each of our kits has an on-pack star rating to show the complexity of the build. Our growing range of kits are suitable for children 8 years+ but are best enjoyed as a family experience. We love to inspire curious young minds and encourage learning through play.

- www.paperengine.com
- www.instagram.com/ paperengineuk/?hl=en
- www.facebook.com/buildyourownkits





Kikkerland

Since 1992 Kikkerland Design has established itself as one of the top companies in the world offering unique, well designed products to inspire our customers and their needs.Kikkerland supports and represents independent, self-producing designers from around the world. In addition, our 15-person in-house design team creates and develops new products every day. Today, Kikkerland Design continues to offer the world's largest collection of ingenious items combining form, function, and delight in equal parts. Found in thousands of stores around the world. including museums, independent specialty stores, department stores, grocery, garden and hardware stores. At Kikkerland Design we pride ourselves on giving back to local and global organizations, ranging from ecological restoration projects to creative writing and design programs for underserved youth.

- www.kikkerland.com
- www.instagram.com/kikkerland/
- www.facebook.com/Kikkerland/



Stand 20B10-C11

Sector Gift



Stand **20J44-K45**

Sector Kids, Toys & Play



Click Europe are a family-run toy company in the heart of Dulwich, London, specialising in supplying wooden toys, bamboo marble runs, jigsaw puzzles, children's luggage and backpacks, scooters for adults and children, stunt scooters, and Halftoys – 3D magnetic animal puzzles. Our brands and products span the early years of a child's development all the way through to the more active years and into teenhood and beyond. We offer affordable prices, a great customer care team and new product launches that reflect the current trends.



www.clickeurope.com

🗿 www.facebook.com/clickeuropelimited



Stand 20A01

Sector Gift



Our 100% natural body and bath products are made the traditional way. Our handmade soaps are made with natural ingredients such as olive oil, essential oils, herbs, spices and pure colourants, like madder root and turmeric.

We've taken great care to exclude 'nasties' such as parabens and sulphates. And so this means that every skin type and sensitivity is cared for.

We also know that you are looking to shop more sustainably for the good of the planet as well as friends and families.

www.heylandandwhittle.co.uk
 www.instagram.com/heylandandwhittle/
 www.facebook.com/HeylandandWhittle/





Cardology

When an ordinary card just won't do, our memorable Pop Up Cards are gifts in themselves and are designed to make a lasting impression. Unlikely to ever meet the recycle bin, these miniature works of art are usually found in pride of place on the mantlepiece for a very long time. They can be used for a multitude of occasions, like, if you are going to a wedding and want a beautiful card to put the vouchers in? Or perhaps your best friend has had a new baby and you want to gift her with a keepsake she can treasure?What about if your partner has just done the marathon for the first time and you want something memorable to gift or maybe you have a relative in hospital so you want a beautiful card that pops up like a bunch of flowers?Whatever the occasion, our cards never fail to get an amazing reaction of pure surprise and delight, which is just priceless!

- www.cardology.co.uk
- www.instagram.com/cardologyltd/
- www.facebook.com/CardologyLtd/



Public Vote Winner 2022



Sector Greetings & Stationery



Global Journey

We are Global Journey, creating and supplying innovative gifts to stores, catalogue companies and distributors worldwide. We specialise in personalised and quirky notebooks, kids personalised jigsaws, hand sanitisers, eco-friendly bamboo cups, scented car fresheners and much much more.

www.shop.global-journey.com 4







Stand 6G20

Life Charms

Stand 6A34

Life Charms is a UK jewellery brand dedicated to designing and creating beautiful jewelleryfor the modern-day woman. Featuring innovative designs for gifting and unique fashion piecesthere's something for every occasion and every budget.

2021 saw Life Charms grow our customer base and jewellery collections more than ever beforeand now, celebrating our 7th year and storming into 2022, we've have just had deliveryof some of our most stunning collections yet.

- www.lifecharms.co.uk/
- www.instagram.com/lifecharmsjewellery
- www.facebook.com/lifecharmsjewellery





Sector Fashion Accessories

Gift Republic

Here at Gift Republic we have a passion for two things

design and having fun!

Our creative team are dedicated to

bringing you the most unique and enjoyable gifts imaginable.

Focusing on the latest trends and styles we want to inject a bit of extraordinary into the

ordinary, which is why we produce only the best and most innovative gifts on the market.



www.instagram.com/giftrepublicltd



Stand **20C20-D21**





Stand 6L32





Fizz Creations Ltd is a creative novelty gift supplier based on the sunny south coast near Brighton.

The company was born out of the need to be different and idea that ALL the products we design should 'stand out' from the others.









Spice Kitchen

We are a family-owned artisanal spice and tea company run by mother and son team Sanjay & Shashi Aggarwal (aka Mamma Spice & Baby Spice!). Sanjay and Shashi share a common goal: to honour their Indian heritage and make their ancestors proud. That they can inspire so many to create, authentic dishes in the process is a bonus! What started as a discussion over the kitchen table on Christmas Day 2012, Spice Kitchen has developed into a thriving small business that has never lost touch with its roots. We quickly realised that there was a huge appetite for our spice tins and sets. We've been humbled at how the public has taken our family and its values into their hearts.

- www.spicekitchenuk.com
- www.instagram.com/spicekitchenuk/
- www.facebook.com/spicekitchenuk/



Category Winner

Stand 6B40

Sector Gift



Stand 6F12

Sector Beauty & Wellbeing

The Home County Candle Co

The Home County Candle Co. is a luxury home fragrance brand born in Hertfordshire, producing delAightfully scented soy candles, reed diffusers and hand care products inspired by, and named after, each of Britain's most beautiful counties.

We truly believe that each county has its own distinctive character and story to tell. Since 2018 we've set out to bring these stories to life through unique and heartfelt scents.

- www.homecountycandleco.com
 www.instagram.com/homecountycandleco
- www.facebook.com/homecountycandleco





St Eval Candle Copmpany

Nestled on our farm in the heart of North Cornwall, we sustainably craft high-quality candles using a blend of traditional and contemporary methods. We have been perfecting the art and science of candlemaking for over 28 years creating unique, nature-inspired fragrances.

All of our products are made with an emphasis on sustainability and in recognition of this, in 2021 we were honoured with a Queen's Award for Enterprise in Sustainable Development. This is the first-ever Queen's Award for a candle manufacturer representing the highest accolade for business success and sustainability.

- 🛞 www.st-eval.com
- www.instagram.com/stevalcandles
- www.facebook.com/
 StEvalCandleCompany





Stand 6C46

Sector Gift

Eco Chic

Eco Chic is a lifestyle brand, and our aim is to help you make the little changes that add up in the fight against throw-away culture.

Established back in 2004 from a humble market store in Camden Town, you can now find our products in over 1000 retail stores across UK and Europe



- www.instagram.com/ecochicldn
- www.facebook.com/ecochiclondon




Emily Victoria Candles

Emily Victoria Candles was established in 2015, just after Emily finished university and turned 21. Her love for all things scented inspired her to open her very own business. Little did she ever imagine after starting by cooking up her recipes in Mums' kitchen, she would now be in her very own unit working along side her Mum and their very own team producing products to dispatch up and down the country.

www.emilyvictoriacandles.co.uk/
 www.instagram.com/emilyvictoriacandles
 www.facebook.com/emilyvictoriacandles





Stand 6H03



Betty Hula believe in honest, natural beauty. Our products are handmade in the UK using traditional techniques and the finest quality ingredients including Aloe Vera, Frankincense Oil, Shea Butter and Cocoa Butter. Our range is vegan friendly, paraben free and not tested on animals.

Our innovative and Award-winning range of natural British made skincare products takes a contemporary twist on traditional recipes and combines stylish, hand-finished mainly vintage glass packaging to bring eye-catching variety and individuality to the skincare and gift market.

www.bettyhula.co.uk/

- www.instagram.com/bettyhulaskincare/
- www.facebook.com/bettyhula/





Stand 6K21

Sector Gift

Artcuts

Artcuts are an independent British business who design contemporary and sustainable materials for lifestyle crafting.

Just a little note from us to say our on-site shop is open by appointment only. We're really sorry for any inconvenience caused.

To make an appointment to visit our shop, please call us on 01342 843843. This is so we can ensure our shop is fully stocked with lots of wonderful crafting items in time for your visit.

Our website is still open for business and we're able to fulfil all your online orders. You can collect your online orders here for free, just select 'Click & Collect' at the checkout and we will contact you with a pick-up time within 1-2 working days.

- www.artcuts.co.uk
- www.instagram.com/springautumnfair
- www.facebook.com/Artcuts





Zippy & George

Customised signs & plaques for retailers handmade in cornwall





Stand 6K44

Sector Gift



Clockwork Soldier

We are Clockwork Soldier, a designled conscientious gift company. We specialise in creative card and paper activity kits for both children and adults.

Our products are innovative, unique and design driven. They cover evergreen themes like dinosaurs, space and the oceans. Inventive paper engineering meets beautiful retro illustration, with a modern design twist.

www.clockworksoldier.co.uk
 www.instagram.com/clockwork.soldier/
 www.facebook.com/clockworksoldier/







Art on Scarves

Art on Scarves design and handprint beautifully luxurious Cashmere Blend and Chiffon Scarves using original drawings and designs.

These unique fashion accessories make the perfect gift and can be worn year round as a pashmina in the Summer and a scarf in the Winter.

With an on trend colour palette there really is a design/colour combination to suit everyone

www.artonscarves.com
 www.instagram.com/artonscarves
 www.facebook.com/ArtonScarves





Sector Fashion Accessories



Stand 7F10 Sector Gift



Welcome to WIDDOP and Co., a business which has spanned five generations of the same family. We offer design-led brands across all the major gift categories with most of our lines available in singles. All our customers enjoy award-winning customer service backed up by state of the art logistics. Discover for yourself the quick and easy way to increase sales in your store with brands that sell.

- www.widdop.co.uk www.instagram.com/widdopandco 0
- www.facebook.com/widdopandco f





Emily Smith

The Emily smith brand gives you a smile on even the dullest of days. Move over rain... hello dreamy rainbows!

A collection of unique homewares and accessories. Our designs were made with you and your self-care in mind, from getting out and about with our umbrellas, to keeping track of tasks in our premium notebooks, you'll never lose sight of what day it is and what really matters. So, get comfortable, brew a toasty warm beverage (in one of our iconic mugs of course) and get ready for this female-run business to knock your socks off! Emily's designs are full of character and are proudly manufactured in Britain.



- www.instagram.com/emilysmithdesigns
- www.facebook.com/emilysmithdevon





Sector

Gift

Alljoy Design

Alljoy Design is a graphic design company established in 2009. We are based in Ireland. Bring joy to all, is the principle of our company. Design with love, is our statement.

We have a creative design team. It is bright, open and full of imagination. With those personalities we bring unique and contemporary design to you.

We believe that life is a unique adventure to everyone, the adventure of finding every little thing to enjoy and share it with someone you love and care about. Spread the joy to every corner, enjoy everyday life.

We would like to hear from you. We would like to share joy with you. We would like to bring joy to you, no matter where you are.

- www.alljoydesign.com
- www.instagram.com/alljoydesign
- www.facebook.com/people/Alljoy-Design





Stitching Me Softly

I have always been creative and taught myself to crochet 8 years ago. I then spent some time developing my skills before launching Stitching Me Softly in 2017, just after the birth of my third daughter. I began designing baby and children's items as I wanted something specific for my own children that I couldn't find on the high street. I am drawn to simple geometric shapes and contrasting colour pallets, and this theme is reflected in my crochet designs.

I really enjoy designing new products which inspire the creativity in other people. This has led to designing a range of Craft Kits and running workshops around the UK.

The Craft Kits have become so popular that they are now the main focus of the business.

- www.stitchingmesoftly.co.uk
- www.instagram.com/stitching_me_softly
- www.facebook.com/stitchingmesoftly





Stand 6M02

Beefayre

Beefayre is a company inspired by nature and the plight of the honeybee. Made in the UK, using natural ingredients, the collection includes scented glass candles, reed diffusers and body & bath products. The beautiful botanical designs, by artist Sharon Jervis, are high impact and popular with all ages. Combining distinctive design with quality ingredients and competitive pricing, the beefayre lifestyle brand will appeal to a wide retail market.



www.beefayre.com
www.instagram.com/beefayreloves
www.facebook.com/beefayre



Stand 6A10

Cardology

When an ordinary card just won't do, our memorable Pop Up Cards are gifts in themselves and are designed to make a lasting impression. Unlikely to ever meet the recycle bin, these miniature works of art are usually found in pride of place on the mantlepiece for a very long time. They can be used for a multitude of occasions, like, if you are going to a wedding and want a beautiful card to put the vouchers in? Or perhaps your best friend has had a new baby and you want to gift her with a keepsake she can treasure?What about if your partner has just done the marathon for the first time and you want something memorable to gift or maybe you have a relative in hospital so you want a beautiful card that pops up like a bunch of flowers?Whatever the occasion. our cards never fail to get an amazing reaction of pure surprise and delight, which is just priceless!

- www.cardology.co.uk
- www.instagram.com/cardologyltd
- www.facebook.com/CardologyLtd





Cheatwell

We design and manufacture brilliant board games, cracking card games and perplexing puzzles for all the family to enjoy. With over thirty year's experience, one thing you can be assured of is that you are in for a fun time the minute you open the box! With a broad range covering kids, family and adult products there genuinely is something for everyone and every budget. Why not visit our stand in Hall 6 to see what's new...you're sure to have a laugh at the very least!

- www.cheatwell.com
- www.instagram.com/cheatwellgames
- www.facebook.com/cheatwellgames





Sector Kids, Toys & Play

Stand 20D50-E51

AUTUMNFAIR

4-7 SEPTEMBER 2022 | NEC BIRMINGHAM