



2023

BRAND DECK

PORTICO DESIGNS

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Inspiring Brands

Established over 35 years ago and based in the UK, Portico Designs are independent publishers and wholesalers of design-led gifts.

We are proud partners with some of the most exciting global brands. Our design studio works passionately to create beautiful innovative product and in-house brands.

ALICE SCOTT®



Alice Scott is a leading British lifestyle brand based in London, creating beautiful stationery and gift since it's launch in 2013. Creator and co-founder of the brand Happy Jackson, Heather Flynn began building her brand with a simple idea - to make cards that people would want to send, said the way they really want to say it. Focussing on elegant, simple and beautiful cards with a fun twist.

TARGET MARKET

CUSTOMER PROFILE Young adults and working professionals

CORE AGE 18 - 40yrs

INTERESTS & LIFESTYLE Fashion, writing & reading, fitness, beauty, stationery lover, travelling

AVAILABLE LICENSING CATEGORIES



RETAILER PARTNERSHIPS & DISTRIBUTION



SELFRIDGES & CO

Paperchase

FORTNUM & MASON
EST 1707

OLIVER BONAS

Boots

TESCO

Sainsbury's

CATEGORY EXAMPLES - *Fun, functional gift products with bold 'sassy' captions*

PURCHASE PURPOSE

- AYR Gifting across board buying category's
- Seasonal Captions (Mothers Day, International Women'DDay)

POINT OF DIFFERENCE

- Commercial imagery appealing to a broad audience
- Evergreen brand. Colours and trends can be changed depending on season

LICENSING PARTNERS

- Pigment
- Galison
- Penny Kennedy





NEW

ARHOUSE UNLIMITED



ARHOUSE Unlimited is a charity presenting artistic talents of adults with complex neuro-diverse and physical support needs. Offering a sense of purpose lies at the heart of the charity. 100% of sales revenue helps support its sustainability and growth.

TARGET MARKET

CUSTOMER PROFILE

Adults of all ages, families, working professionals

CORE AGE

Ages: 18 - 70

INTERESTS & LIFESTYLE

Art, charity, mental wellbeing, surface pattern

AVAILABLE LICENSING CATEGORIES



MISC. GIFTING



STATIONERY

PORTICO DESIGNS

INSPIRATION & INFLUENCES



ASPIRATIONAL RETAILER PARTNERSHIP OPPORTUNITIES



Sainsbury's

SELFRIDGES & CO

FORTNUM & MASON
EST 1707

OLIVER BONAS



Waterstones

PURCHASE PURPOSE

- Raising awareness
- Sparks joy and happiness
- Suitable for AYR and seasonal

POINT OF DIFFERENCE

- Artwork created by adults with neurodiverse and physical support needs
- Sales revenue helps sustain the charity, enabling it to grow and evolve.

BESPOKE SERVICE

We can create an exclusive collection collaborating with the artists in residence.*

*To qualify retailer must hit MOQs

PRODUCT EXAMPLE



ARTHOUSE UNLIMITED

BRAND LOYALTY



INSTAGRAM
@arthouse_unlimited
33.6K followers

Details correct as of September 2023

CATALINA ESTRADA



Catalina Estrada is an celebrated lifestyle and pattern brand, established in 1999 in Barcelona. Estrada Herself has a fascination for nature and its organic forms, her devotion to vibrant colours have led to the confirmation of illustrator and print designer. Estrada is passionate about bright bold colours intertwined with optimistic imagery that is sure to draw the eye.

TARGET MARKET

CUSTOMER PROFILE

Teens, Young adults and Working Professionals

CORE AGE

20 - 50yrs

INTERESTS & LIFESTYLE

Love of colour, statement pieces, stationery lover and travel

AVAILABLE LICENSING CATEGORIES



STATIONERY



MISC. GIFTING



BEAUTY ACCESSORIES



HOME FRAGRANCE

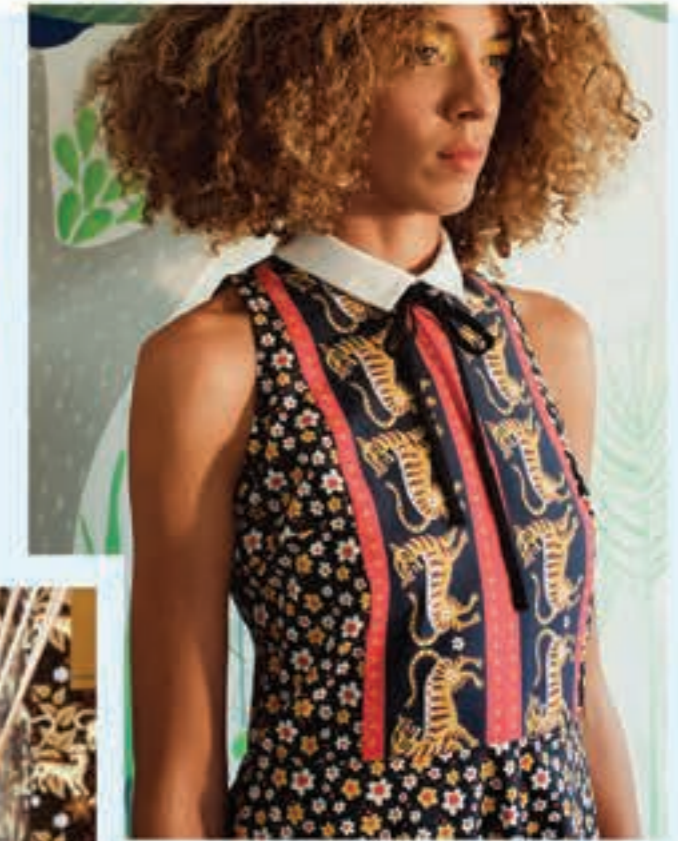


FABRIC GIFTS



TRAVEL ACCESSORIES

INSPIRATION & INFLUENCES



Feel the Colors of Nature

RETAILER PARTNERSHIPS & COLLABORATIONS



NETFLIX

BED BATH & BEYOND

Paul Smith

Coca-Cola

DISNEY

PURCHASE PURPOSE

- Self Purchase
- Seasonal Gifting
- AYR Gifting
- Thinking of you Spontaneous purchase
- Aspirational Home Styling
- Holiday or Vacation Gifting

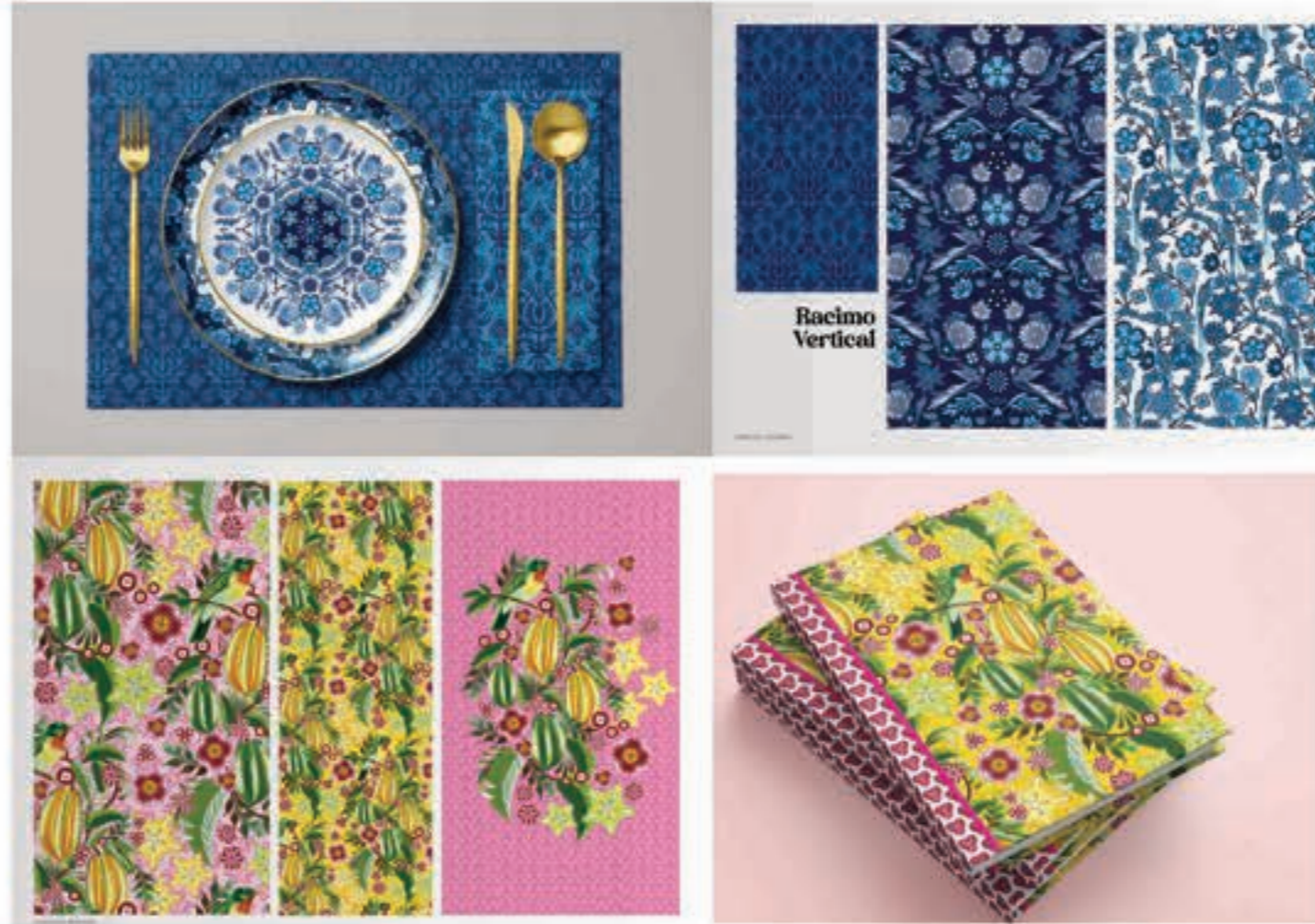
POINT OF DIFFERENCE

- Bringing Joy
- Vitality
- Optimism
- Elegance
- Abundance
- Love For Nature
- Inspired by Latin Culture

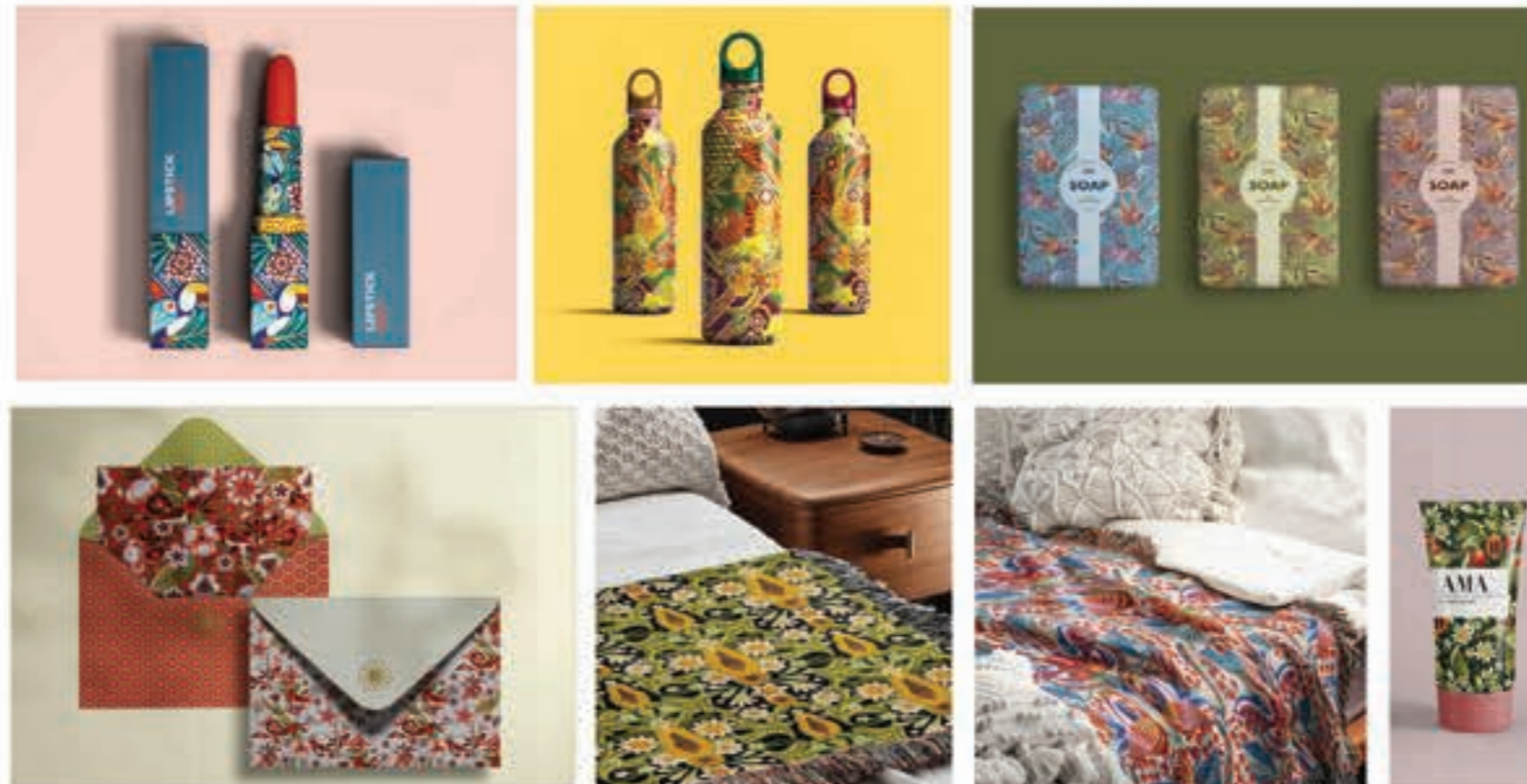
LICENSING PARTNERS

- Penguin Random House
- Anucciacao
- Jomma Bags
- Hallmark
- Semax
- Cerabella

PATTERN EXAMPLES



PRODUCT EXAMPLES



BESPOKE SERVICE

Drawing on upcoming trends, we can create a bespoke Catalina Estrada collection with exclusive patterns and designs to suit your customers needs.*

*To qualify retailer must hit MOQs



SOCIAL MEDIA
118K+ followers

Details correct as of September 2023

PORTICO DESIGNS

CHAMPNEYS



A spa pioneer since 1925, their four elegant countryside health spa resorts have helped guests rest and reenergise for generations. Holistic wellness is at the heart of what they do, from treatments to nutrition.

INSPIRATION & INFLUENCES



TARGET MARKET

CUSTOMER PROFILE

Young adults, working professionals and older individuals

CORE AGE

35 - 55yrs

INTERESTS & LIFESTYLE

Relaxing, Enriching, Mood-Boosting, Restorative, Quirky, Zen

AVAILABLE LICENSING CATEGORIES



STATIONERY



BEAUTY ACCESSORIES



TRAVEL ACCESSORIES



TRAVEL FOOD & DRINKWARE

PORTICO DESIGNS

ASPIRATIONAL RETAILERS & DISTRIBUTION



LIBERTY.

SELFRIDGES & CO

Harrods

Boots

PURCHASE PURPOSE

- Wellness lover
- Self-purchase
- Seasonal Gifting
(Mother's Day, Valentine's, Christmas)

POINT OF DIFFERENCE

- A spa pioneer since 1925, with strong brand following.
- Trusted beauty brand unlike other newer brands on the market. Can create bespoke design to each retailer needs.
- Hard goods available alongside traditional wet goods.

PRODUCT EXAMPLES



19 25

CHAMPNEYS

BRAND LOYALTY



INSTAGRAM
@champneysspas
90K followers



FACEBOOK
Champneys Resorts
61K followers

Details correct as of September 2023

eden project



Home to the world's largest indoor rainforest, the Eden Project is dubbed the Eighth Wonder of the World by some.

The Eden Project connects us with each other and the living world, exploring how we can work towards a better future. It's an educational charity and money raised supports learning programmes.

TARGET MARKET

- CUSTOMER PROFILE** Children, homeowners, young families and older individuals
- CORE AGE** 5 - 11 and 21 - 65
- INTERESTS & LIFESTYLE** Traveling & exploring, gardening, climate change, nature, outdoor enthusiast, sustainable living, our planet

AVAILABLE LICENSING CATEGORIES

-  STATIONERY
-  MISC. GIFTING
-  GARDEN GIFTING
-  LUNCHWARE & DRINKWARE
-  HOME FRAGRANCE
-  TRAVEL ACCESSORIES

PORTICO DESIGNS

INSPIRATION & INFLUENCES



RETAILER PARTNERSHIPS & DISTRIBUTION



PURCHASE PURPOSE

- Gifts for a broad range of ages and genders
- Gifts for Garden & outdoor events
- Complimentary product lines across the brand
- Self-Purchase for nature lovers
- Useful functional products with nature in mind
- Inspiring consumers to get involved in nature and communities
- Consumers love of nature and wanting sustainable, eco-conscious gift products

POINT OF DIFFERENCE

- Demonstrating the importance of People and Planet, as well as Profit
- Focus on producing sustainable products, with a provenance of ingredients and the stories behind each product, play an integral role in licensing with Eden.
- This ethical brand with its strong and inspiring mission reinforces the sustainability and environmental issues young people are concerned about today and in the future. So incorporating a high percentage of recycled, rather than virgin, materials is a must.
- All products have a link to Eden itself, through the plants in the Biomes or Eden's charitable programmes and awareness-raising campaigns.

Registered charity number 1093070 (The Eden Trust).



eden project

BRAND LOYALTY



2m + Visitors



Top 5th attraction
in South West



SOCIAL MEDIA
490K+ followers

Details correct as of September 2023

PORTICO DESIGNS

FLAWSOME



NEW



Wellness doesn't have to be boring and beige! Flawsome is our new in-house, trend-led wellness brand that offers an injection of joy into every day rituals. Designed to create achievable moments of self-care into busy routines and bring mood-boosting patterns and sun-soaked colours into the home.

TARGET MARKET

CUSTOMER PROFILE

Young adults and working professionals

CORE AGE

18 - 40yrs

INTERESTS & LIFESTYLE

Mindfulness, self-care, reading, crafting, fitness & sustainability

AVAILABLE LICENSING CATEGORIES



STATIONERY



BEAUTY ACCESSORIES



CRAFTING KITS



HOMEWARE & ACCESSORIES



HOME FRAGRANCE

PORTICO DESIGNS

INSPIRATION & INFLUENCES



ASPIRATIONAL RETAILER PARTNERSHIP OPPORTUNITIES



OLIVER BONAS
ANTHROPOLOGIE

PURCHASE PURPOSE

- Complimentary lines across the brand, consumers can buy into several lines with price points facilitate this.
- Seasonal and AYR gifting.
- 'Thinking of you' spontaneous purchase.
- Self-purchase.
- Aspirational products for home styling.
- Opportunities to raise awareness of mental health issues.

POINT OF DIFFERENCE

- Wellness made joyful, not too serious.
- Bright designs, fun and light-hearted captions on products.
- Undated journals - gentle mindfulness, pick up as and when you can, no guilt if you miss a day.
- Activities centered around 5 minute intervals. Life is busy, we may only have a small window to do something for ourselves.
- Sunrise and sunset rituals.
- Broad spectrum of categories available.

SS24 ASSETS



CATEGORY EXAMPLES



FLAWSOME

BESPOKE SERVICE

Drawing on upcoming trends, we can create a bespoke Flawsome collection with exclusive patterns and designs to suit your customers needs.*

*To qualify retailer must hit KQOs



Georgia Breeze is a British illustrator and surface designer, who's love for nature shines thorough in all her work. She mixes both traditional and digital techniques to create her unique look.

INSPIRATION & INFLUENCES



TARGET MARKET

CUSTOMER PROFILE

Young adults, working professionals and older individuals

CORE AGE

25 - 55yrs

INTERESTS & LIFESTYLE

Nature, the outdoors, floral lover, writing, reading

AVAILABLE LICENSING CATEGORIES



STATIONERY



BEAUTY ACCESSORIES



TRAVEL ACCESSORIES



TRAVEL FOOD & DRINKWARE

PORTICO DESIGNS

SELECTED RETAILERS & DISTRIBUTION



Sainsbury's

THEdrop
BY STYLIST

PURCHASE PURPOSE

- Aesthetically pleasing gifts for birthdays, holidays, or special occasions.
- Add pattern into the home to enhance visual appeal of living spaces.
- Self-purchase.

POINT OF DIFFERENCE

- Unique Floral
- Hand drawn artwork
- Inspired by the artists coastal location

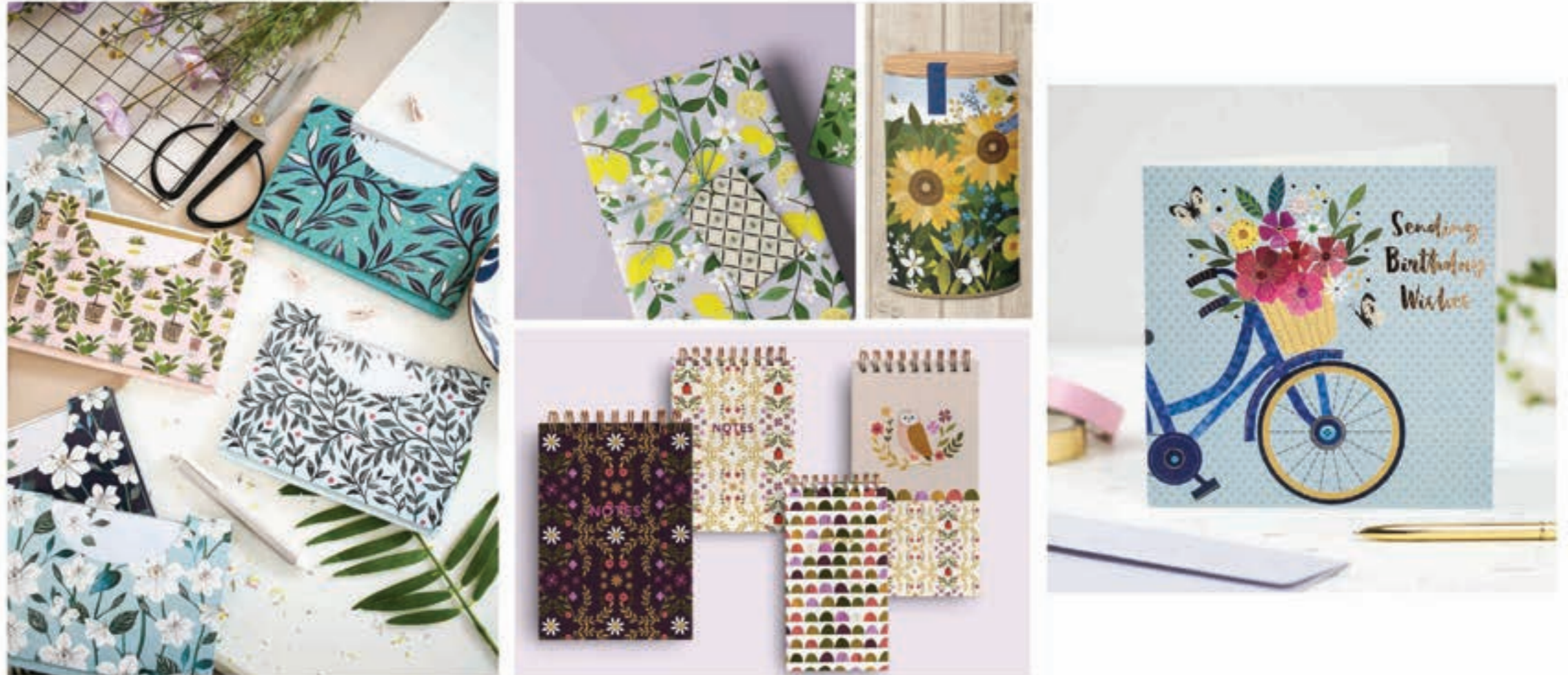
LICENSING PARTNERS

- Ling Design - Greetings cards
- Second Nature
- Airculture
- Designworks International

PATTERN EXAMPLES



PRODUCT EXAMPLES



Kate Rhee

NEW



Kate was a professional accountant until she decided to follow her dreams of making the world a brighter place. Working from her studio in Salt Lake City, Utah, she is inspired by all things Scandinavian, mid-century modern, and always appreciates a touch of whimsy. Kate's art has been featured on everything from socks, notebooks, wallpaper and puzzles, and is sold in boutiques and stores all over the world.

TARGET MARKET

CUSTOMER PROFILE

Young adults and working professionals and older individuals

CORE AGE

30 - 55yrs

INTERESTS & LIFESTYLE

Pattern enthusiast, nature and wildlife, sustainability

AVAILABLE LICENSING CATEGORIES



STATIONERY



BEAUTY ACCESSORIES



TRAVEL ACCESSORIES



TRAVEL FOOD & DRINKWARE



HOME FRAGRANCE

PORTICO DESIGNS

INSPIRATION & INFLUENCES



ASPIRATIONAL RETAILER PARTNERSHIP OPPORTUNITIES



Sainsbury's

Boots

NEXT

BARNES & NOBLE

PURCHASE PURPOSE

- Aesthetically pleasing gifts for birthdays, holidays, or special occasions.
- Add pattern into the home to enhance visual appeal of living spaces.
- Self-purchase.

BRAND LOYALTY



INSTAGRAM
@katerhees
125K followers

Details correct as of September 2023

LICENSING PARTNERS

- Penny Kennedy - Gift Wrap & Bags
- MAKE - Ceramics
- ELITE - Tins & Kitchen Textiles
- Bliss - Bathroom Textiles & Accessories

PORTICO DESIGNS

RECENT PATTERN ASSET EXAMPLES - *Bold happy colours, clean lines, interesting shapes*





NEW



Keep it Personal is our in-house letterbox gifting range. Thoughtfully curated gifts with a wellness-focus, designed to express a wide variety of sentiments, beautifully packaged and ready to send. Each letterbox contains a journal, pen and bracelet of healing crystals, to deliver comfort to loved one.

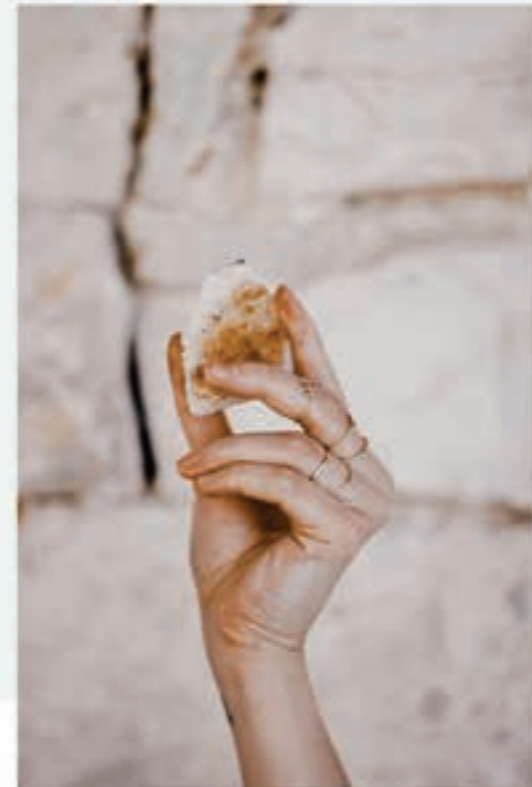
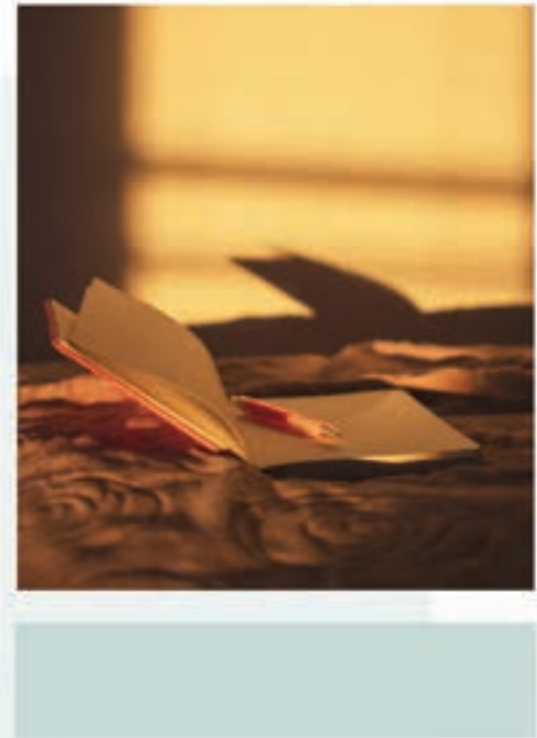
TARGET MARKET

- CUSTOMER PROFILE** Young adults and working professionals
- CORE AGE** 18 - 40yrs
- INTERESTS & LIFESTYLE** Mindfulness, self-care, reading, crafting, fitness & sustainability

AVAILABLE LICENSING CATEGORIES



PORTICO DESIGNS



ASPIRATIONAL RETAILER PARTNERSHIP OPPORTUNITIES



Sainsbury's

BARNES & NOBLE



NEXT

Waterstones

PURCHASE PURPOSE

- Practical pick up for thoughtful gifts curated to express a specific sentiment.
- Seasonal, AYR and special occasion gifting
- 'Thinking of you' spontaneous purchase

POINT OF DIFFERENCE

- Letterboxes are ready to send, no need for additional packaging

- Curated gift selection that feels personal

Personalise your gift with a hand-written

- message
- Gifts focused on a specific sentiment, like 'Sending love', 'Thinking of you'

BESPOKE SERVICE

Drawing on upcoming trends, we can create a bespoke KiP collection with exclusive patterns and sentiments to suit your customers needs.*

*To qualify retailer must hit MOQs

FORMAT EXAMPLE





NEW



Established in 1998, Men's Shed is supporting the development of as many "Sheds" as possible for the benefit of men's health and wellbeing. With currently over 1000 sheds set up in the UK, this government supported scheme is now being prescribed by Dr's to help combat the stigma surrounding men's mental health.

TARGET MARKET

CUSTOMER PROFILE

Working professionals & older individuals

CORE AGE

30 - 65yrs

INTERESTS & LIFESTYLE

Outdoors & nature, community driven, wellbeing, Craft and DIY enthusiasts

AVAILABLE LICENSING CATEGORIES



STATIONERY



LUNCHWARE & DRINKWARE



HOMEWARE & ACCESSORIES



GARDEN GIFTING



MISC. GIFTING

PORTICO DESIGNS

THE CHARITIES PRINCIPLES

- **Social Inclusion:** creating spaces where individuals at risk of isolation can come together to form friendships and combat loneliness.
- **Mental Health Support:** sheds offer a supportive environment to talk openly about feelings, reducing stigma around mental health issues.
- **Skill Development:** provides opportunities for members to learn skills or share expertise with others, boosting self-esteem and creating a sense of accomplishment.
- **Community Engagement:** the sheds often engage in community projects and initiatives, such as woodworking, gardening, and community repairs.
- **Physical Health:** engaging in hands-on activities and projects can have physical health benefits. Men's Sheds encourage members to stay active.
- **Sense of Purpose:** many older men who have retired find being part of a community and contributing to projects can give a renewed sense of purpose.
- **Educational Programs:** some sheds offer education related to health, safety, and well-being to provide valuable information and resources to members.
- **Peer Support:** sheds serve as spaces for peer support, where men can share their experiences and provide guidance and encouragement to one another.



ASPIRATIONAL RETAILER PARTNERSHIP OPPORTUNITIES



HOUSE OF FRASER

TESCO

Sainsbury's

NEXT

Boots



Registered charity number 1162409 (UK Men's Sheds Association).



CHARITY SUPPORT



Percentage of profits donated to Men's Shed Association by licence partner



Raise awareness of the movement to those in need



Increase awareness of mental health issues

PURCHASE PURPOSE

- Bringing awareness of the movement to those in need
- Gifts with a dual purpose, express care for the recipient and support the charity
- Men's gifting made simple

AW24 ASSETS

LOOK 1: BRIGHTS



LOOK 2: UTILITARIAN



CATEGORY EXAMPLES



pabuku

THE QUIRKY WORLD



Established as "PABUKU The Quirky Paperie" was founded by designer + artist couple Ulla Klopf and Ute Baurecker in 2015. Looking at life in a very unconventional, yet loving way, our initial goal was to create images for the open minded who welcome diversities like the LGBTIQ+ community following our motto "Normal is just an illusion". Now we believe in storytelling with attitude as universal language.

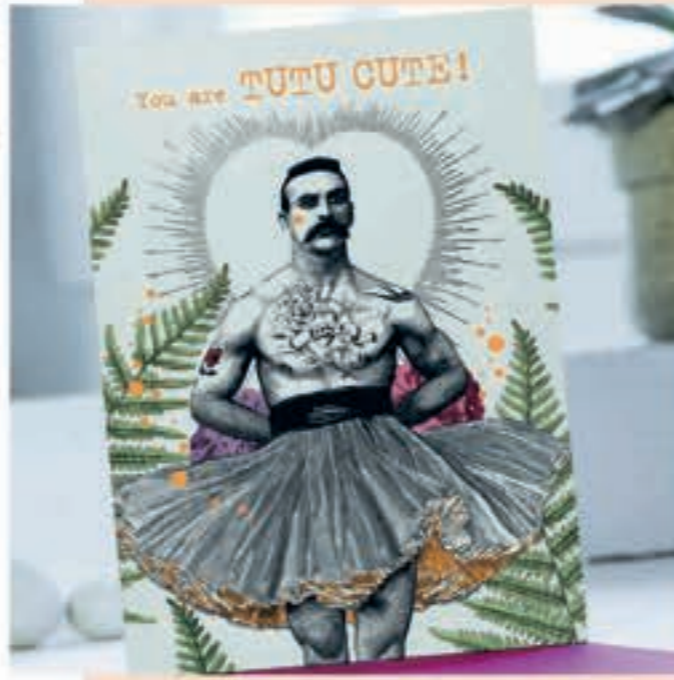
TARGET MARKET

- CUSTOMER PROFILE** Young adults, Adults, Older Adults, LGBTQIA+
- CORE AGE** 20 - 50yrs
- INTERESTS & LIFESTYLE** Love of colour, quirky, stationery lover

AVAILABLE LICENSING CATEGORIES

- STATIONERY
- MISC. GIFTING
- CALENDERS & DIARIES
- FABRIC GIFTS
- HOMEWARE & ACCESSORIES

INSPIRATION & INFLUENCES



RETAILER PARTNERSHIPS & DISTRIBUTION



BARNES & NOBLE

Waterstones

NEXT

Sainsbury's

PURCHASE PURPOSE

- Self Purchase
- Seasonal Gifting
- AYR Gifting
- Thinking of You
- Spontaneous Purchase

POINT OF DIFFERENCE

- Bold
- Loving
- Compassionate
- A Touch of Weird
- Inclusive Language and Diversity
- Contemporary Twist on Victorian Imagery
- Victorian Illustration

LICENSING PARTNERS

- Mapbograg
- Paper Product Design
- The Napkin Company

SS24 ASSETS

2023



PATTERN EXAMPLES



pabuku

BESPOKE SERVICE

Drawing on upcoming trends, we can create a bespoke Pabuku collection with exclusive patterns and designs

to suit your customers needs.*

*To qualify retailer must hit MOQs

PORTICO DESIGNS



SARA MILLER
LONDON



As an award-winning British designer, Sara Miller has always been inspired by her adventures around the globe. Bringing this inspiration back to her London studio, she creates elegant playful prints and vibrant patterns with an exquisite use of colour.

TARGET MARKET

CUSTOMER PROFILE

Young adults, working professionals and older individuals

CORE AGE

30 - 55yrs

INTERESTS & LIFESTYLE

Travel, fashion & design enthusiast, accessible luxury

AVAILABLE LICENSING CATEGORIES



STATIONERY



BEAUTY ACCESSORIES



TRAVEL ACCESSORIES



TRAVEL FOOD & DRINKWARE

PORTICO DESIGNS



SELECTED RETAILERS & DISTRIBUTION



BARNES & NOBLE

WAITROSE
& PARTNERS

LIBERTY.

M&S

PURCHASE PURPOSE

- Thoughtful gift-giving for all occasions: birthdays, weddings, anniversaries, holidays and special milestones.
- Self-purchase.
- Accessorizing the home to elevate the beauty of working and living spaces.
- Loyal brand following - repeat purchase customers.

LICENSING PARTNERS

- Art File - greetings cards
- Penny Kennedy - Wrap & Bags
- Portmerion - Tabletop & Glassware
- Pelham Group - Luggage, Handbags & Purses
- Heathcote & Ivory - Beauty
- Wax Lyrical - Home Fragrance

SS24 ASSETS



CATEGORY EXAMPLES




SARA MILLER
LONDON

BRAND LOYALTY



Details correct as of September 2023

PORTICO DESIGNS

STRIDE

NEW



Stride is the new innovative fitness accessories brand to change the way women feel about outdoor exercise. Stride aids your workout routine. Feel energised with products that work for everyone.

TARGET MARKET

CUSTOMER PROFILE

Young Adults, Adults Working Professionals, Fitness enthusiasts

CORE AGE

14 - 45yrs

INTERESTS & LIFESTYLE

Fitness, safety, travel, sports aesthetics and aspirational

AVAILABLE LICENSING CATEGORIES



STATIONERY



TRAVEL & DRINKWARE



BEAUTY ACCESSORIES



FABRIC GIFTS



SPORTS ACCESSORIES

INSPIRATION & INFLUENCES



A recent study by Adidas where they surveyed **9,000** runners in 9 different countries revealed that **92%** of women are concerned for their safety while running.



We acknowledge that many women love to exercise outdoors and we want them to feel as **SAFE** as possible in doing so.

Using **BIOLUMINESCENT** and **NEON** features we are designing a collection that is both **FUNCTIONAL** and on **TREND**.

ASPIRATIONAL RETAILER PARTNERSHIPS & DISTRIBUTION



HOUSE OF FRASER
DEBENHAMS



PURCHASE PURPOSE

- Fitness products for safety and style
- Self purchase for fitness enthusiasts
- Fitness products for self improvement
- Young professionals or students who want to stay active

POINT OF DIFFERENCE

- Bright and captivating
- Inspired by natural forms
- Gradients
- Safety in the dark
- Style in the day
- Broad Spectrum of categories

CATEGORY EXAMPLES

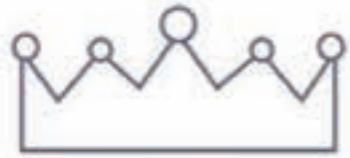


STRIDE

BESPOKE SERVICE

Drawing on upcoming trends, we can create a bespoke Stride collection with exclusive patterns and designs to suit your customers needs.*

*To qualify retailer must hit MOQs



THEIR NIBS

EST 2003



Their Nibs is a female founded fashion brand specializing in sleepwear and prints. Bringing you the joy of comfy since 2003. celebrated for its quirky, bohemian prints created by a small team.

TARGET MARKET

CUSTOMER PROFILE

Young adults, working professionals and older individuals

CORE AGE

20 - 55yrs

INTERESTS & LIFESTYLE

Luxury, comfort, interiors, fashion, family

AVAILABLE LICENSING CATEGORIES



STATIONERY



BEAUTY ACCESSORIES



TRAVEL ACCESSORIES



TRAVEL FOOD & DRINKWARE

PORTICO DESIGNS

INSPIRATION & INFLUENCES



SELECTED RETAILERS & DISTRIBUTION



PURCHASE PURPOSE

- Suitable for all members of the family
- Aspirational brand
- Thoughtful gifting

POINT OF DIFFERENCE

- Unisex designs
- Luxury designs at an accessible price
- Family run business

PATTERN EXAMPLES



PRODUCT EXAMPLES



BRAND LOYALTY



INSTAGRAM
@theirnibs
59K followers

Details correct as of September 2023

BESPOKE SERVICE

Drawing on upcoming trends, we can create a bespoke Their Nibs collection with exclusive patterns and designs to suit your customers needs.*

*To qualify retailer must hit MOQs

WILLIAM MORRIS



IN COLLABORATION WITH THE VICTORIA & ALBERT MUSEUM



William Morris, a renowned British brand, embodies the timeless elegance of Arts and Crafts design. With a rich history dating back to the 19th century, it continues to inspire and create exquisite textiles, wallpapers, and home furnishings.

TARGET MARKET

CUSTOMER PROFILE

Working professionals, home-owners and older individuals

CORE AGE

30 - 70yrs

INTERESTS & LIFESTYLE

Appreciate classic, timeless design, antiques and value high-quality craftsmanship. Interests in art, history and British design.

AVAILABLE LICENSING CATEGORIES



STATIONERY



BEAUTY ACCESSORIES



TRAVEL ACCESSORIES



TRAVEL FOOD & DRINKWARE



PUZZLES & GAMES

PORTICO DESIGNS

INSPIRATION & INFLUENCES



ASPIRATIONAL RETAILER PARTNERSHIP OPPORTUNITIES



