

**Top Drawer | Blog Feature**

This year, we are offering a great opportunity for **even more free promotion**. All we need is for you to share your own personal and brand story to help us connect you with our thousands of buyers. Your feature may appear on our website, email, and social media.

Please answer the below questions and send as many images and/or videos to go with the story you generate from these questions. This can be anything from your brand’s latest collection, product imagery or even some behind the scenes photos of you in action – anything that is representative of you and your brand to help our readers visualise your story and portray it on our blog.

Please send your response to TopDrawerExhibitors@clarionevents.com in order to be considered for the blog campaign.

Answer the following in as much detail as possible, and remember to make it as personal and human as possible: (*Please note, the answers to the questions below may also be used in the show’s press campaign giving you further opportunity to have your brand shared with interested buyers)*

* What inspired you to start your business/brand?
* What are your brand’s values?
* What is your biggest motivation?
* Where did the inspiration for your product(s) come from?
* What has been a highlight whilst creating and building your brand?
* What advice would you give to business owners, creators, designers and brand owners just starting out?
* At the Spring/Summer edition of Top Drawer, will you be launching any new collections and if so, can you give us a sneak peek?
* What is your personal favourite from your new collection?
* If applicable, how do you operate your brand sustainably?

**PLEASE NOTE – Feature submission does not guarantee a 100% confirmation that your article will be featured on the blog as this is at the discretion of the content team.**