

Inogen VartrIDGE

ILLUSTRATION AND DESIGN

Trade Catalogue
2025





Imogen Partridge

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I create thoughtful watercolour illustrations, greeting cards, and prints that tell stories and create meaningful connections. Alongside my wholesale collection, I work with private clients and businesses on bespoke illustrations, live illustration for events, and teaching workshops in watercolour and calligraphy.

Rooted in sustainability, my designs are hand-painted using traditional watercolour techniques, with an emphasis on natural materials and eco-conscious processes. Each piece celebrates cherished memories, moments, and places, crafted with intricate detail and purpose to spark joy and foster meaningful relationships.

I began my career as an interior designer before transitioning into watercolour illustration and launching my business full-time in January 2023. Since then, my work has been featured in publications such as Country Life, Homes & Gardens, Good Housekeeping, Country Homes & Interiors, and Period Living, as well as highlighted on several podcasts.

I'm thrilled to launch my wholesale collection, designed to bring thoughtful and beautifully crafted products into independent shops, retailers, and boutiques. I look forward to the connections and relationships this journey will bring. Thank you for your support!

"I LOVE Imogen's work, as do my customers. Her attention to detail, exquisite artwork, colour palette ...AND she's an absolute delight to deal with!"

Greenfinch
Ticehurst, East Sussex

 imogenpartridge.com

 hello@imogenpartridge.com

 [@imogen.partridge](https://www.instagram.com/imogen.partridge)



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ILLUSTRATION AND DESIGN

Allotment

This collection, inspired by our allotment, captures the beauty of homegrown vegetables, the joy of gardening, and the memories we create along the way.



IP-C-ALL-01
ALLOTMENT



IP-C-ALL-02
ALLOTMENT TIP!



IP-C-ALL-03
VEGETABLES

CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
PRINTED IN UK | FSC CERTIFIED
RECYCLED KRAFT ENVELOPE
NAKED CARDS AS STANDARD

Birthday

These designs celebrate the little moments that make birthdays - special traditions, childhood memories, and the cakes that made every celebration unforgettable.



IP-C-BIR-01
CAKE MAKING



IP-C-BIR-02
CAKE DECORATING



IP-C-BIR-03
BIRTHDAY CROWN



IP-C-BIR-04
RASPBERRY CAKE



IP-C-BIR-05
HOMEMADE CAKE



IP-C-BIR-06
TRACTOR CAKE



IP-C-BIR-07
SPOTTY CAKE

CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
PRINTED IN UK | FSC CERTIFIED
RECYCLED KRAFT ENVELOPE
NAKED CARDS AS STANDARD



British Wildlife

A celebration of British wildlife, this collection invites us to cherish, nurture, and appreciate the beauty of nature on our doorstep.



IP-C-BRI-01
OAK TREE



IP-C-BRI-02
BEAVER



IP-C-BRI-03
BROWN TROUT



IP-C-BRI-04
GOSHAWK



IP-C-BRI-05
RED DEER



IP-C-BRI-06
FALLOW DEER



IP-C-BRI-07
SIKA DEER



IP-C-BRI-08
MUNTJAC DEER



CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
PRINTED IN UK | FSC CERTIFIED
RECYCLED KRAFT ENVELOPE
NAKED CARDS AS STANDARD

Christmas

Christmas is a time filled with magic, memories, and cherished traditions. From the joy of festive preparations to decorating, sharing meals, and spending time with loved ones—these illustrations capture the heart of what makes Christmas so special. I hope these cards bring warmth, joy, and a little festive magic.



IP-C-CHR-01
CHRISTMAS DAY



IP-C-CHR-02
CHRISTMAS PRESENTS



IP-C-CHR-03
CHRISTMAS TREE



IP-C-CHR-04
CHRISTMAS WREATH



IP-C-CHR-05
CHRISTMAS MINCE PIES



IP-C-CHR-06
FATHER CHRISTMAS BOY



IP-C-CHR-07
CHRISTMAS TREE ELF

CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
PRINTED IN UK | FSC CERTIFIED
RECYCLED KRAFT ENVELOPE
NAKED CARDS AS STANDARD

Flowers

Flowers have a way of saying so much. These designs capture that feeling, a moment of connection to treasure, display, or keep forever.



IP-C-FLO-01
SUNFLOWERS



IP-C-FLO-02
SUMMER BOUQUET



IP-C-FLO-03
AUTUMN VASE



IP-C-FLO-04
FLOWER MEADOW



IP-C-FLO-05
DAFFODIL JUG



IP-C-FLO-06
HAND TIED BOUQUET



IP-C-FLO-07
TULIPS IN THE KITCHEN

CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
PRINTED IN UK | FSC CERTIFIED
RECYCLED KRAFT ENVELOPE
NAKED CARDS AS STANDARD



Hastings

Though I live in Tonbridge, Hastings is one of my favourite places to visit. This series of watercolour illustrations pays tribute to some of my favourite local shops and businesses in the Old Town.



IP-C-HAS-01
THE CROWN, HASTINGS



IP-C-HAS-02
JUDGES BAKERY, HASTINGS



IP-C-HAS-03
BUTLERS EMPORIUM, HASTINGS



IP-C-HAS-04
MERMAID FISH & CHIPS, HASTINGS



IP-C-HAS-05
ROBERTS RUMMAGE, HASTINGS

CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
PRINTED IN UK | FSC CERTIFIED
RECYCLED KRAFT ENVELOPE
NAKED CARDS AS STANDARD



Hobbies

My 'hobbies' collection celebrates the simple joys of life—the hobbies that bring calm, focus, and happiness. Inspired by things I love to do and those of friends and family, each design tells a little story of things that bring us peace and joy.



Gardening

IP-C-HOB-01
GARDENING



Yoga

IP-C-HOB-02
YOGA



Reading

IP-C-HOB-03
READING



Running

IP-C-HOB-04
RUNNING



Cycling

IP-C-HOB-05
CYCLING



Swimming

IP-C-HOB-06
SWIMMING



Golf

IP-C-HOB-07
GOLF

CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
PRINTED IN UK | FSC CERTIFIED
RECYCLED KRAFT ENVELOPE
NAKED CARDS AS STANDARD

Plants

House plants have a way of making a space feel alive. These designs capture that feeling—little reminders of calm, growth, and care to send or keep.



Monstera Deliciosa

IP-C-PLA-01
MONSTERA DELICIOSA



Pilea peperomioides

IP-C-PLA-02
PILEA PEPEROMIODES



Maranta leuconeura

IP-C-PLA-03
MARANTA LEUCONEURA



Oxalis triangularis

IP-C-PLA-04
OXALIS TRIANGULARIS

CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
PRINTED IN UK | FSC CERTIFIED
RECYCLED KRAFT ENVELOPE
NAKED CARDS AS STANDARD



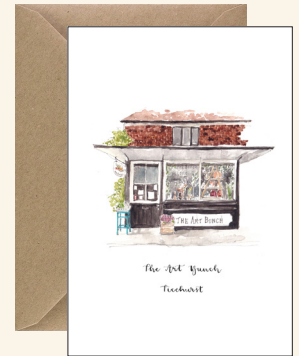
The Old Haberdashery Ticehurst

Ticehurst

Ticehurst holds a very special place in my heart and I am delighted to celebrate and share some of the wonderful small business at the heart of the community.



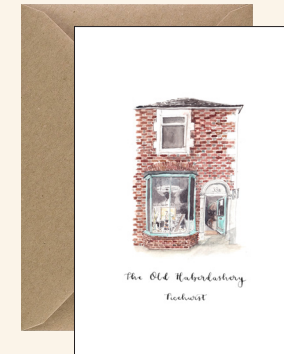
IP-C-TIC-01
THE BELL, TICEHURST



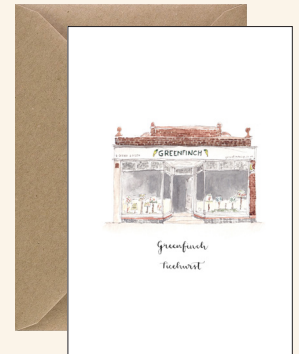
IP-C-TIC-02
THE ART BUNCH, TICEHURST



IP-C-TIC-03
BUY THE WEIGH, TICEHURST



IP-C-TIC-04
THE OLD HABERDASHERY, TICEHURST



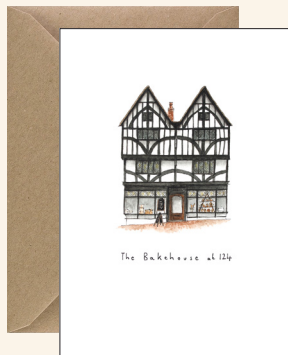
IP-C-TIC-05
GREENFINCH, TICEHURST

CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
PRINTED IN UK | FSC CERTIFIED
RECYCLED KRAFT ENVELOPE
NAKED CARDS AS STANDARD

Tonbridge

This series of watercolour illustrations celebrates some of my favourite local shops and businesses, as a small tribute to my beautiful home town.



IP-C-TON-01
THE BAKEHOUSE, TONBRIDGE



IP-C-TON-02
65mm COFFEE, TONBRIDGE



IP-C-TON-03
TONBRIDGE CASTLE, TONBRIDGE



IP-C-TON-04
THE OLD FIRE STATION, TONBRIDGE



IP-C-TON-05
FUGGLES BEER CAFE, TONBRIDGE

CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
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NAKED CARDS AS STANDARD



Wedding

A collection inspired by love, new beginnings, and the beauty of weddings, sending warm wishes to the happy couple.



IP-C-WED-01
PERGOLA

CARD SPEC.

150mm x 105mm | BLANK INSIDE
300GSM TEXTURED
PRINTED IN UK | FSC CERTIFIED
RECYCLED KRAFT ENVELOPE
NAKED CARDS AS STANDARD



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Next Steps

For all enquiries please contact me directly at hello@imogenpartridge.com

To place an order please use the order form provided.

Thank you so much for your support!

“We absolutely love our image of The Crown. The way the light glows makes it look as though everyone is inside having a lovely time in the pub. It is so thoughtfully made and a truly wonderful representation of our business, thank you”

The Crown
Hastings, East Sussex

“Imogen’s work is utterly gorgeous, the amount of time, effort and detail she puts into each and every piece is admirable. She is a wonderful person to work with and we are honoured to sell her prints and cards.”

Zilch, Zero Waste
Tonbridge, Kent

“Imogen is an absolute dream to work with! She beautifully illustrated all of the cards for our packaging, bringing an effortless charm and elegance to each design. Her talent for capturing the essence of our brand in her illustrations is truly remarkable, and the final results exceeded all expectations. Every detail she creates feels thoughtful and unique, adding that extra special touch to our customer experience. I couldn’t recommend her highly enough!”

Skye McAlpine
Skye McAlpine Tavola

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