



*The way to you*

# CROCHET

**FLOWERS & LIFESTYLE**

**SS25 COLLECTION**



# ABOUT US



**THE WAY TO YOU** is founded by two artists in Aug. 2023, who want to bring the beauty of crochet culture to the public. We specialize in handmade crochet flower and lifestyle ornaments, carefully crafted and designed to bring joy to the recipient. We also collaborate with unemployed mothers, elders, and disabled people to crochet the petals. Part of our sales is donated back to the disabled artist.

Whether you're looking for a one-of-a-kind gift or simply looking for decorations for your room, The Way to You has something for everyone.



# STORY OF CHARITY



The carnations we sell were made by **Jiao Wang (王娇)**, a disabled artist we collaborate with. To support Jiao, we are committed to donating **100%** of the revenue from the carnations back to her.

Image used upon her proof



By Dec. 2024, we have raised

**£1,350**

for Jiao and her family.

## Jiao's story:

"I've been unable to walk and leave my house since childhood. I didn't go to elementary school, so I had to borrow my brother's books to self-educate. In 2022, my world was shattered when my father received a terminal cancer diagnosis. In that darkness, I found a spark of determination. Despite my physical limitations, I decided to take responsibility for my family. So I started to learn how to do crafts from scratch, aiming to share the family's burden. Initially, it was about selling these crafts, but I felt a profound sense of accomplishment and newfound vitality."

**YOUR  
SUPPORT  
CHANGES  
JIAO'S LIFE**



# STORY OF OUR TEAM

**We promise all the flowers are ethically sourced and made. All flowers are made of cotton and vegan friendly.**

Image used upon members' approval



**The Way to You is a community project involving 70+ members of unemployed moms, housewives and elders living in rural areas.**

## **Our Pledge:**

The Way to You is dedicated to providing stable income and fostering a sense of dignity and community among its members. Each stitch embodies hope and solidarity, transforming everyday yarn into symbols of strength and support. They value the quality of their unique crochet flowers, ensuring that the beauty and intricacy of each piece endure through time. The love and memories imbued within them are sent with forever captured heartfelt moments and deep connections.

**100%  
HANDMADE  
&  
100%  
LOVE**



# RETAIL MODES

Explore a spectrum of crochet flowers neatly arranged in buckets, inviting customers to curate their personalized bouquets. Revel in the joy of **mix-matching single stems** and crafting their unique crochet arrangements. For those seeking instant charm, we could offer **pre-wrapped bouquets**, perfect for any occasion.

Our key selling point lies in the tendency of customers to purchase multiple flowers to make their bouquets, ensuring our price range accommodates everyone's budget.

SINGLE  
STEMS

BOUQUETS

Crafty Fox Market at British Library photo credit: @alexleggatt





# BOUQUET SERVICE\*

\*Bouquets are also available for stockists but wrapping and shipping might be discussed further. Currently available for shops in London only. We could also provide sample bouquets for stockists' use in store for demonstration purpose. (It's very helpful!)



# BESTSELLERS



## Sunflower

Color options: ●  
RRP: £15



## Lily

Color options: ● ●  
RRP: £12



## Poppy

Color options: ●  
RRP: £11



## Dog Rose

Color options: ● ●  
RRP: £10.5



## Fern

Color options: ● ●  
RRP: £9



# BESTSELLERS



## Wild Daffodil

Color options: ● ○  
RRP: £10



## Sandersonia

Color options: ●  
RRP: £11



## Frangipani

Color options: ○ ● ● ● ●  
RRP: £9.5



## Peach Blossom

Color options: ●  
RRP: £12



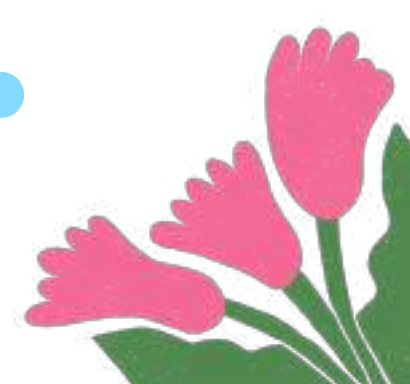
## Lavender of Provence

Color options: ● ● ●  
RRP: £10



## Bluebell

Color options: ● ○ ●  
RRP: £13







# BESTSELLERS



## Tulip

Color options:



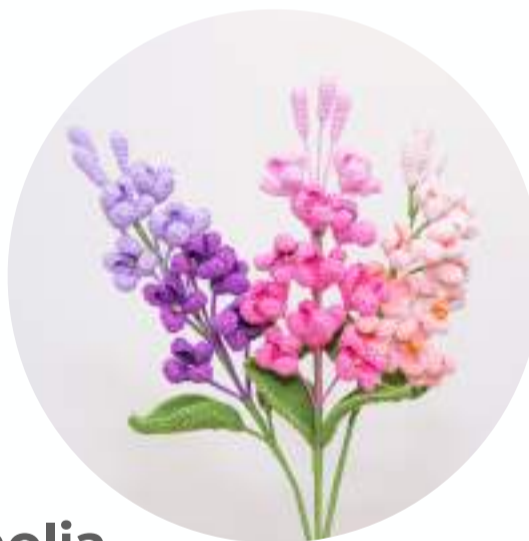
RRP: £7



## Forget Me Not

Color options:

RRP: £7.5



## Lilac

Color options:

RRP: £12



## Magnolia

Color options:

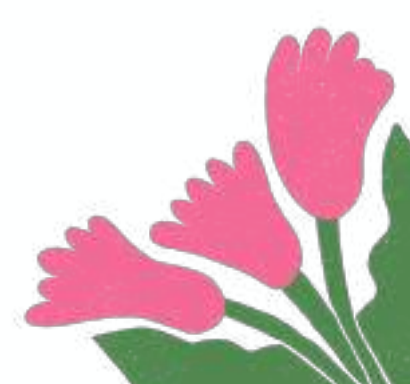
RRP: £15



## Smooth Willow

Color options:

RRP: £7.5



# SS25 NEW COLLECTION









## Bellflower

Color options:   
RRP: £15



## Rose de Couture

Color options:        
RRP: £15



## Lavender of Provence

Color options:     
RRP: £10



## Baby Blue Eyes

Color options:   
RRP: £10



## Vine

Color options:     
RRP: £11



## Gorse

Color options:   
RRP: £19

# SS25 NEW COLLECTION



**Honeysuckle**

Color options:   
RRP: £15



**Orchid**

Color options:   
RRP: £14.5



**Aster**

Color options:   
RRP: £8.5



**Marigold**

Color options:    
RRP: £15



**Pansy**

Color options:   
RRP: £15

**Serruria**

Color options:   
RRP: £30



# SS25 NEW COLLECTION



## Nasturtium

Color options: ●  
RRP: £12



## Pincushion

Color options: ●  
RRP: £15



## Primrose

Color options: ○ ● ● ● ●  
RRP: £14



## Sea Lavender

Color options: ● ○ ●  
RRP: £10.5



## Begonia

Color options: ●  
RRP: £12



## Elephant Ear

Color options: ● ●  
RRP: £12

# SS25 NEW COLLECTION



**Camellia on Mountain**

Color options: ●  
RRP: £20



**Guelder Rose**

Color options: ○  
RRP: £17



**Asiatic Lily**

Color options: ○  
RRP: £30



**Hawaiian Hibiscus**

Color options: ● ● ● ●  
RRP: £17



**Teddybear Sunflower**

Color options: ●  
RRP: £17



**Maple Leaf**

Color options: ●  
RRP: £10

# SS25 NEW COLLECTION



## Clematis

Color options: ● ●  
RRP: £19



## Camellia

Color options: ●  
RRP: £19



## Gerbera

Color options: ● ● ● ●  
RRP: £14



## Chamomile

Color options: ● ● ● ● ● ●  
RRP: £14



## Sunflower

RRP: £15

Color options:



## Grape Hyacinth

RRP: £17.5

Color options:



## Peony

RRP: £12

Color options:



## Lily

RRP: £12

Color options:



## Crepe Myrtle

RRP: £12

Color options:



## Poppy

RRP: £11

Color options:



## Ecuadorian Rose

RRP: £10.5

Color options:



## Bourbon Rose

RRP: £10.5

Color options:



## Spray Rose

RRP: £10

Color options:



# FOCAL FLOWERS



### Pear Blossom

RRP: £22

Color options:



### Lily of the Incas

RRP: £23

Color options:



### Queen Peony

RRP: £23

Color options:



### Magnolia

RRP: £15

Color options:



### Lotus

RRP: £30

Color options:



### Dahlia

RRP: £17.5

Color options:



### Wind Flower

RRP: £15

Color options:



### Queen of the Night

RRP: £21

Color options:



### Hydrangea

RRP: £22

Color options:



# FOCAL FLOWERS





## Carnation

(Charity)

RRP: £12

Color options:



## Bird of Paradise

RRP: £13

Color options:



## Flame Lily

RRP: £18

Color options:



## Water Lily

RRP: £19

Color options:



## Anemone

RRP: £15.5

Color options:



## Baby Rose

RRP: £14

Color options:



## Balloon Flower

Double-Flowered

RRP: £15.5

Color options:



## Chrysanthemum

RRP: £11

Color options:



## Hawaiian Hibiscus

RRP: £17

Color options:



# FOCAL FLOWERS



## Rose de Couture

RRP: £15

Color options:



## Guelder Rose

RRP: £17

Color options:



## Teddybear Sunflower

RRP: £17

Color options:



## Asiatic Lily

RRP: £24

Color options:



## Camellia on Mountain

RRP: £20

Color options:



## Serruria

RRP: £30

Color options:



## Clematis

RRP: £19

Color options:



# FOCAL FLOWERS



### Lily of the Valley

RRP: £7.5

Color options:



### Freesia

RRP: £9.5

Color options:



### Peach Blossom

RRP: £12

Color options:



### Peruvian Daffodil

RRP: £9.5

Color options:



### Red Plum

RRP: £12

Color options:



### Cherry Blossom

RRP: £15

Color options:



### Morning Glory

RRP: £10.5

Color options:



### Blue Lace Flower

RRP: £22.5

Color options:



### Cape Jasmine

RRP: £8.5

Color options:



# SPIKE FLOWERS



## Forsythia

RRP: £8.5

Color options:



## Osmanthus

RRP: £9

Color options:



## Dog Rose

RRP: £10.5

Color options:



## Blueberry

RRP: £10

Color options:



## Gladiolus

RRP: £20

Color options:



## Lilac

RRP: £12

Color options:



## Delphinium

RRP: £24

Color options:



## Fuchsia

RRP: £16

Color options:



## Bluebell

RRP: £13

Color options:



# SPIKE FLOWERS

## Snowflakes



RRP: £15.5

Color options:



## Stock



RRP: £19.5

Color options:



## Sandersonia



RRP: £11

Color options:



## Honeysuckle



RRP: £15

Color options:



## Sea Lavender



RRP: £10.5

Color options:



## Frangipani



RRP: £9.5

Color options:



## Sweet Pea



RRP: £10

Color options:



## Wisteria



RRP: £25

Color options:



## Orchid



RRP: £14.5

Color options:



# SPIKE FLOWERS



## Bellflower

RRP: £15

Color options:



## Lavender of Provence

RRP: £10

Color options:



## Vine

RRP: £11

Color options:



## Gorse

RRP: £19

Color options:



## Nasturtium

RRP: £12

Color options:



## Camellia

RRP: £19

Color options:



# SPIKE FLOWERS



## Daisy

RRP: £4.5

Color options:



## Berry

RRP: £5

Color options:



## Lavender

RRP: £4.5

Color options:



## Baby's Breath

RRP: £6

Color options:



## Thistle

RRP: £7

Color options:



## Forget Me Not

RRP: £7.5

Color options:



## Cosmos

RRP: £7

Color options:



## Tulip

RRP: £7

Color options:



## Rowan Flower

RRP: £10

Color options:



# DISK & FILLER FLOWERS



## Calla Lily

RRP: £4.5

Color options:



## Lewisia

RRP: £7.5

Color options:



## Wild Daffodil

RRP: £10

Color options:



## Pasqueflower

RRP: £14.5

Color options:



## Iris

RRP: £9.5

Color options:



## Bunny's Tail

RRP: £8.5

Color options:



## Maple Leaf

RRP: £10

Color options:



## Baby Blue Eyes

RRP: £10

Color options:



## Pansy

RRP: £15

Color options:



# DISK & FILLER FLOWERS





## Pincushion

RRP: £15

Color options:



## Aster

RRP: £8.5

Color options:



## Chamomile

RRP: £14

Color options:



## Primrose

RRP: £14

Color options:



## Marigold

RRP: £15

Color options:



## Gerbera

RRP: £14

Color options:



# DISK & FILLER FLOWERS



### Eucalyptus Leaf

RRP: £5

Color options:



### Box

RRP: £7

Color options:



### Fern

RRP: £9

Color options:



### Palm

RRP: £12

Color options:



### Oak Leaf

RRP: £9.5

Color options:



### Panicgrass

RRP: £7

Color options:



### Ti Plant

RRP: £7

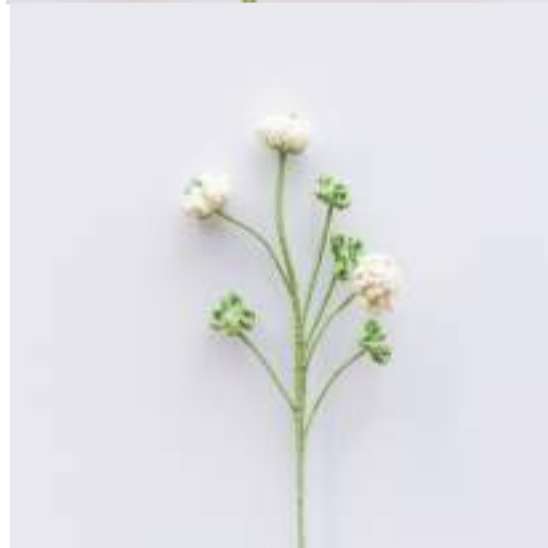
Color options:



### Monstera

RRP: £9.5

Color options:



### Clover

RRP: £7

Color options:



# FOLIAGE



## Smooth Willow

RRP: £7.5

Color options:



## Fairy Leaf

RRP: £9

Color options:



## Elephant Ear

RRP: £12

Color options:



## Begonia

RRP: £12

Color options:



# POTTED PLANTS



**Iris**

Color options:   
RRP: £20.5



**Lily**

Color options:    
RRP: £17.5



**Lily of the Valley**

Color options:   
RRP: £20.5



**Spray Rose**

Color options:   
RRP: £25.5



**Succulent**

Color options:   
RRP: £15



**Dandelion**

Color options:   
RRP: £9

# POTTED PLANTS



**Fern**

Color options: ●  
RRP: £9



**Sunflower**

Color options: ●  
RRP: £20.5



**Osmanthus**

Color options: ●  
RRP: £16



**Daisy**

Color options: ●  
RRP: £12



**Forget me Not Mini**

Color options: ● ●  
RRP: £16

# POTTED PLANTS



## Forget me Not

Color options:     
RRP: £16



## Orchid

Color options:   
RRP: £24.5



## Moth Orchid

Color options:   
RRP: £27.5



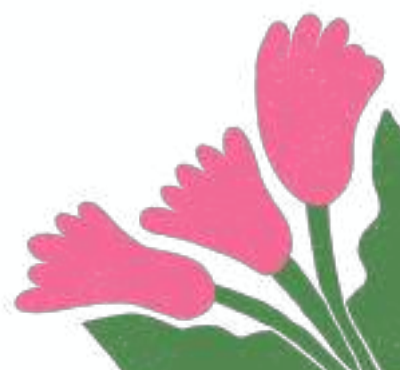
## Clover

Color options:   
RRP: £20.5



## Mint

Color options:   
RRP: £12



# POTTED PLANTS



## Fairy Castle Cactus

Color options: ●  
RRP: £16



## Bunny Ears Cactus

Color options: ●  
RRP: £16



## Golden Barrel

Color options: ●  
RRP: £12



# BROOCH & CARD



TWTY-Brooch01



TWTY-Brooch02



TWTY-Brooch03



TWTY-Brooch04



TWTY-Brooch05



TWTY-Brooch06



TWTY-Brooch07



TWTY-Brooch08



TWTY-Brooch09



TWTY-Brooch10



TWTY-Brooch11



TWTY-Brooch12



TWTY-Brooch13

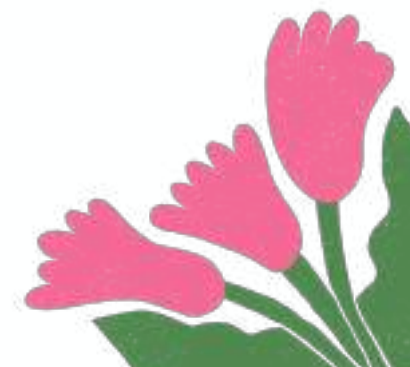
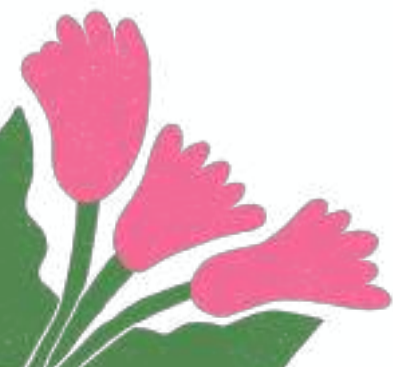


TWTY-Brooch14



TWTY-Brooch15

RRP: £16/set



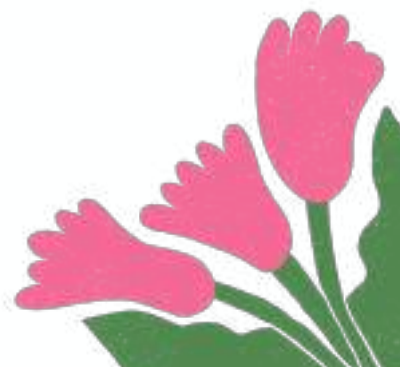
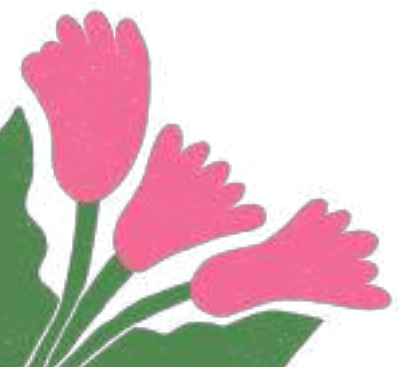




# MAGNETS



RRP: £6





# COASTERS



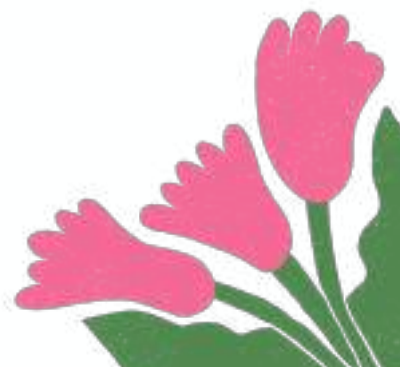
**TWTY-Coaster01**  
RRP: £19/set



**TWTY-Coaster02**  
RRP: £15/set



**TWTY-Coaster03**  
RRP: £11.5/set



# CHRISTMAS COLLECTION

(AW24)



**Amaryllis**

Color options: ●  
RRP: £23



**Laceleaf**

Color options: ● ● ● ●  
RRP: £14.5



**Holly**

Color options: ●  
RRP: £14



**Cotton**

Color options: ○  
RRP: £9



**Christmas Berry**

Color options: ●  
RRP: £17



**Poinsettia**

Color options: ●  
RRP: £18



**Pine Cone**

Color options: ●  
RRP: £10



# EVERYTHING YOU WANT TO KNOW

## 1. How can I place an order?

To place an order, please contact us via email at [thewaytoyou.studio@gmail.com](mailto:thewaytoyou.studio@gmail.com) or visit our website at <https://www.thewaytoyou.net/> (Please email for wholesale password). We'll guide you through the process and ensure your order is handled with care.

## 2. What is your lead time?

Our standard lead time is 4–6 weeks for most orders. For bespoke or larger orders, the timeline may vary. We recommend contacting us as early as possible to ensure timely delivery.

## 3. What is the MOQ (Minimum Order Quantity) for wholesale orders?

Our MOQ for first-time orders is £300. For repeat orders, the MOQ is £500, or £1,000 for carriage-paid delivery. Shipping fees may apply for smaller orders.

## 4. Do you offer bespoke designs?

Yes, we're happy to create bespoke designs tailored to your needs. Whether it's specific flowers, colors, or arrangements, we'll work with you to bring your vision to life. Please contact us to discuss your ideas and confirm lead times.

## 5. How are your products packaged?

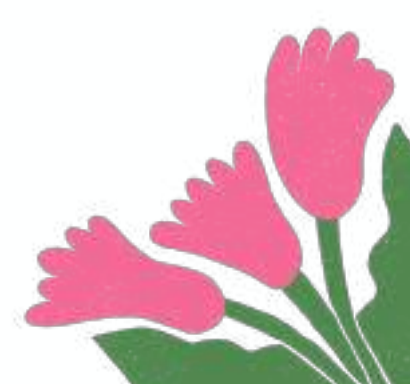
Each product is thoughtfully packaged to maintain its quality during transit. For wholesale partners, we can provide branded or minimal packaging options, depending on your preferences.

## 6. What's the material?

The yarn we use contains 60% Cotton and 40% Acrylic, along with floral wires and glue. Everything is 100% vegan-friendly.

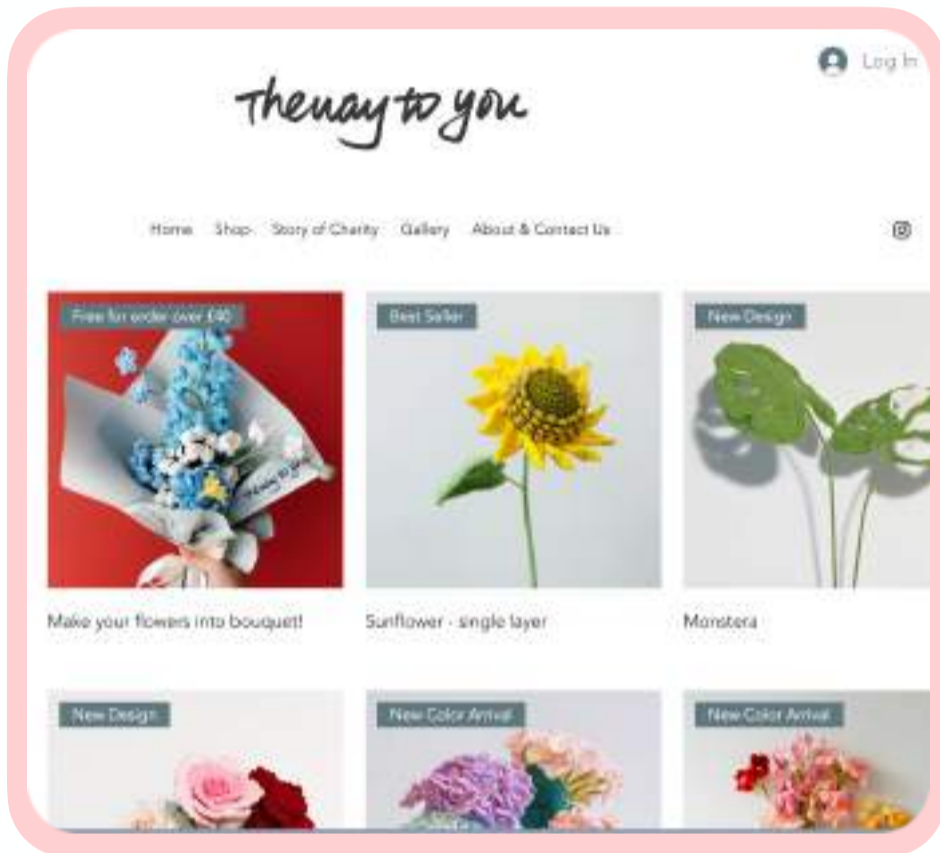
## 7. I got more questions!

We're all ears! Please contact us via email at [thewaytoyou.studio@gmail.com](mailto:thewaytoyou.studio@gmail.com).





# CONTACT US



**Yue & Wuchao**

**Website:**

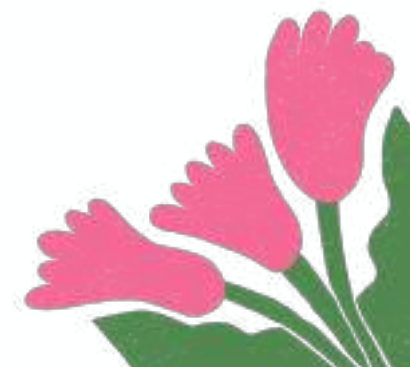
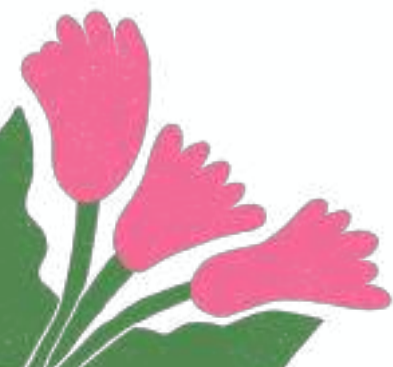
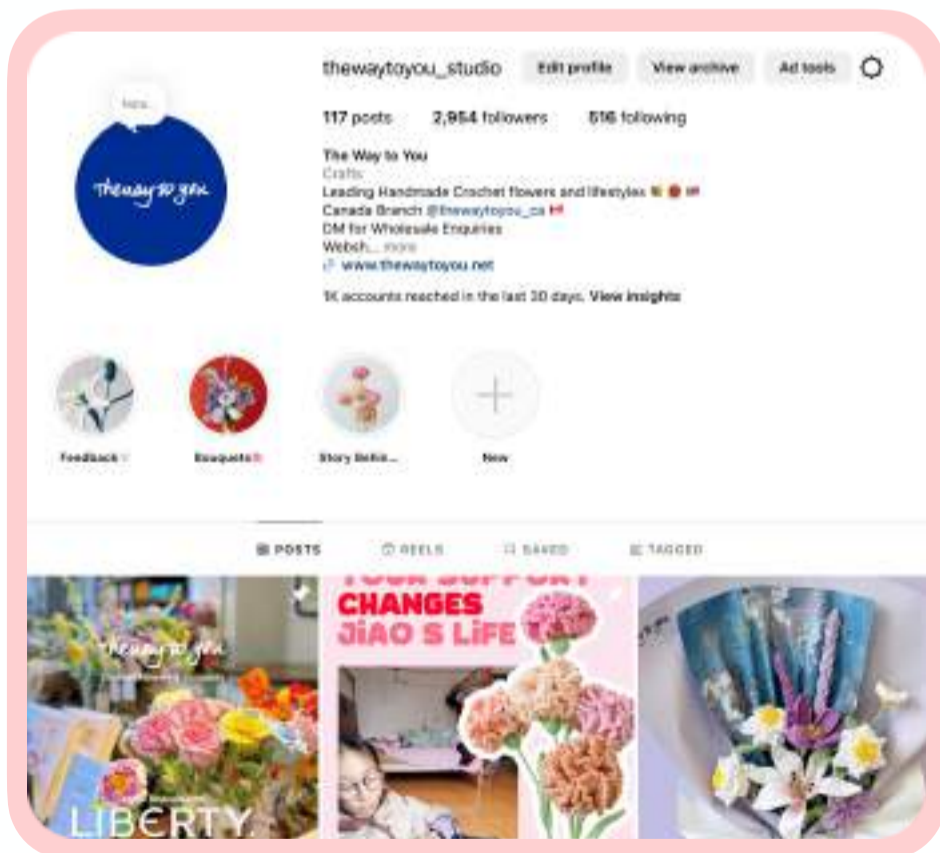
**thewaytoyou.net**

**Email:**

**thewaytoyou.studio@gmail.com**

**Instagram:**

**@thewaytoyou\_studio**





# OUR STOCKISTS

## LIBERTY.



# BALTIC



# The Burrell Collection

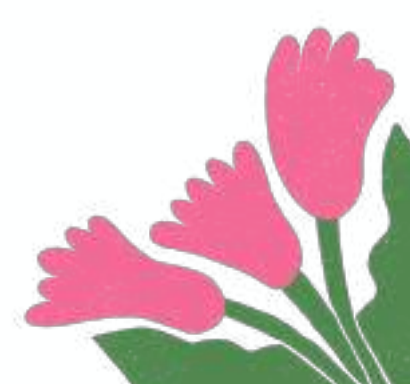
## WE ARE PROUDLY STOCKED BY AND SHOW AT:



# CHATSWORTH



# Meta





We looking forward to welcome you joining

*The way to you*

Community.

Together, we could make the world a better  
place, one stitch at a time.

