

HER
DESIGN
WORLDA vibrant, stylized illustration featuring three women with dark skin. The woman at the top left wears a white towel turban and has two white daisies on her forehead. The woman at the top right wears a white towel turban and has two pink daisies on her forehead. The woman at the bottom left wears a white towel turban and has two green cucumber slices over her eyes. The background is a mix of pink, blue, and white, with various tropical plants and leaves scattered around. The text 'HER DESIGN WORLD' is in a pink circle at the top. The title '2023 Spring Collection' is in bold blue letters, and the subtitle 'Fun, colourful & playful greeting cards and prints!' is in white. At the bottom, it says 'Designed and printed in the UK!' in white.

2023 Spring Collection

Fun, colourful & playful
greeting cards and prints!

Designed and printed in the UK!



HerDesignWorld is a South Asian, female-owned and operated design studio founded in 2018 and based in London, UK.

My Story

Hi, I'm Shumi Perhiniak and I'm the creator behind HerDesignWorld. As a kid, I noticed that there weren't many cards representing South Asian culture; my goal is to create vibrant greeting cards that promote diversity and positivity to make everyone feel seen and represented.

Since launching, I have had the opportunity to open a brick-and-mortar store with my creative friends selling our products, we sadly closed before the pandemic. My product is now available online and on platforms such as Thortful and Etsy, and I am looking for stockists who will enjoy them as much as I did to create it.

My products are designed in-house and inspired by my love of bright colours, 90s pop culture and memories from my youth and travels. I use a variety of media, from traditional watercolours to digital illustrations.

All of my products are printed and manufactured in England using FSC-certified high-quality recyclable cards.



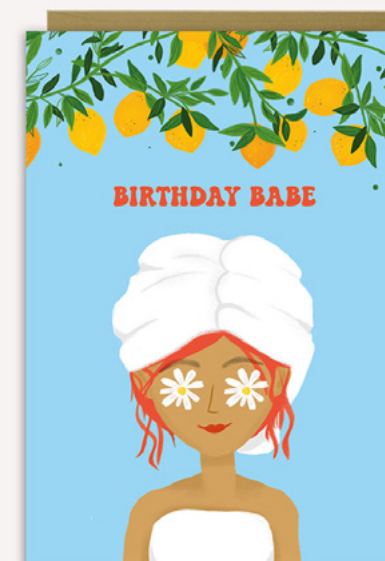
Minimum order of 6 per design

X1 card £1.20 RRP £3.00

- All cards are blank inside
- Supplied with Kraft paper envelope
- Secured with removable card catch stickers
- A6 (105mm x 148mm)
- Printed on Uncoated, 350gsm, FSC certified paper
- All cards designed and printed in the UK
- Free compostable cellophane bags option available



HDW66: Spa galentines



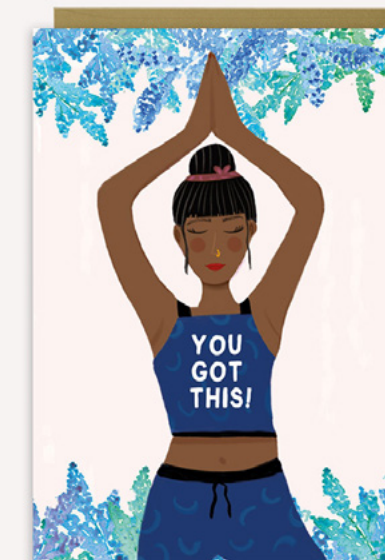
HDW67 : Birthday babes



HDW68 : Birthday vibes



HDW38 : Coolest Mum



HDW69 : You got this

FEMALE CELEBRATIONS

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HDW10 : Cake girl party



HDW11 : Cacti girl birthday



HDW12 : Yoga girl birthday



HDW23 : Girl in the bath



HDW22 : Girl in the swing day



HDW43 : Spa day relax



HDW21 : Girl in the swing night



HDW19 : Black book girl



HDW16 : Zen jungle girl



HDW20 : Girl in a balloon

KIDS TRANSPORT BIRTHDAYS

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HDW107 : One



HDW108 : Two



HDW109 : Three



HDW110 : Four



HDW111: Five

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HDW102 : 1 Unicorn



HDW103 : 2 Monkey



HDW104 : 3 Bear



HDW105 : 4 Llama



HDW106 : 5 Crocodile

ADULTS TRANSPORT EVERYDAY

Minimum order of 6 per design

X1 card £1.20

RRP £3.00

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HDW125 : Choo choo choose you



HDW126 : Choo choo baby 2



HDW127 : Vroom vroom



HDW128 : Just married



HDW129 : Aloha baby



HDW130 : Adios, suckers



Minimum order of 6 per design

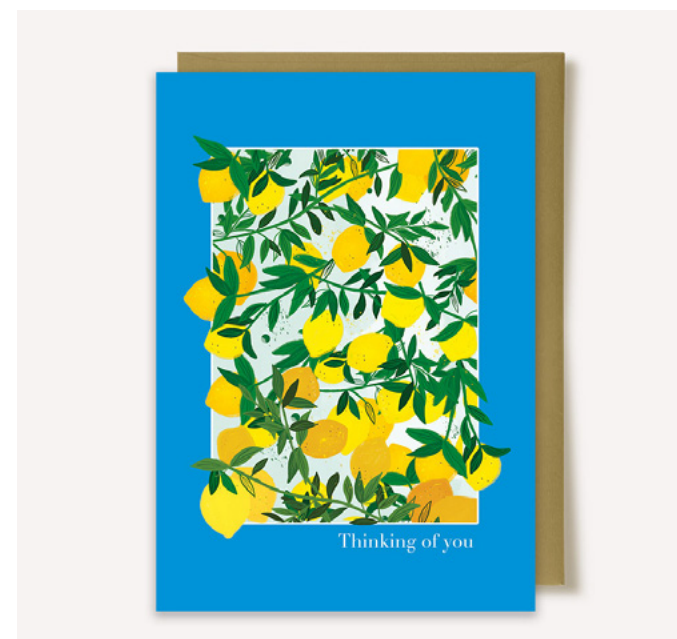
X1 card £1.20

RRP £3.00

- All cards are blank inside
- Supplied with Kraft paper envelope
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HDW131 : Lemon orange birthday



HDW132 : Thinking of you blue



HDW133 : Checkerboard thinking of you



HDW134 : Checkerboard Congrats



HDW135 : Lemon birthday babe

CHEEKY TYPE EVERYDAY CARDS

Minimum order of 6 per design

X1 card £1.20 RRP £3.00

- All cards are blank inside
- Supplied with Kraft paper envelope
- Secured with removable card catch stickers
- A6 (148mm x105mm)
- Printed on Uncoated, 350gsm, FSC certified paper
- All cards designed and printed in the UK
- Free compostable cellophane bags option available



HDW70 : New mortgage



HDW71 : Village kids



HDW73 : Baby boy



HDW74 : Baby girl



HDW75 : Good luck



HDW72 : Miss you already



HDW76 : Happy birthday



HDW77 : Sorry



PARTY ANIMAL CHEEKY NUMBERS

Minimum order of 6 per design

X1 card £1.20

RRP £3.00

- All cards are blank inside
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- Secured with removable card catch stickers
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- All cards designed and printed in the UK
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HDW112 : Holy cow 30



HDW113 : Neigh way 18



HDW114 : Cluck yeah 21



HDW112 : Holy cow 30



HDW115 : Duck 40



HDW116 : Snap 50



HDW117 : Crap 60

PARTY ANIMAL

Minimum order of 6 per design

X1 card £1.20 RRP £3.00

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- Free compostable cellophane bags option available

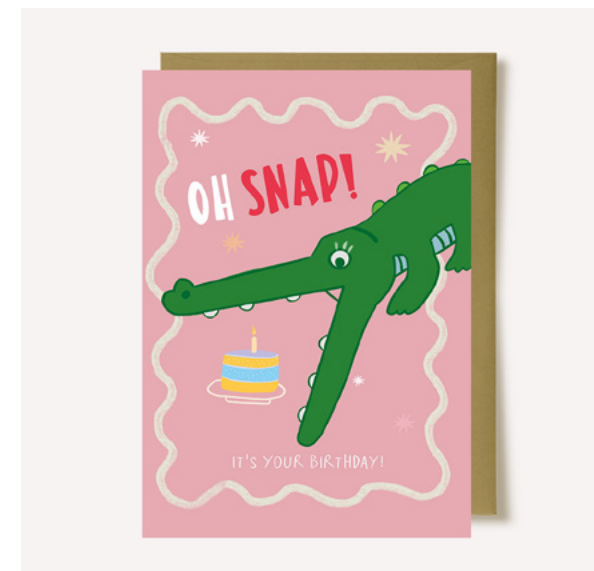
HDW118 : Party animal



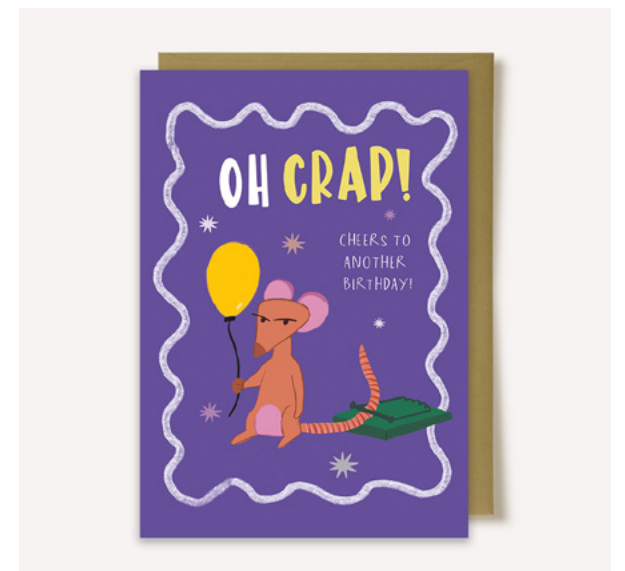
HDW119 : Chicken



HDW120 : Cow



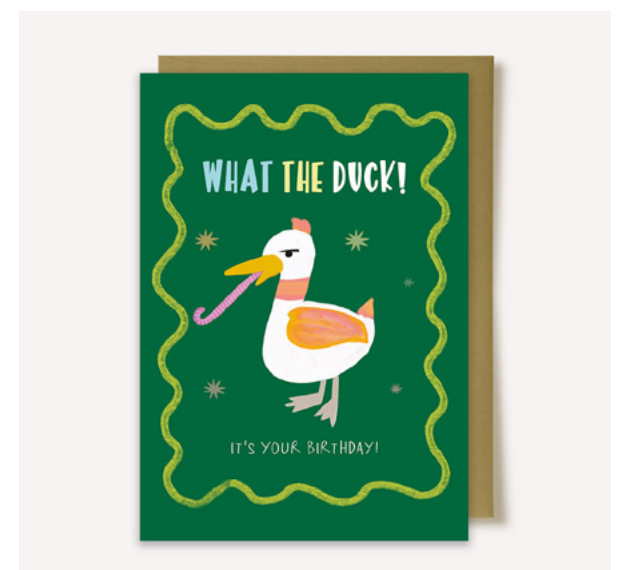
HDW121 : Crocodile



HDW122 : Mouse



HDW123 : Horse



HDW124 : Duck

Minimum order of 6 per design

X1 card £1.20 RRP £3.00

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HDW47 : 18 number



HDW48 : 21 number



HDW49 : 30 number



HDW50 : 40 number



HDW51 : 50 number



HDW972 : 16 baby



HDW982 : 18 baby



HDW992 : 21 baby



HDW1002 : 30 baby

Minimum order of 6 per design

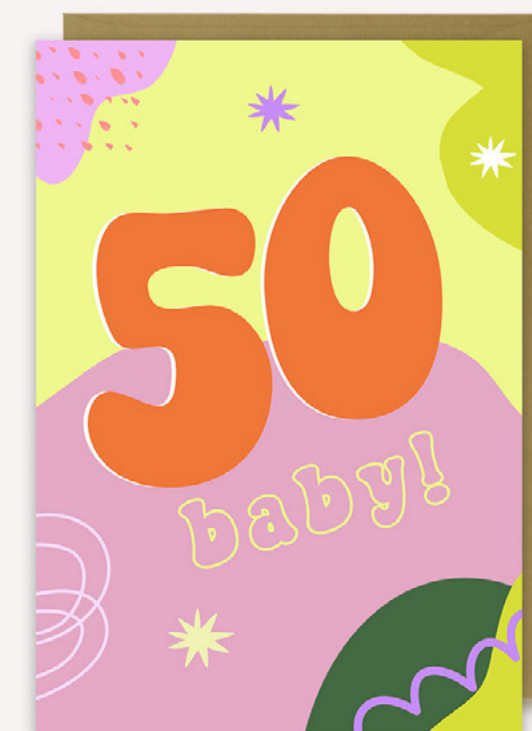
X1 card £1.20

RRP £3.00

- All cards are blank inside
- Supplied with Kraft paper envelope
- Secured with removable card catch stickers
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HDW1012 : 40 baby



HDW1022 : 50 baby

FATHERS DAY

Minimum order of 6 per design

X1 card £1.20

RRP £3.00

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- Supplied with Kraft paper envelope
- Secured with removable card catch stickers
- A6 (105mm x 148mm)
- Printed on Uncoated, 350gsm, FSC certified paper
- All cards designed and printed in the UK
- Free compostable cellophane bags option available



HDW60 : Dad woodland type



HDW61 : Dad camp elements



HDW62 : Axe you're my hero dad



HDW63 : Daddy, daddy cool type



HDW64 : Dad with bun portrait



HDW65 : Best dad in the universe



Minimum order of 6 per design

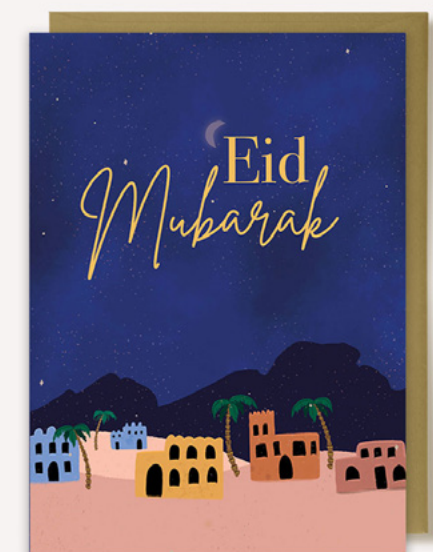
X1 card £1.20

RRP £3.00

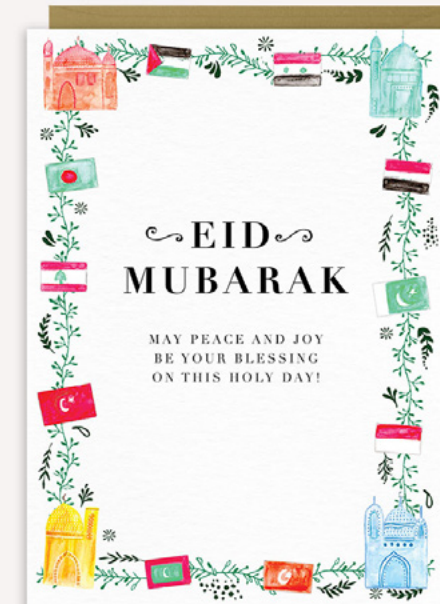
- All cards are blank inside
- Supplied with Kraft paper envelope
- Secured with removable card catch stickers
- A6 (105mm x148mm)
- Printed on Uncoated, 350gsm, FSC certified paper
- All cards designed and printed in the UK
- Free compostable cellophane bags option available



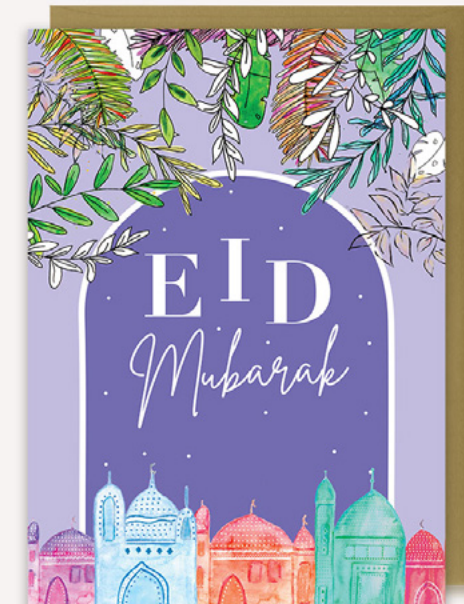
HDW87 : Eid botanical



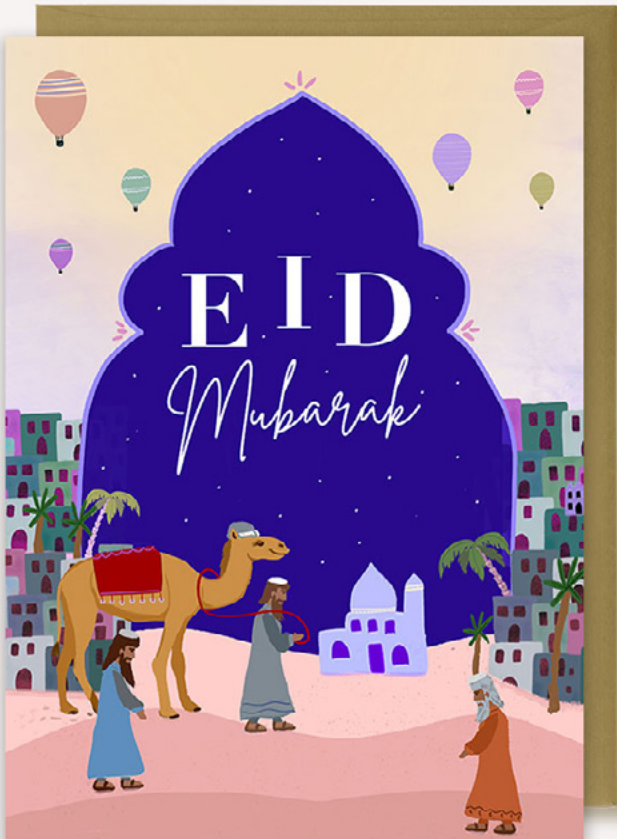
HDW89 : Eid in the desert night



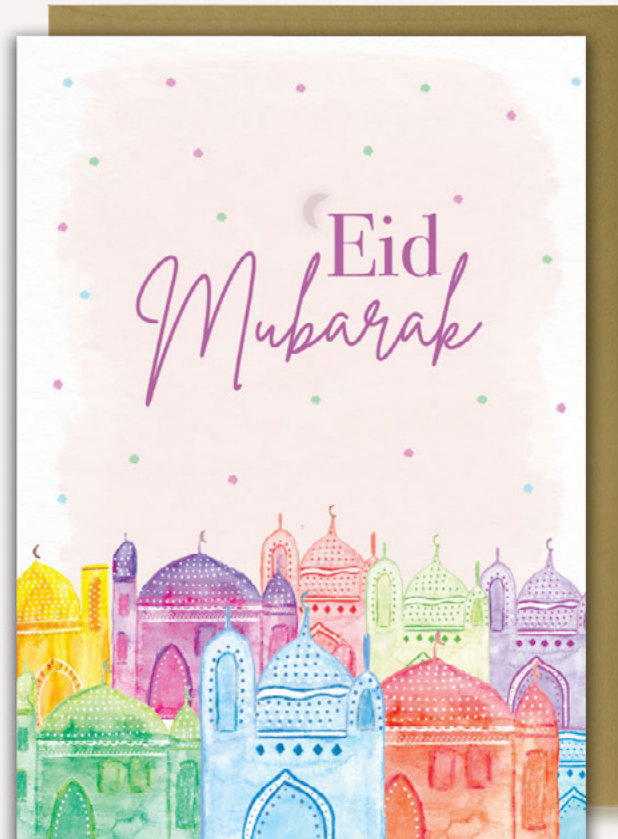
HDW85 : Eid world flags



HDW86 : Eid arch purple



HDW88 : Eid mosque camel



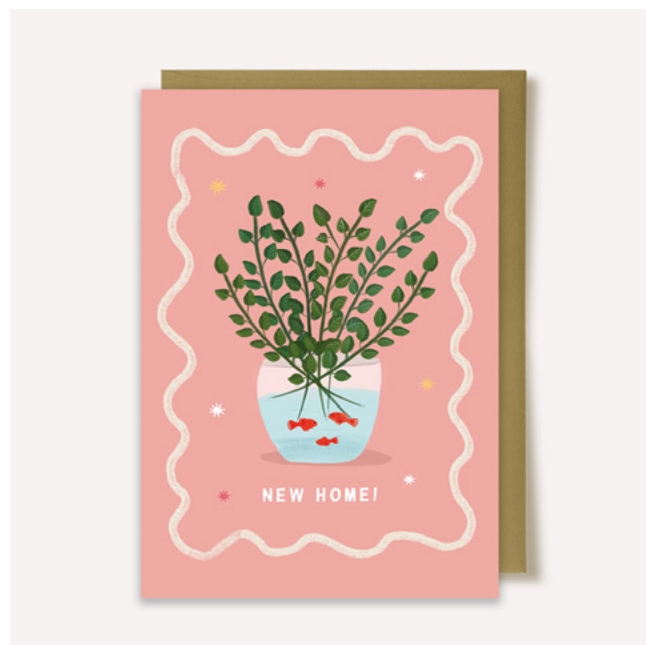
HDW90 : Eid mosque stars

Minimum order of 6 per design

X1 card £1.20 RRP £3.00

- All cards are blank inside
- Supplied with Kraft paper envelope
- Secured with removable card catch stickers
- A6 (105mm x148mm)
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- All cards designed and printed in the UK
- Free compostable cellophane bags option available

EVERYDAY ADVENTURE



HDW31 : Gold fish new home



HDW32 : Cacti new home



HDW33 : Mummy sloth



HDW34 : Daddy bear



HDW03 : Bon Voyage Bike



HDW04 : Bon Voyage Car Balloon



HDW01 : No Problema



HDW35 : Banana thanks a bunch



HDW02 : Just chillin flamingo



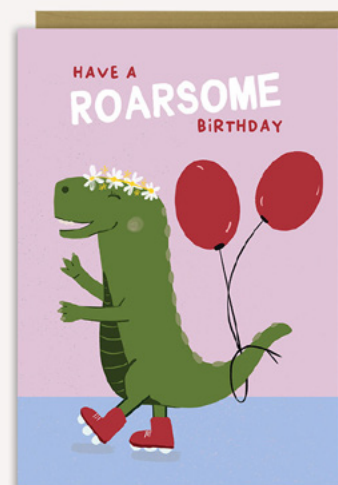
HDW15 : Beach please

Minimum order of 6 per design

X1 card £1.20

RRP £3.00

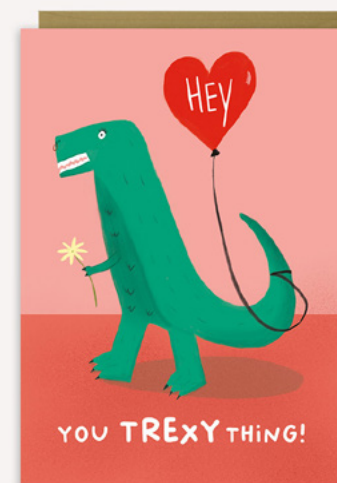
- All cards are blank inside
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- Secured with removable card catch stickers
- A6 (105mm x 148mm)
- Printed on Uncoated, 350gsm, FSC certified paper
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- Free compostable cellophane bags option available



HDW92 : Roarsome birthday



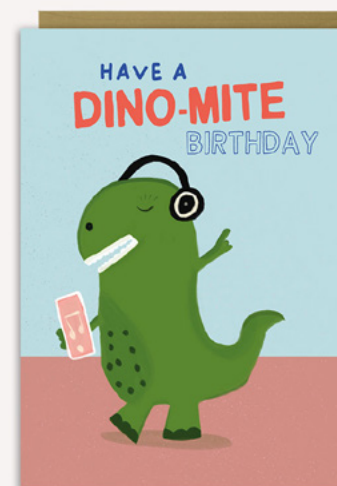
HDW91: Almost extinct



HDW96 : Hey Trexy



HDW95 : Rawr heart



HDW94 : Dino-mite



HDW93 : Fav couple



MOTHERS DAY

Minimum order of 6 per design

X1 card £1.20

RRP £3.00

- All cards are blank inside
- Supplied with Kraft paper envelope
- Secured with removable card catch stickers
- A6 (105mm x 148mm)
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HDW42 : Helping me grow



HDW41 : Mama I love you



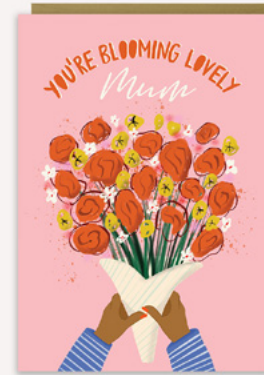
HDW39 : Snake plant mothers day



HDW43 : Spa day relax



HDW44 : You mean the world



HDW45 : Your blooming lovely



HDW46 : Window plant mothers day



HDW38 : Coolest Mum



HDW45 : You're blooming lovely



HDW54 : Just married car



HDW55 : Congrats hand ring



HDW56 : Bridesmaids with bouquet



HDW59 : Flower girl wreath



HDW58 : Champagne bride tribe



HDW57 : Headless flower girl



HDW52 : Congrats wedding cake



HDW53 : Flower girl balloon



GIFT WRAPS

Printed in the UK. Sheet size 50 x 70 cm.
Single sided print on 90gsm uncoated paper
Wraps can be folded or can send to you in a postal tube!

The minimum order of wraps is 12 per design!

X1 Sheet £1.10 RRP £2.75



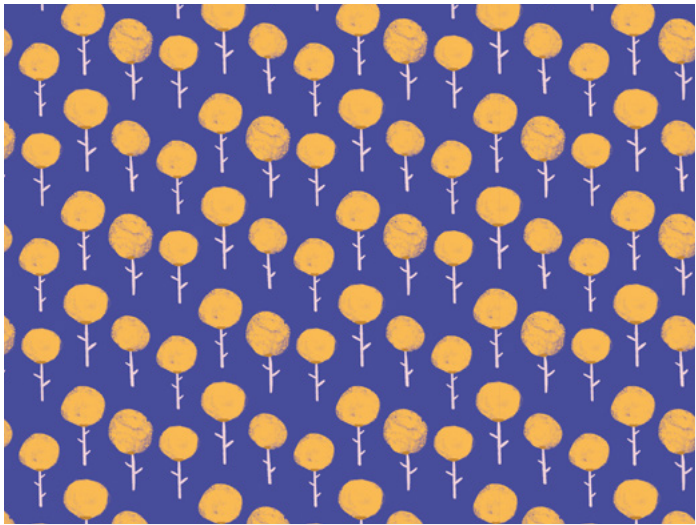
HDWWRAP11 : Flower power baby



HDWWRAP16 : Retro stars



HDWWRAP17 : Peace & daisy



HDWWRAP12 : Yellow spot plant



HDWWRAP13 : Daisy light



HDWWRAP18 : Retro swirls block



HDWWRAP19 : Swirls purple



HDWWRAP14 : Daisy vivid green



HDWWRAP15 : Green flower spread

GIFT WRAPS

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Single sided print on 90gsm uncoated paper
Wraps can be folded or can send to you in a postal tube!

The minimum order of wraps is 12 per design!

X1 Sheet £1.10

RRP £2.75



HDWWRAP10 : House plants



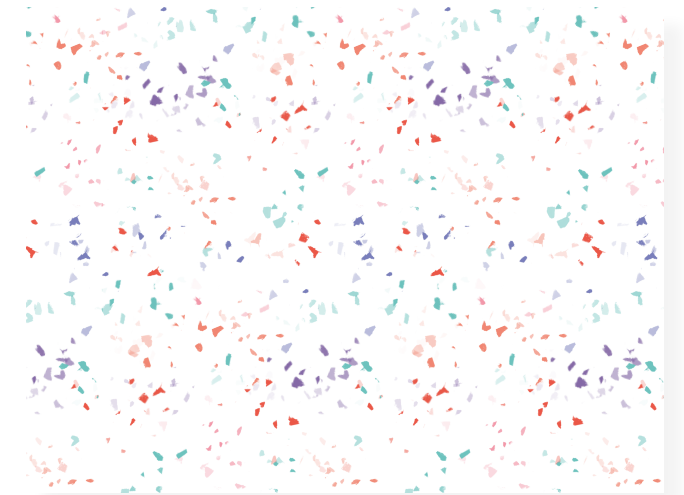
HDWWRAP06 : Geometric pink block



HDWWRAP09 : Palm leaves



HDWWRAP07 : fun geometric stokes



HDWWRAP08 : Terracotta

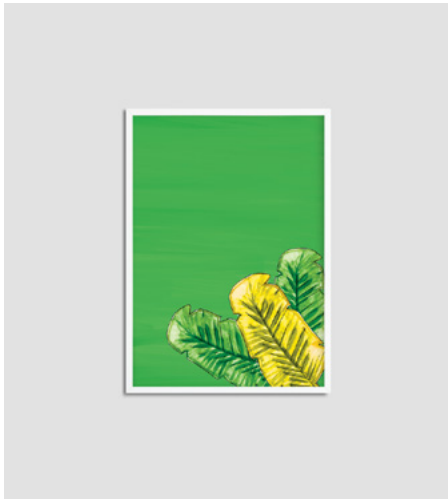
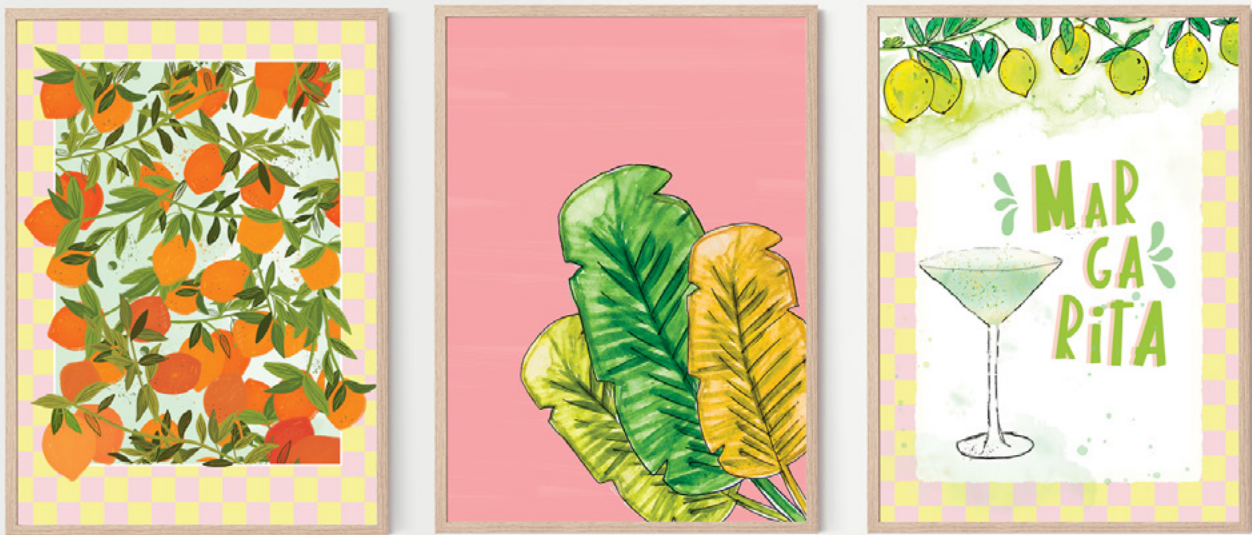


ART PRINTS

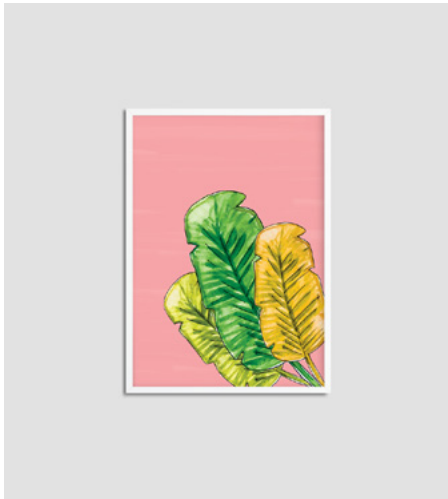
Printed in the UK. Print size available A3 , A4, A5
Single sided print on 235gsm Satin paper
Unframed and packaged with hard board back in a cello sleeve with branded sticker

The minimum order of 12 prints per design in the same size.

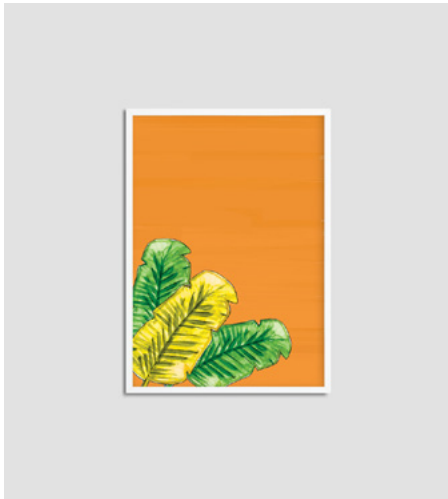
X1 print A3 £8.00	RRP £20.00
X1 print A4 £6.40	RRP £16.00
X1print A5 £1.20	RRP £3.00



HDWAP08 : Banana leafs green



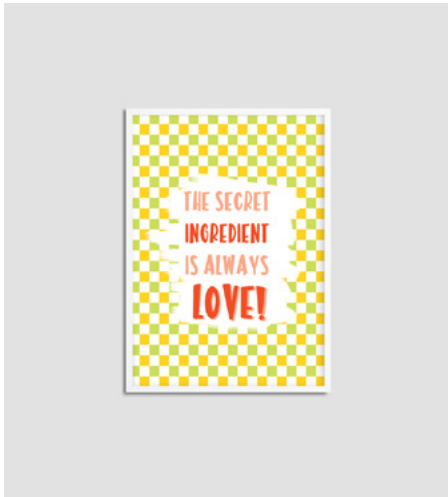
HDWAP09 : Banana leafs pink



HDWAP06 : Banana leaves orange



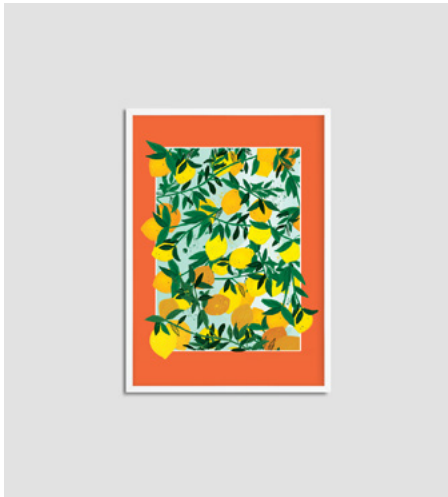
HDWAP02 : Squeeze the day



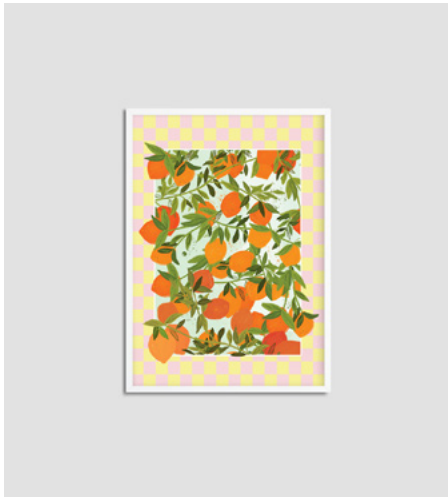
HDWAP10 : Always love



HDWAP05 : Margarita



HDWAP01 : Lemon Orange



HDWAP04 : Lemon checked



HDWAP07 : You bad-ass thing

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CHRISTMAS

Please contact us for full winter catalogue!



HDW78 : Camel and wise men



HDW79 : Camel with gifts



HDW80 : Silent night houses



HDW81 : Llama in the desert xmas



HDW84 : Winter wonderland



HDW27 : Silent night car present



TERMS AND CONDITION

MINIMUM ORDER

Greeting Cards - The minimum order for cards is 6 per design.

Wrapping paper - The minimum order of wraps is 12 per design.

Art Prints - The minimum order of 12 prints per design in the same size.

CARRIAGE

Delivery on all orders under £150 is £8 for the UK mainland

Free carriage on all orders over £150 for UK mainland

International orders and the islands are quoted when you place your order.

DELIVERY

Lead-times are 1 week from receipt of payment. During busy times or for large orders, it may be longer. We will always let you know when you place your order.

PRICES

List prices are subject to change. Any local taxes, duties and customs fees are the customer's responsibility. Prices are exclusive of VAT. For EU customers, we will need your VAT number and EORI number.

PAYMENT TERMS

Proforma, orders are confirmed and processed once we have received payment.

CANCELLATIONS AND RETURNS

All orders are firm sales, and we cannot accept any returns.

If an order arrives damaged or there are any discrepancies. Please inform us by email within 5 working days of receiving the delivery.

RESALE

If HerDesignWorld products are sold online, credit must be given to HerDesignWorld in the product description.

Retailers may not resell on any 3rd party online platforms such as Amazon, Not on the High Street, Ebay etc., without permission in writing.

ACCEPTANCE OF TERMS AND CONDITIONS

Placement of the order confirms acceptance of the above terms and conditions.

HOW TO ORDER

Send an email with the SKUs and quantities you would like to order, or request for our order form!

Contact details

Shumi Perhiniak

herdesignworld@gmail.com

+447837396848

Thank you for your interest!

For all enquires and information, please contact

herdesignworld@gmail .com

+447837396848

Instagram - @herdesignworld



HERDESIGNWORLD.COM