



SWEET WILLIAM
Home of the Mischievous Mutts





MISCHIEVOUS MUTTS MUGS

We initially launched our Black Labrador mugs in honour of our founder William. But he wasn't content with being a "William-no-mates" so we found him some new friends!

All our Mischiefous Mutts mugs come in their own adorable kraft box making them the perfect gift.



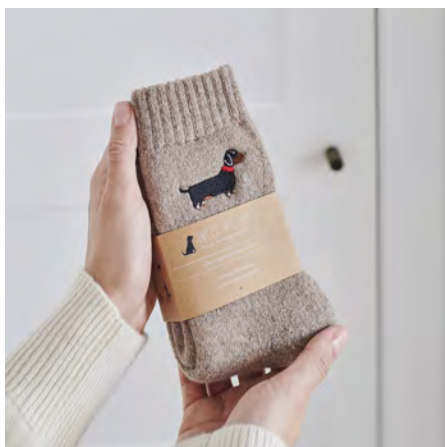
Available in 32 designs. No minimum order per design.

DOG WALKERS SOCKS



Our exceptionally soft dog walkers socks make the perfect gift for any dog lover. Not only will they keep feet warm on the daily dog walk, they are also ideal for getting cosy at home with four-legged friends. The perfect bedtime socks in the chilliest months!





DOG WALKERS RANGE



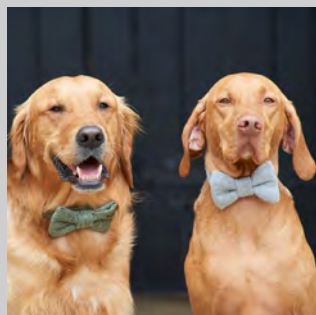
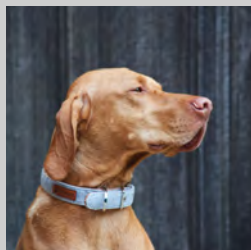
Sweet William's Dog Walkers range celebrates our love of dogs and the daily dog walk. Made in England with natural ingredients and absolutely never, ever tested on animals.





DOG LEADS, COLLARS, BANDANAS, BOW TIES AND MORE!

Ensure your customer's four legged friends are the best dressed pups in the neighbourhood with our tweed and velvet ranges. Our tweed range is available in three contrasting colours for a striking display. All our leads and collars are presented in a jute bag.





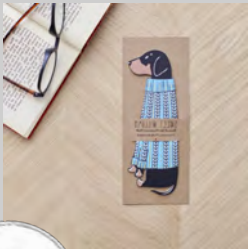
FOR EXTRA SPECIAL EVENTS
OUR VELVET RANGE IS IDEAL!



BOOKMARKS



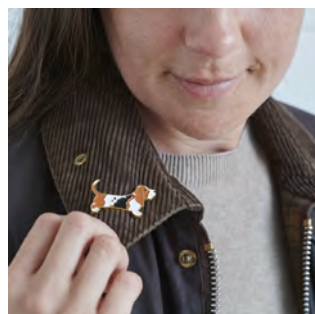
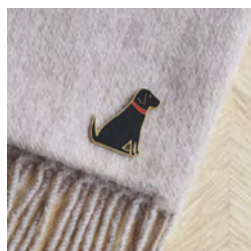
Presented on a kraft backing card, our vibrant bookmarks make the perfect present for a dog lover. Encourage customers to curl up with their four-legged friends and favourite book. Made from PU leather (vegan) and embossed with gold foil.



DOG PINS



Beautiful, gold-plated enamel dog pins presented on an adorable dog walker's backing card. The card depicts a beautiful dog walk in a scenic park. The poem on the reverse of the card reads "Here's a little pin to brighten your day, pinned to you wherever you are, they never feel far away!" Featuring a gold metal fastening to attach the pin to a favourite coat, bag or scarf. Also available on a Christmas backing card.



Available in 36 designs.

www.sweetwilliamdesigns.com

DOG BOWLS

Our ceramic dog bowls are sturdy enough for even the messiest of eaters... All our bowls are individually gift boxed.



Available in 30 designs. No minimum order per design.

MUTTS & MOGGIES MUGS



Our best selling Mutts & Moggies mugs work well displayed with the Mischievous Mutts mugs. Great to cover customers whose breeds are missing!



No minimum order per design.

THE SWEET WILLIAM JUTE BAG

Our Eco friendly jute bag is perfect for farmer's markets and trips to the beach. An ideal weekend bag for a spoilt Mischievous Mutt! The bag features a water resistant lining so ideal for wet towels and muddy tennis balls.



DOG WALKERS JIGSAW PUZZLE

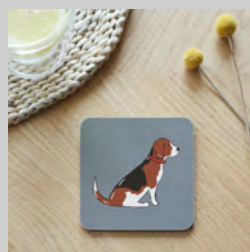
Our Quintessentially British 1000 piece Dog Walkers jigsaw puzzle is the perfect gift for all dog lovers.



COASTERS



Our stylish coasters are the perfect accompaniment to our Mischievous Mutts mugs. Sustainably forested eucalyptus boards are used to make the melamine coasters which are 100% PEFC certified and 100% Formaldehyde free.



Available in 36 designs. No minimum order per design.

KEYRINGS



Our best-selling double sided Mischievous Mutts PVC keyrings.
Available in 36 designs.



No minimum order per design.

MISCHIEVOUS MUTTS TEABAG DISHES

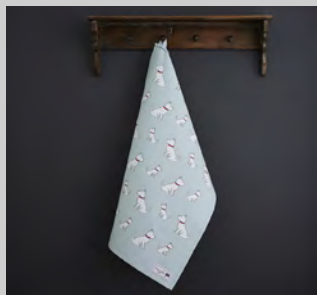
Our adorable Mischievous Mutts are available as teabag dishes!
They all come individually packed in their own kraft box.



Available in 30 designs. No minimum order per design.

ORGANIC COTTON APRONS & TEA TOWELS

Our beautiful aprons and tea towels are individually screen printed by hand.
Made from the thickest organic cotton.



Available in 30 designs. No minimum order per design.

GREETINGS CARDS & NOTEBOOKS

All our cards are designed and made in England. The mill, paper merchant, paper and the press are all 100% FSC certified.

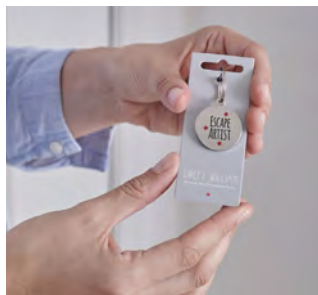
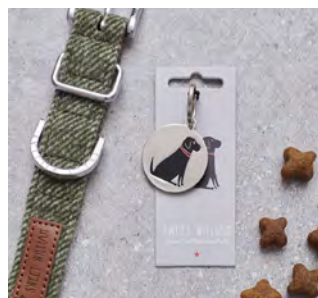
Our notebooks feature a durable hard cover which feels luxuriously soft to the touch, a grosgrain ribbon marker and are printed with real foil.



DOG TAGS



Our solid dog tags are made from silver plated brass. Perfect for the dog who appreciates the finer things in life and for the Mutt with a sense of humour.

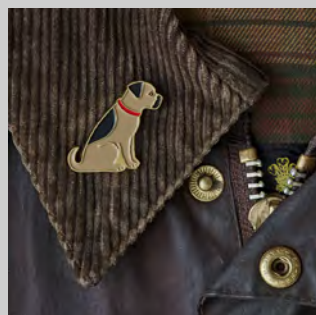


No minimum order per design.

CHRISTMAS WITH SWEET WILLIAM



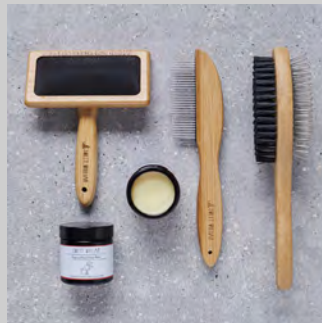
We LOVE Christmas at Sweet William! From our velvet bow ties and advent calendars for our four-legged friends, to our Christmas decorations, greeting cards and dog pins for the dog lovers!





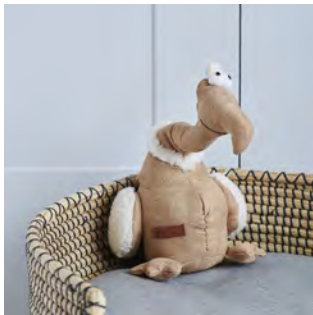
COOPER'S APOTHECARY & GROOMING COLLECTION

Join Cooper in his mission to "Revitalise Mischievous Mutts to conquer the world!"
All our self-care products are made in England and organic & vegan where possible.
Our brushes are made from sustainable bamboo.



DOG TOYS

Introducing the incredibly dapper Tarquin the Dodo, the adorable Woolliam the Lamb and slow yet steady Horatio the Turtle! Quirky and full of character our new dog toys are sure to be a favourite with your customer's four legged friends.



MOTHER'S DAY & FATHER'S DAY MUGS

Our family collection, especially the Grandparent mugs, are amongst our strongest sellers. With no minimum order per design it's easy to stock our full range for great visual displays for Mother's Day and Father's Day.



No minimum order per design.

BEST SELLERS

A selection of our best selling family and Quintessentially British mugs.



No minimum order per design.



Sweet William produces beautiful homewares and gifts. The company is based in Greenwich, London and was set up in 2009 by Emma Wood who decided after 10 years of working in the City it was time to pursue a childhood love of pottery instead.



The success of the Mischievous Mutts range has led to the company diversifying into organic cotton aprons, tea towels, socks, dog tags, greetings cards, key rings, Christmas decorations and bookmarks. All made to the highest standard you have come to expect from Sweet William.



Emma's much loved and adored Black Labrador, William, was the founder, mascot and inspiration behind Sweet William. Sadly we lost our boy in April 2019 just a month before his 15th birthday. Our hearts were completely and utterly broken. It was our love for him that led to the creation of Sweet William. Not only was the business named after him but he was also the muse behind all our designs and products. Initially continuing to run Sweet William without him was incredibly painful however it's now a comfort to know his legacy will always live on through the business. We will continue to develop the brand and products in his honour.



Our newest recruit is Cooper our Golden Retriever. The most confident and cheekiest dog you could ever wish to meet. He's been healing our hearts and filling our lives with joy and laughter.

www.sweetwilliamdesigns.com

To place an order

The easiest way to order is via our trade website. Please email emma@sweetwilliamdesigns.com for a password or call 07967 002547.

Minimum order is £150. Carriage is £10 or free on orders over £250 to UK mainland addresses. Proforma for 1st time and international orders. All orders subject to VAT.

All our ceramics are dishwasher and microwave safe.

Registered in England company number: 6549964.
VAT number: GB121407952.