

## Hadley to unveil new Autumn/Winter collection at Top Drawer

**Stand T02 | Olympia London | 13–15 September 2026**

Hadley will be returning to Top Drawer this September, bringing a collection of new Autumn/Winter designs alongside the much-loved collections that have become favourites with independent retailers across the UK.

At Hadley, we create fun, artist-designed paper goods to bring a little joy to the everyday. Every collection begins life as an original artwork in Jo's Devon studio, where drawing, painting and collage come together with carefully gathered antique fragments, vintage textures and the wonderfully curious details that often find their way into her sketchbooks.

Visitors to **Stand T02** will discover our latest Autumn/Winter launch alongside our bestselling greeting cards, gift wrap, stationery and homeware, all thoughtfully designed to bring a little colour, creativity and unexpected delight.

This season's collection celebrates everything we love about autumn and winter; curious mushrooms, joyful Christmas elves in wonderfully wonky shoes and beautifully die-cut concertina cards that double up as decorations lasting far beyond the season they were bought in. They all begin life as hand-painted artworks before being layered with vintage textures, carefully gathered antique fragments and intricate patterns.

We work hard to make sure every design feels considered and intentional, always leaving room for small, unexpected details that make people smile.

Alongside the new launches, visitors will also be able to browse Hadley's bestselling collections, with designs spanning birthdays, celebrations, everyday occasions, nature-inspired ranges, beautiful gift wrap and homeware.

We're delighted to see Hadley collections on the shelves of some wonderful retailers, including **Liberty, Tate, Charleston, Kettle's Yard, Daunt Books, The Hambledon, Tinsmiths** and **Oliver Bonas**, alongside many carefully curated independent shops across the UK and beyond.

They're exactly the sort of places we love, shops where every product has been chosen with care and where customers discover something they didn't know they were looking for.

This September, we're looking forward to meeting many more like them.

Hadley Ltd.  
Head Office address: 16 High St, Totnes, Devon TQ9 5RY  
Company no.: 13796065  
VAT no.: 406769474



Whether you're an existing stockist or discovering Hadley for the first time, we'd love to welcome you to **Stand T02** to explore the new collection, say hello and discover what's been keeping us busy in the studio.

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## ENDS

### Notes to Editors

For further information, product imagery or sample requests, please contact Charlie Flounders, Marketing Lead.

Email: [marketing@hadleypapergoods.co.uk](mailto:marketing@hadleypapergoods.co.uk)

Website(s):

Direct to Consumer: [hadleypapergoods.co.uk](https://hadleypapergoods.co.uk)

Wholesale: [hadleypapergoodswholesale.co.uk](https://hadleypapergoodswholesale.co.uk)

Instagram: @hadleypapergoodsltd

### About Hadley Ltd.

We create artist-designed paper goods to bring a little joy to the everyday.

Founded by artist and illustrator Jo Waterhouse, Hadley creates joyful, artist-designed greeting cards, stationery, gift wrap and homeware inspired by nature, antique finds and the wonderfully curious details of everyday life.

Every design begins as an original artwork, a drawing, collage or print, before being thoughtfully developed into a collection of paper goods. We believe creativity should bring a little joy to the everyday, and we're rather fond of adding unexpected details, playful illustrations and carefully layered textures that reward a second look.

Our products are thoughtfully manufactured using recycled and responsibly sourced materials, with paper goods printed in the UK on high-quality recycled and FSC-certified boards. As we continue to grow, we're committed to making considered choices that tread as lightly as possible on the world around us.

Today, Hadley is proudly stocked by Liberty, Tate, Charleston, Kettle's Yard, Daunt Books, Oliver Bonas, The Hambledon, Tinsmiths and many more carefully curated independent retailers across the UK and internationally.

Our products stand out on our stockists' shelves. They're bright, colourful, playful and different.

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## Stockist Quotes

"Hadley's card collection is a favourite of ours at Berylune. The cards add gorgeous pops of colour to our display, and customers love the unique shapes and formats. Safe to say we're big fans!"

*Berylune, Leamington Spa. [www.berylune.co.uk](http://www.berylune.co.uk)*

"We have been stocking Hadley Paper Goods at Tinsmiths for a little while now, and we love them! One of the pleasures of stocking Hadley products is the evident delight they spread and the conversations they generate at the shop counter. Tales of who or what the cards are for, or stories about a happy memory the illustration has provoked".

*Tinsmiths, Ledbury [www.tinsmiths.co.uk](http://www.tinsmiths.co.uk)*

"I love that you use recycled paper when possible and that the cards are naked to reduce single-use packaging. The designs are quirky and fun, they also embrace areas other card companies dare not approach, like menstruation and sex at Charleston House!"

*Frank, Whitstable [frankworks.eu](http://frankworks.eu)*

## Direct Customer Quotes

"I love the cards. The designs are unique and the artwork is beautiful. So creative and unusual. Brings a smile to your face seeing the cards. The variety of designs and their uniqueness make them a delight to send to friends and family to bring a smile to their faces as well."

"Beautiful cards. Thoughtful and environmentally friendly packaging."

"I adore these cards, they're so fun."

## Available on Request

- High-resolution lifestyle photography
- Product cut-outs (PNG)
- Studio photography
- Founder photography
- Christmas collection imagery
- Product samples
- Interview with founder Jo Waterhouse
- Wholesale Lookbook

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