

Kraftwork



Celebrating the best of British handmade

AUTUMN

CURATED CRAFT 2024 REVIEW

EQUINOX

So much to love...



See them on the British Craft Directory: Francesca King Ceramics, Miss Knit Knat, Kostadinos Jewellery, Tim Carter Glass, Lorna Gilbert Ceramics, Moose & Co.



Welcome.

What a summer it's been so far! Our British Craft season got off to a flying start with the second edition of Curated Craft, where we were proud to welcome 60 exhibitors and 450+ unique retail visitors, who showed up over the summer solstice in support of British handmade.

GOLDEN TICKET WINNERS

For the second year running we offered two 'Golden Ticket' prizes, in a contest that was open to all visitors who engaged with Curated Craft exhibitors. This year we were delighted to give tickets worth £300 and £200 to Wild & Free Gallery in Whitley Bay and Fairytales of Mumbles respectively. Gallery owners, Gail and Valerie declared they seldom won anything, so we were so pleased to deliver some good luck as well as paid-for orders from Curated Craft exhibitors!

We now move from Golden Tickets into the Golden Quarter for retail, and there are high hopes for a strong festive trading period. We'll be visiting the New Business Pavilion at Autumn Fair to see the British makers joining for the first time this year. Further afield we look forward to showUP, for the best in Dutch Design. Fingers crossed for a great trading season ahead.

Charlotte & Denre

Kraftwork Magazine is published by
Gifts & Greetings Review Ltd.
e: contact@britishcraftdirectory.co.uk
t: 07725 181974



Rings by Claire Troughton
jewellery; greetings card by
Hannah Longmuir Arts.
On the cover: [artdorgallery](#),
Stockwell Ceramics, Jackwicks
Designs & Humblewood, as seen
on the [British Craft Directory](#).



British Craft.



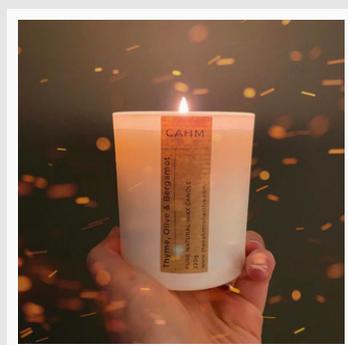
The [British Craft Directory](#) is a custom-built platform where independent designer-makers can showcase their work to prospective retail customers and other trade buyers. Every member of the Directory is an authentic artisan maker who produces their work here in the United Kingdom.

Our focus is on supporting and promoting locally made British crafts and the vital retail businesses which bring our town centres, high streets and tourist destinations to life. #ShopLocal is our motto!

Retail buyers are warmly invited to browse our carefully curated sectors, which incorporate a wide range of craft disciplines and can be searched either by category or by region. Categories are designed to facilitate buying patterns, with an emphasis on special occasions, consumer lifestyle trends and sustainable production methods.



Curated Craft.



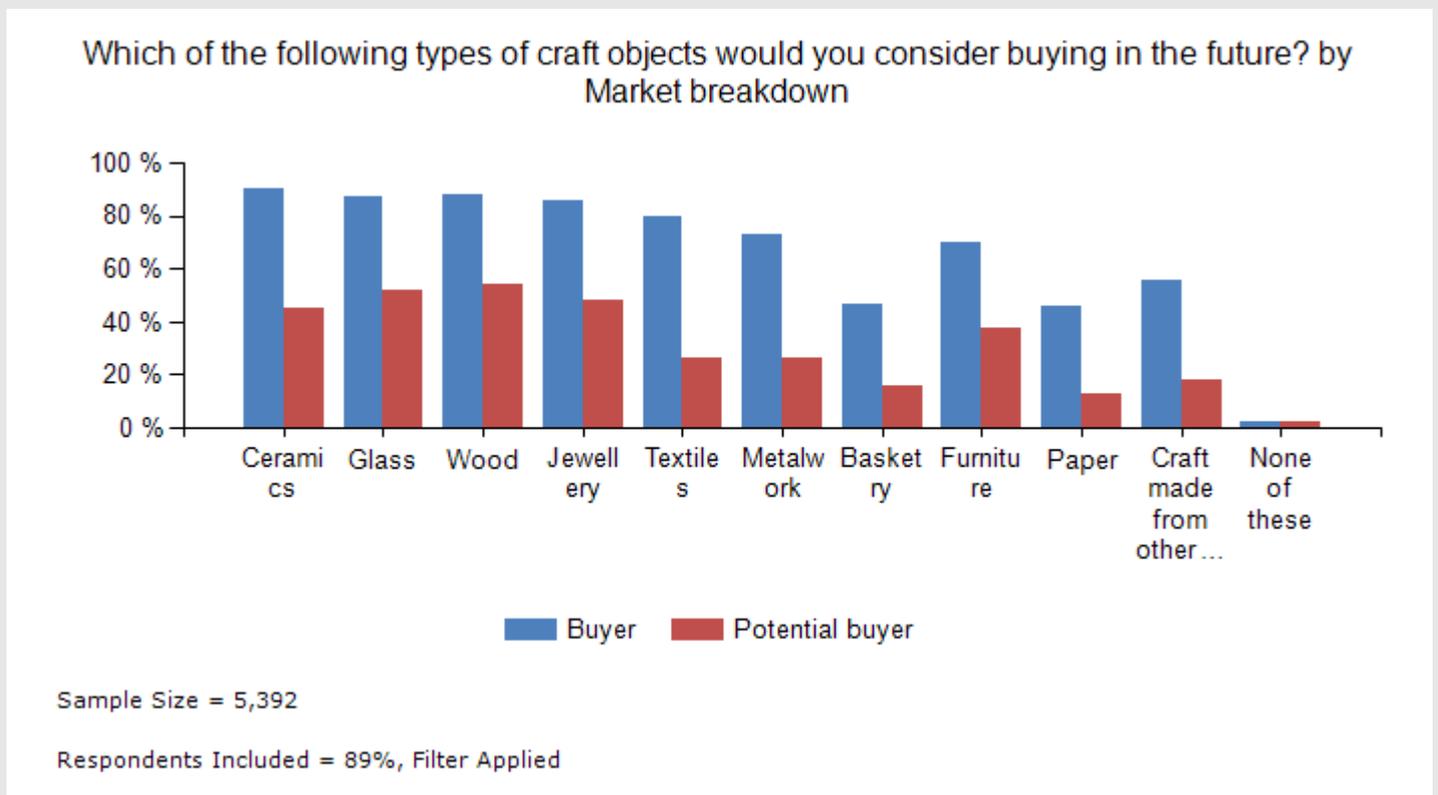
FROM TOP: BIG FEETS OF CLAY, KATE JANSSEN, CUCKOO TREE GALLERY, BO PEEP HANDMADE, AESTHETIC STEM, PIXALUM, HANNAH LONGMUIR ARTS, CERAMICS BUY ANJA, ANNA ROEBUCK, JUDITH BROWN JEWELLERY, CAHM, DREYA GLASS.

Market Data.

According to the IPA Insight Christmas Report*, the typical British consumer is expected to spend c£600 on core Christmas-related products and activities this year. 55% of UK adults plan to allocate most of their Christmas 2024 budget to gifts for others, followed by food and drink (18%), travel (6%), gifts for themselves (4%), socialising (4%), and decorations (2%). Ensuring shelves are well-stocked is crucial, as 31% of all consumers are anticipated to still be shopping in December, while 43% aim to

complete their shopping before Black Friday on 29th November. Statistics also reveal that young workers are especially open to buying gifts from new or emerging brands, with nearly two-thirds (61%) of 25-34s, more than half of 18-24s (54%), and 35-44s (56%) considering this. Autumn Fair, with over 200 brand new exhibitors, innovative new business pavilions, and exclusive partnerships, is the ideal hunting ground for discovering the perfect gifts for these consumers.

Below: Findings from the Craft Council Market for Craft Report.



Craft Shows.



Late spring marks the start of a breath-taking array of craft retail shows and exhibitions, where the very best of British handmade can be seen in its full glory in equally spectacular settings. We had a fine old time catching up with British Craft Directory members and Curated Craft exhibitors as we did the rounds!



CERAMICS BUY ANJA

Bedford-based ceramic artist, Anja Penger Onyett, demonstrated her creative brilliance at the 50th anniversary of Living Crafts at Hatfield House. Her large scale totemic pieces made a bold statement. These would look fabulous at a beach house or boho country villa.



PETE'S TURNING CRAZY @ LIVING CRAFTS

CABINET OF CURIOSITIES @ RHS WISLEY



PHOTOFINISH JEWELLERY

Photographer and jewellery maker, David Hitchcock of Photofinish Jewellery, was in his element amidst the floral splendour of RHS Wisley. His new Maple Leaf collection truly captured the beauty of these majestic trees.



Curated Craft.



FANTASY CANDLES, QUAYSTONES, RD GLASS, ARTDORGALLERY, FIFI & THE PEACOCK, RAVEN'S LITTLE THINGS, CONTRARYMARY DESIGNS, BLISS BOTANICALS, JUDITH BROWN JEWELLERY, KATHERINE BREE JEWELRY GILL KIRK, STOCKWELL CERAMICS.

Fun Fairs!



Two of the best events in the craft show calendar are RHS Wisley in Surrey and Living Crafts at Hatfield House in Hertfordshire. Wisley didn't quite have the ideal weather for an event with many outdoor areas and tents, but exhibitors put their best foot forward and contributed to an inspirational showcase. Living Crafts enjoyed the first truly fine day of the season, just in time for its 50th anniversary edition.



THE VERY CRAFTY ZEBRA

Lovely Catherine Browne is the amazing artisan behind The Very Crafty Zebra. Spotted at RHS Wisley, her extended collection made a big impact on stand.



WOBURN SANDS CLAY @ RHS WISLEY

DARREN ALLSOPP METAL SCULPTURE @ RHS WISLEY



GIN DURHAM

It was fabulous to catch up with much-loved wildlife sculptor, Gin Durham, at RHS Wisley. Her quirky and imaginative ceramics are reminiscent of childhood memories, which inform the imagery that is shaped by treasured tales. Each unique animal is individually sculpted in stoneware or porcelain, incorporating textile impressed elements and finished with oxides, glaze and gold or platinum lustres. All of the work is kiln fired three times at varying temperatures.

Curated Craft.



UMMPIXIES, FACTORY FLOOR JEWELS, SALLY MOORE GLASS & METAL, A LITTLE TRINKET, ARTDORGALLERY, FIFI & THE PEACOCK, DESIGNS BY FLO, ESSEMGÉ DESIGNER JEWELLERY, JILL STEWART, THE VERY CRAFTY ZEBRA, GILL KIRK, BLISS BOTANICALS

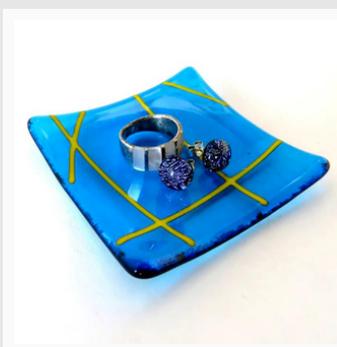
Pioneering Makers & Creators

The New Business Pavilion at [Autumn Fair](#) (1st - 4th September 2024, NEC, Birmingham), will brim with the next generation of makers and creators offering them the chance to be retail's next bestsellers. The Pavilion aims to create a spirited new business community designed to support the growth in start-ups that face the challenges of being small or single person-led businesses with limited resources. Entry-level packages will enable businesses to show at both Autumn Fair 24 and Spring Fair 25 helping put their products on the retail map and reach thousands of buyers from the UK and around the world.

According to Retail Insight Network, while mass-market players continue to dominate the UK retail industry, research by Geek Retreat shows that 15% of Brits have set up their own business in the past ten years, and of these, 44% have done so since 2020. Retail was the most popular sector for start-ups, with 19% of the 1060 surveyed UK consumers owning an independent business. Visitors to the New Business Pavilion at Autumn Fair, taking place on the 1st - 4th September at the NEC Birmingham, will discover everything from handcrafted cushions and candles to lampshades and wearable art.



Curated Craft.



MARY'S HOUSE DESIGNS, CONTRARY MARY, HAZEL WILLIAMS LASER CUT DESIGNS, JANET LEITCH JEWELLERY, HANNAH LONGMUIR ARTS, AESTHETIC STEM, JACKWICKS DESIGNS, LEAMNE, R.D. GLASS, MOLTEN WONKY, HUMBLEWOOD, ROSIMOROSI

Curated Craft.



TILIA PUBLISHING, STOCKWELL CERAMICS, THAT GIRL IN GREEN, JILL STEWART, ROSIMOROSI, MARY'S HOUSE DESIGNS, THE COURTYARD WORKSHOP, ESSEMGÉ DESIGNER JEWELLER, SALLY MOORE GLASS & METAL, BLISS BOTANICALS, CUCKOO TREE ART STUDIO, FREDDIE BLUE.

Art Works.



Any excuse to visit the magnificent RHS Wisley is a good one, especially when it's combined with one of the best craft fairs in the UK. We loved catching up with crafters at this fabulous event.



LOU MOUSEY CRAFTS

DUNCAN THURLBY SCULPTURE



DESIREE HART

CIRCLE & DASH

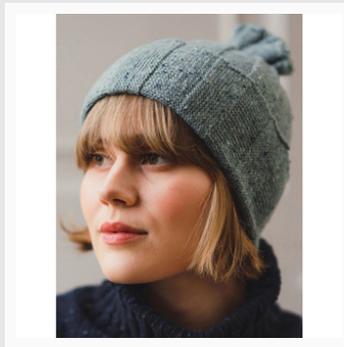


**NEIL AND SALLY
MACDONNELL**



G R HAWES GLASS

Curated Craft.



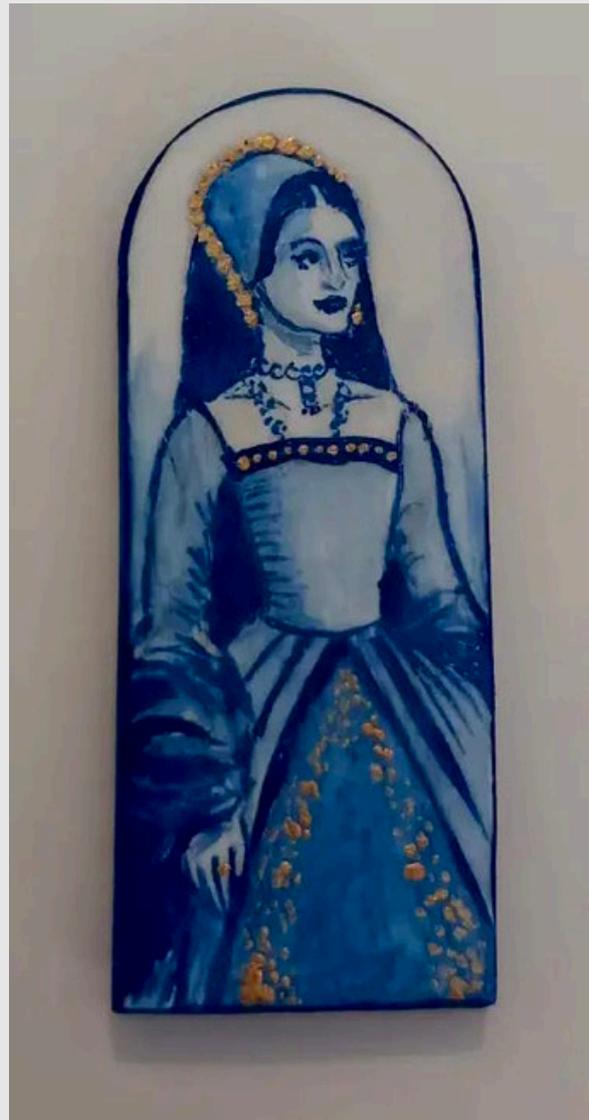
STOCKWELL CERAMICS, KATHERINE BREE, UMMPIXIES, THAT GIRL IN GREEN, BILL BABER KNITWEAR, SUE COLYER CONTEMPORARY WATERCOLOURS. RACHEL MEEHAN PICTURES & WORDS, SARAH GREENING GLASS, NADEGE HONEY, PHOTOFINISH JEWELLERY, CERAMICS BUY ANJA, UMBELLIFER

Canal Street.

Retail thrives on the waterways even as it fades on the High Street. Here we see Home & Moor gift shop on the Grand Union Canal, Berkhamsted; the leather Boat, The Vinyl Cut and Crooked House Crafts, a wonderful ceramicist which has something of a cult following thanks to these charming anthropomorphic mushrooms, green men and fairy cottages.

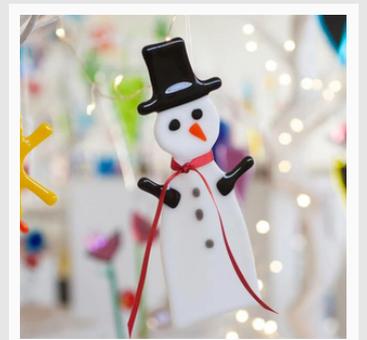
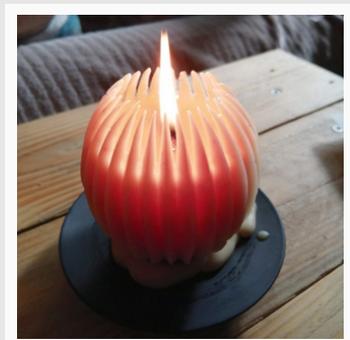


Royal Seal.



Queen Elizabeth 1 in stone at Hatfield House; Rich Miller at Ceramic Art London, HRH The Princess of Wales in Marquetry at Living Crafts; the Royal Warrant at Chelsea Flower Show; Tudor-inspired brooch by Raven's Little Things at Curated Craft HRH King Charles III in buttons by The Pearly Queen of Shoreditch, Ann Carrington.

Curated Craft.



UMBELLIFER, SALLY MOORE GLASS & METAL, MARY'S HOUSE DESIGNS, JMS CERAMICS, BILL BABER KNITWEAR, BEADSTORM DESIGNS, CAHM, SARAH GREENING GLASS, LEONA STEWART GLASS, FANTASY CANDLES, RAVEN'S LITTLE THINGS, MOLTEN WONKY.

1-2 sept

show
up/

trade show
for home
and gift

Brabanthallen
Den Bosch, NL

BeNeLux Business.

There's not long to go before the next edition of showUP takes place in Den Bosch, the Netherlands. This is the premier home and gift trade sourcing event in the BeNeLux region, with the best of contemporary Dutch and Scandinavian design on show. An excellent contingent of British exhibitors will once again be participating in the exhibition, having discovered the secret to success in this exciting retail market.

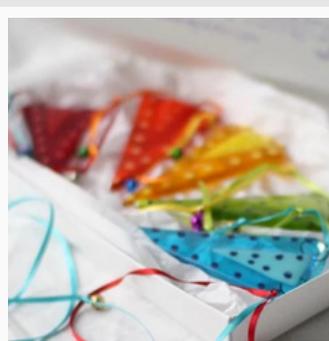
In addition to checking in with this homespun talent, as a native of The Netherlands I'm keen to discover exceptional Dutch suppliers with edgy new products, ideally with a sustainable ethos. My priority will, as ever, be newness, and introducing our British readers to brands and products they might not otherwise hear about.

With over 300 exhibitors, a positive, buoyant atmosphere and a good mix of established brands and no end of new design talents in an easy to navigate space, showUP is the overseas event I look forward to most. Whilst there is still plenty of time to arrange travel and hotels to Den Bosch, you could also fly there and back in a day, with the Dutch time difference working to your advantage.

For more information and to register for free, visit the English language [showUP website](#).



Curated Craft.



FREDDIE BLUE, BO PEEP HANDMADE, DOTS ALLOWED, JANE SLEATOR CERAMICS, BIG FEETS OF CLAY, PIXALUM, JACKWICKS DESIGNS, LEAMNE, QUAYSTONES, PAPERSHEEP, MOLTENWONKY, TILIA PUBLISHING

West Herts College at Living Crafts.



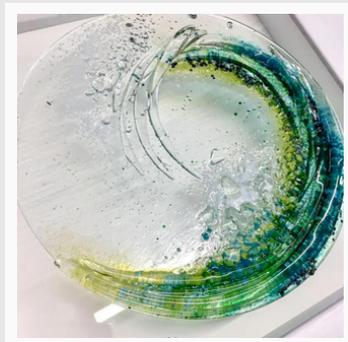
New Designers.

Left: Flynn Mayan Maisie, Cambridge School of Visual & Performing Arts. Disney Home Storyteller Award Week 2 Winner at New Designers, Islington. Judges' comments: 'Depth of storytelling. Grounded in strong South African narratives. Innovation in use of multimedia techniques. Great characters.'

Below: Charlotte Brooke, Edinburgh College of Art. Hallmark Connection Award Week 1 Winner - Judges' comments: 'We loved the story behind keeping precious crafts alive. Precious and Delicate. Charlotte and Flynn were part of the New Designers showcase at the Business Design Centre, Islington.'



Curated Craft.



HAZEL WILLIAMS LASER CUT DESIGNS, JANET LEITCH JEWELLERY, SUE COLYER CONTEMPORARY WATERCOLOURS, DREYA GLASS, A LITTLE TRINKET, STRAY RESIN, DOTS ALLOWED, SOLAS HOME, KATE JANSSENS, JMS CERAMICS, FACTORY FLOOR JEWELS, PAPERSHEEP.

Ceramic Art London.

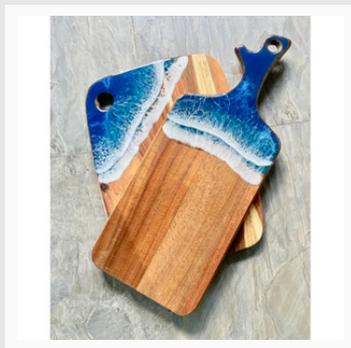
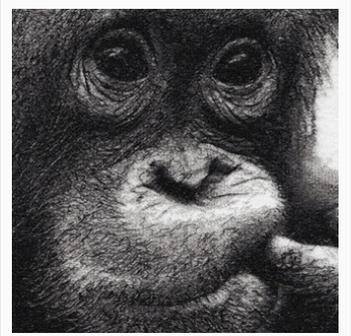


Ceramic Art London took place at Kensington Olympia back in April for its twentieth anniversary. We were spoilt for choice! Pictured: Georgie Gardiner perfects the art of vase making, Sue Hanna tribal majesty, Yuta Segawa's miniature multicoloured marvels, Anthony Theakston's divinely beautiful owls and Louise Bell's 'Ancient Toy' rhino.



Please do not touch

Curated Craft.



SOLAS HOME, THE COURTYARD WORKSHOP, THE VERY CRAFTY ZEBRA, DREYA GLASS, JILL STEWART, BEADSTORM DESIGNS, STRAY RESIN, NADEGE HONEY, KATE JANSSENS, FLONTIERE, DESIGNS BY FLO, FLONTIERE

Gift Shopping.



We know that British consumers are very keen to support local makers and British-made products, especially for special gifts. As well as being beneficial for local economies, goods made closer to home have a sustainable advantage over imported, mass-produced items, whilst British craftsmanship is second to none and bears the hallmark of high quality that shoppers are looking for.



The British Craft Directory is teeming with products that are guaranteed to be designed and produced in the UK by local designer-makers who are ready to supply retailers. From greetings cards and prints to home textiles, glass and ceramics, your gift sourcing requirements will be met by our amazing makers.



Cuckoo Tree Art Studio, Leona Stewart Glass
Twists Glass Studio, Flontiere, Bee Clean Soaps

South-west Savour

As the premiere retail sourcing event in the home and gift category taking place in the south-west of England, **Giving & Living** forms a vital part of the local economy and its lucrative tourist trade. This brings an unusual mix of buyers to the show, including a rich assortment of leisure destinations, hotels, farm shops, independent gift shops and garden centres.

Giving & Living is the most important event in the country for coastal-themed gifts, homeware, souvenirs and other related products that celebrate sun, sea and sand. The fabulous Coastal zone will recreate the holiday vibe at Westpoint, with everything from beach balls, deck chairs and driftwood sculptures to seabird greetings cards, ocean-themed glass and, of course, ice-cream!

Thanks to the strong arts and crafts heritage of the beautiful South-West, a wealth of British suppliers will be out in force at Giving & Living, showcasing gifts, greetings cards, home fragrances, specialty food, fashion accessories and other locally produced gems. This part of the show dovetails well with the new Sustainability Stars trail, which highlights the environmentally conscious suppliers who are often making things by hand in small batches.



RHS Chelsea.

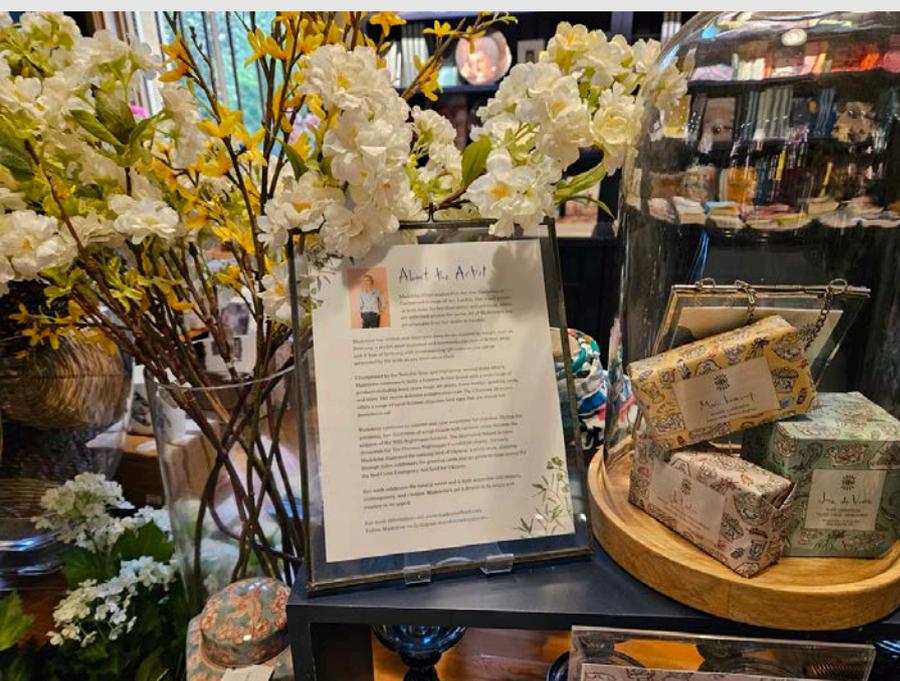


Historic English horticulturalist, Peter Beales Roses, celebrated 200 years of the RLNI at RHS Chelsea Flower Show; Gold Medal and a Royal Warrant for Woodpecker Joinery; beautiful wooden lights by Tom Raffield; painting of the Bowel Research UK Microbiome Garden by Sherree Valentine Daines.



Flights of Fancy.

We loved seeing the **Flights of Fancy** exhibition of paper craft, porcelain, drawings, paintings and topiary at Waddesdon Manor, a beautiful celebration of birds which extends through the Manor house, spectacular gardens and Aviary. The exhibition features a series of paper sculptures by master contemporary craftsman, Andy Singleton. There is so much to see and do at this fascinating country pile, which is a National Trust building with a fabulous gift shop and restaurant on site.



What we do.



BRITISH CRAFT DIRECTORY

A B2B trade sourcing site for British designer makers and retailers in search of locally-produced art and craft items. We promote members to c7000 retailers incl. galleries, gift shops, garden centres & heritage sites. £60pa.



HOME & GIFTWARE MAGAZINE

A B2B magazine serving the home, gift, garden and related industries, with a focus on trade events, trends and garden centre news. For advertising opportunities contact Denre Bruins: denre@halcyonpr.com /



CURATED CRAFT ONLINE SHOW

A commission-free sourcing and product promotional platform that is run as a digital trade event at key times of the year. Designed to support both makers and independent retailers. British made only.

Curated Craft 2025

CONTACT DENRE BRUINS FOR DETAILS

contact@britishcraftdirectory.co.uk / 07725 181974

