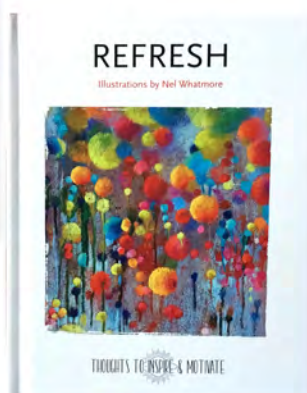
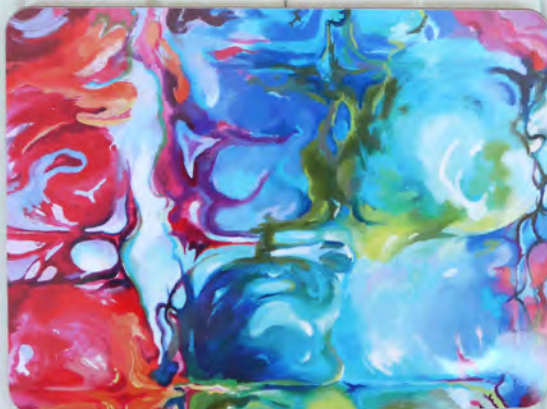


nel



nel





The Nel - Art for Living brand is inspired by the beautiful artwork of international artist and designer Nel Whatmore.

Nel has been a successful original floral artist and licensor of images for limited editions, posters and many other products. Nel showcases her originals annually at the world famous Chelsea Flower Show in London and many other exhibitions as well as her sell out one woman shows.

Nel's range of work is broad as there is an archive of over 2500 paintings and patterns.

This combination of art and pattern captures in a nutshell what Nel is all about. She paints beautiful **ART**work which inspires her to design fabulous, painterly, complimentary **PATTERN** collections that can be easily applied to a variety of products to enhance everyday **LIVING**. Art can enhance any home and be both uplifting and inspiring. This is a truly unique and exciting licensing opportunity which appeals to a wide age range of customers as it is both contemporary yet classic.

*'Colour makes
everyday brighter'*

Art Pattern Living

We believe in working with good people to produce beautiful things. Flexibility and working closely with our licensees in design support are key elements of what we are able to offer.

Licensing Enquiries

NORTH AMERICA

Jewel Branding & Licensing Julie Newman julie@jewelbranding.com

(001) 404-3-3-1872



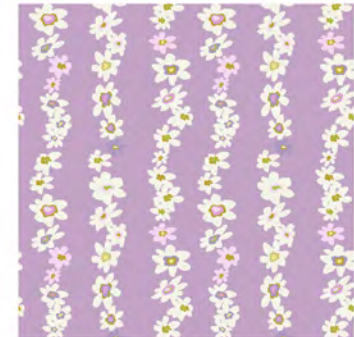
nel *Art for Living*

*"I paint to music,
playing it often
too loud, and seek
to convey a
little of what we
all feel, yet find
hard to say"*

Nel



Art



Pattern



Living

nel





nel
~





nel

nel





nel *Art for Living*



nel *Art for Living*

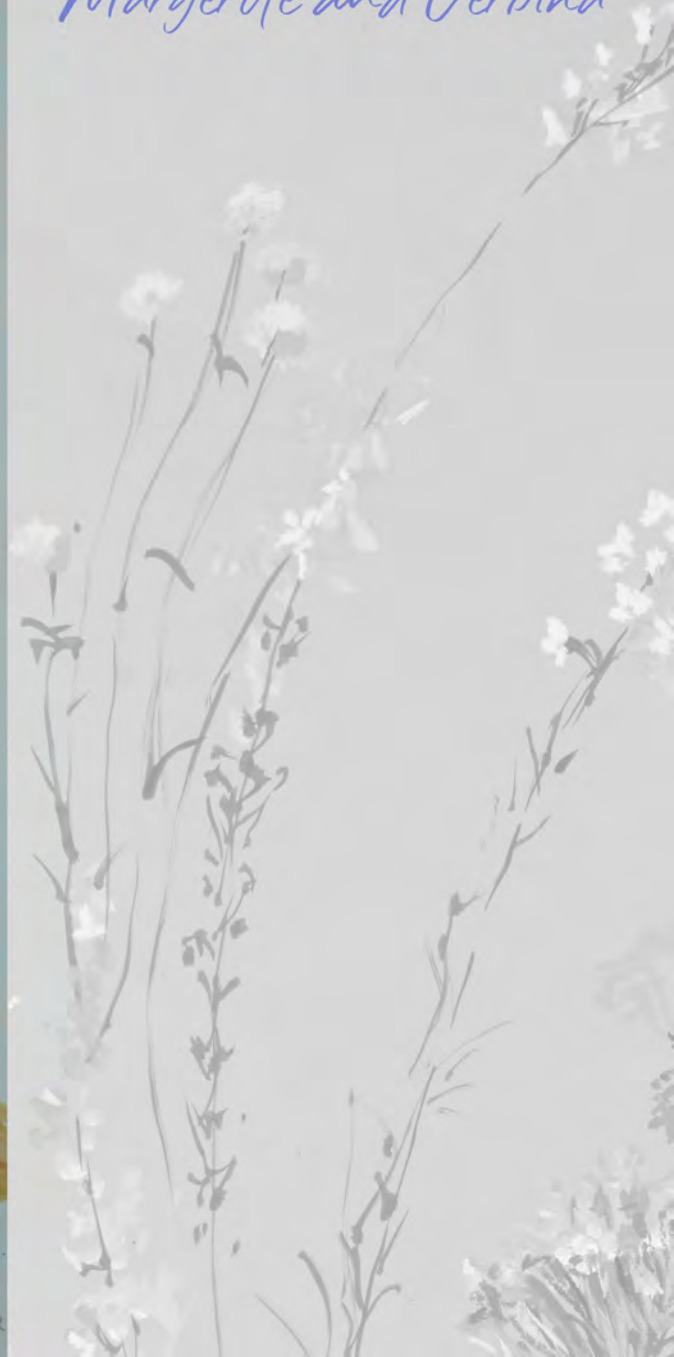


Placemats





Margerite and Verbina





Art for Living



MEMORY LANE



nel *Art for Living*

"Art is not just for special occasions, but for bringing a sense of style into your home and joy into your life, every single day"

Nel



Art



Pattern

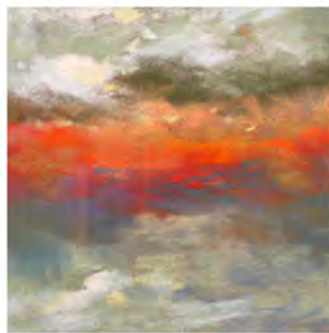


Living

nel *Art for Living*

"Rich, vibrant colours and time-less design is what brings warmth and beauty to any home, and echoes all that my brand represents"

Nel



Art



Pattern



Living



Merry Go Round



nel Art for living



Free Spirit



Nel's Studio

Nel's new studio is in the Twisting Gallery in the historic Sunny Bank Mills which is an inspirational and cultural destination at the heart of the local community in Farsley, Leeds., England. The mill has undergone a cultural rebirth since ceasing manufacturing of fine worsted cloth which started in 1829 and ceased in 2008.

Nel's studio in the Twisting Gallery at Sunny Bank Mills has a fantastic view over the whole site and is blessed with fantastic natural light.

Nel says....

*'I feel like I have landed in studio heaven!
It's just a total joy to come here everyday.'*

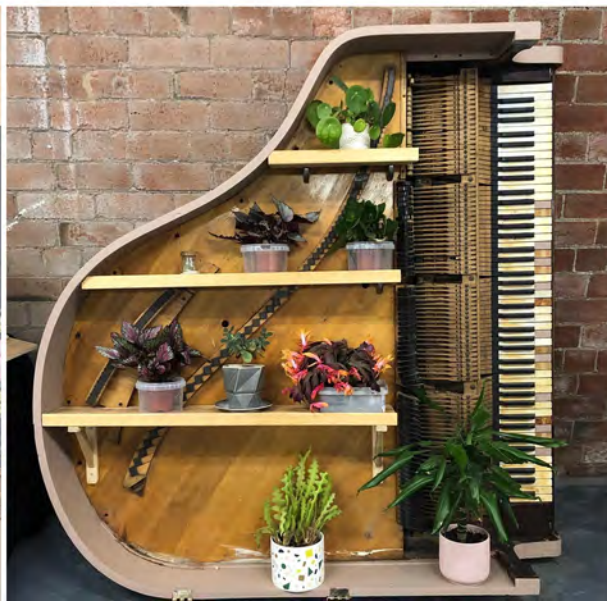




SUNNY BANK MILLS



nel *Art for Living*



Trade Shows

Nel is represented at many shows around the world:

- * Brand Licensing London
- * Surtex New York
- * Licensing Show Las Vegas
- * Atlanta Gift Show
- * Award Winning Stands at Chelsea Flower Show



Chelsea Flower Show



Surtex New York



Spring Fair NEC





nel *Art for Living*

Nel's sense of colour and pattern appeals to a predominantly female market, who connect with her love of flowers, her sense of fun and very personal colour combinations, as well as her uplifting design qualities. A real fusion of classic and contemporary stemming from beautiful fine art paintings makes Nel's Art for Living brand a really unique style and look, and we hope you can envisage it working within your product category.

So if you would like to see more of Nel's work, both her original paintings, of which there are many to see, as well all her pattern collections just contact Nel or Helen on the email below.



Art

Pattern

Living

NORTH AMERICA

Julie@jewelbranding.com

REST OF THE WORLD

Nel: nelartforliving@yahoo.com

Helen: helenwrightson@metronet.co.uk