



VICKY YORKE<sup>TM</sup>  
— DESIGNS —



VICKY YORKE™  
DESIGNS

Vicky Yorke is a British Surface Pattern Designer and Illustrator working from her home studio in semi-rural Worcestershire.

With a UK perspective, she creates playful designs that bring fun and warmth to everyday living.

Vicky uses illustration and typography combined with striking colour palettes to make work that is decorative, bright and inviting. She is often inspired by the beautiful countryside that surrounds her home to create modern Art Nouveau designs. Collections include vibrant florals and woodland animals, as well as patterns influenced by her travels around the UK and beyond.

Living with a number of chronic illnesses, Vicky is an advocate for both physical and mental well-being. She speaks out on her social media and in the press about the importance of looking after mental health and hopes to inspire wellness through her positive designs, which in turn make appealing retail products.

## BRAND DNA

- WARM
- PLAYFUL
- POSITIVE
- INCLUSIVE
- TREND LED
- ... & A LITTLE BIT BRITISH!







## PRESS FEATURES



*"My experience of living as a disabled entrepreneur has given me a unique perspective on the challenges faced by so many people today. Through my designs I want to promote kindness and inclusivity and to spread a little bit of positivity back into the world. That may be through a bold empowering slogan or through a beautiful flower illustration, but either way I hope my designs project a little bit of joy."*

- Vicky Yorke

## ACHIEVEMENTS



- In 2018, Vicky was named overall winner of the 'Really Good Design Search for Greetings & Gift' as judged by leading experts in the industry from around the world.
- In 2021, Vicky was named a runner up in the 'Sole to Sole' category of the 'Small Awards,' an award run by Small Business Britain to celebrate excellency in UK small businesses as judged by prominent UK business leaders and politicians.

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## MEET THE ARTIST



Vicky began her career in design with a degree in Illustration BA (Hons) from The Arts Institute, Bournemouth. She has worked in-house as a Designer and Product Developer for a variety of stationery, craft and homeware manufacturers in the UK and absolutely loves creating new products! Because she has experience at every stage of the product life cycle, she completely understands the type of images that make appealing products that consumers want to buy!

Vicky lives with two chronic illnesses, Chronic Myeloid Leukaemia and Endometriosis. In 2012 she

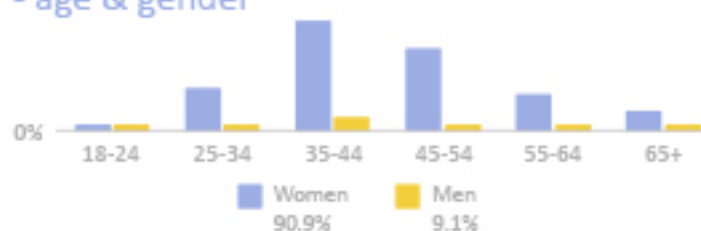
founded Vicky Yorke Designs as a freelance surface pattern business, designing products for major retailers in the UK as a way to manage her illnesses while supporting herself and continuing to do a job she loves. While physical illness can be extremely hard on mental well-being, Vicky found that the process of creating optimistic designs had a positive affect not only on her own mental health, but that her images resonated with her customers and followers. She expanded her business into licensing, creating a brand with her bright and quirky designs in a hope of spreading a little warmth and happiness into everyday living.

Every design is hand sketched or painted in her loose and fanciful style before being digitally coloured to create designs that are full of 'grown-up whimsy'. Vicky deliberately leaves in 'wonky' lines and broken textures to add character to her work. She loves to mix and match and her portfolio is full of complementary patterns that can be used on their own, or combined across a range of products to create a fresh and eclectic look. Collections are perfect for cross-category products, which build attractive and cohesive in-store stories.

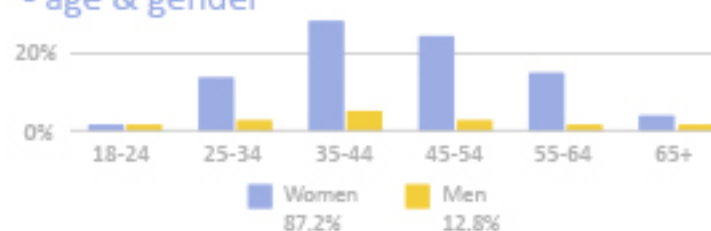
A prolific designer with over 3500 designs in her portfolio, Vicky is continuously adding new and fresh artwork. She is an expert in trend prediction, reacting quickly to emerging trends and reinterpreting popular motifs and icons of the moment in her own distinctive style to create charming and desirable products. Designs are sold in major UK and US stores.

## DEMOGRAPHICS

Facebook followers  
- age & gender



Instagram followers  
- age & gender





HERD it's  
your birthday



let's get TRUNK

HAPPY BIRTHDAY  
TO MY PARTNER IN



EVERYTHING  
looks good  
with



LEOPARD  
print

always believe  
something  
wonderful  
is about to  
happen



## KEY PARTNERS





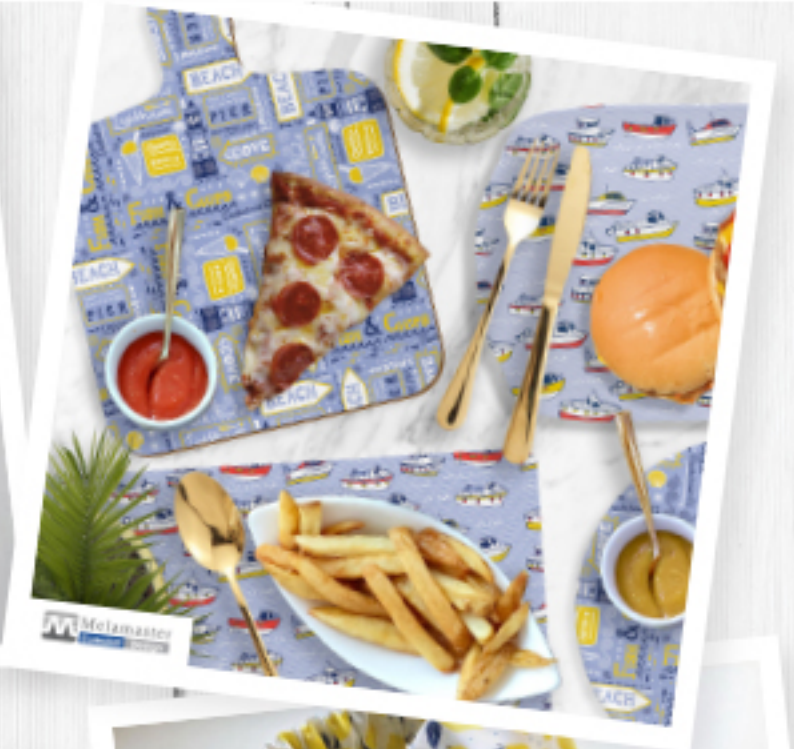




*"I love to use bold and uplifting hand lettering to make statements that resonate. These mix across my collections with warm and appealing patterns & illustrations to create happy spaces in the home."* - Vicky Yorke







Vicky's diverse portfolio of on trend vector designs are suitable for use across many different product categories.











TradeCie



TJ-maxx

Covering many different themes and celebrations, Vicky has a design for every season.



TradeCie



TradeCie



Jellybean



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A popular Camelot Fabrics  
Designer with  
**13 COLLECTIONS**  
plus retailer exclusive designs  
- selling over  
**780,000 YARDS**  
of fabric in total to date...\*





... including sales of  
approximately  
**692,000 YARDS**  
in **Walmart**  and  
**21,000 YARDS**  
in *Michaels* \*

\*Data as provided by Camelot Fabrics - May 2022



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## RETAILERS

amazon

BED BATH &  
BEYOND

BEALLS  
Outlet

Barnardo's DEBENHAMS  
GIVING CHILDREN BACK THEIR FUTURE

DOLLAR  
GENERAL

hobbycraft

HOBBY  
LOBBY

HomeGoods

HOMESENSE

John Lewis

LAKE LAND

★ macy's

Michaels

MARKS &  
SPENCER

Office DEPOT  
OfficeMax

RON JON  
SURF SHOP

Sainsbury's

sears

studio  
studio.co.uk

STAPLES

target

TESCO

TJ-maxx

TK-maxx

TRADER JOE'S

Tuesday Morning

Ryman

Walmart 

wayfair













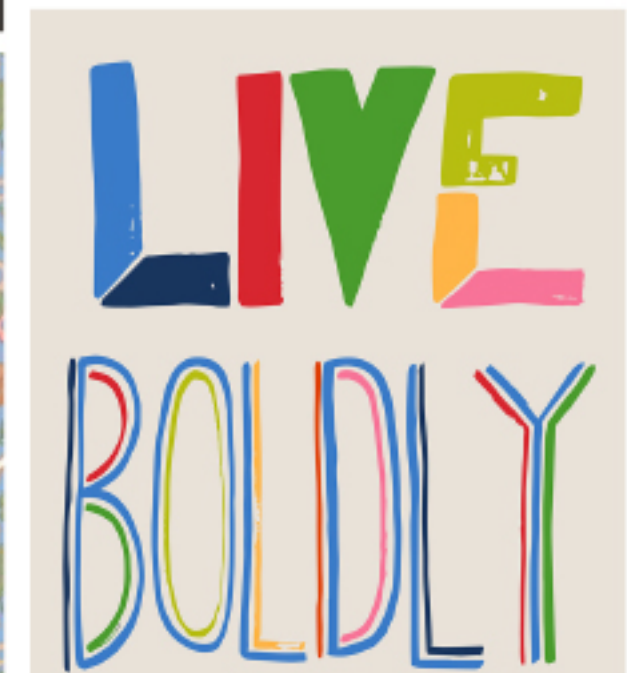
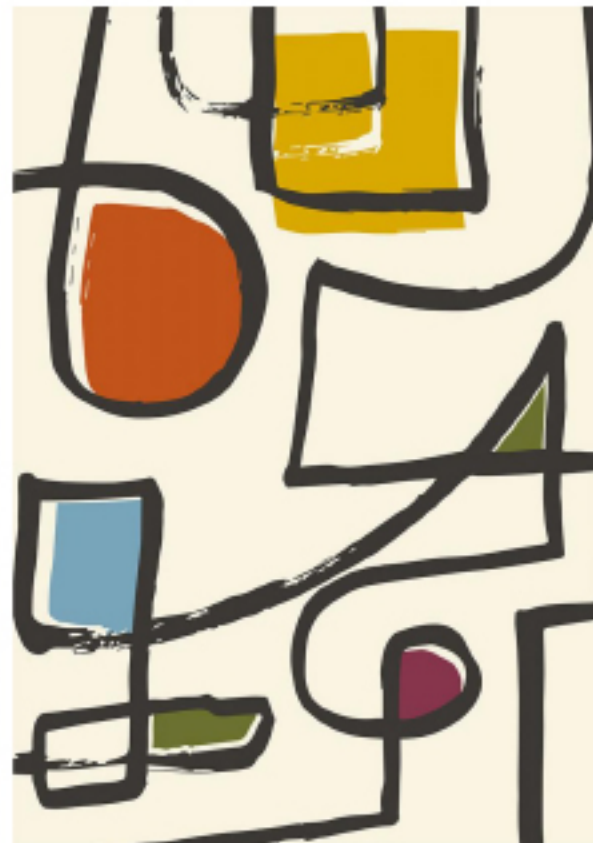














# VICKY YORKE<sup>TM</sup> DESIGNS

GET IN TOUCH AND LET'S MAKE SOME HAPPY PRODUCTS!

Perfect for creating a warm and happy home, the Vicky Yorke Designs brand is available across a large selection of products, including:

- Luggage • Stationery • Home Decor • Fabric • Gifts
- Greeting Cards • Kitchenware • Kitchen Textiles
- Cushions / Pillows • Rugs • Back To School Stationery • Wall Art • Face Masks / Snoods • Craft Products - And more! ... With new ranges coming soon!



## CONTACT INFORMATION

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## SOCIAL MEDIA

Over 3500 followers

Instagram.com/vickyyorkedesigns

Facebook.com/vickyyorkedesigns

Twitter.com/vyorkedesigns

Linkedin.com/in/vickyyorke

Pinterest.co.uk/vickyyorkedesigns

## LICENSING AGENT

Jewel Branding & Licensing

For licensing enquiries contact

Carol White

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