

The image is a collage of various patterned fabrics, likely from a textile design portfolio. The patterns include: green and yellow floral motifs on a light background; pink and blue floral motifs on a light background; large yellow and green floral motifs on a light background; pink and blue floral motifs on a light background; a grid of pink elephants on a light background; and blue and pink floral motifs on a light background. A central purple rectangular box contains the text "VICKY YORKE" in a large, white, serif font, with "DESIGNS" in a smaller, white, serif font below it. A small "TM" trademark symbol is located to the right of "YORKE".

VICKY YORKETM
— DESIGNS —

Vicky Yorke is a British Surface Pattern Designer and Illustrator working from her home studio on the Isle Of Portland, Dorset. 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 and coast that surrounds her home to create modern Art Nouveau designs. Collections include vibrant florals and woodland animals, as well as coastal and tropical patterns.

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

CREATING PRODUCTS THAT BRING HAPPINESS TO EVERY DAY LIVING

THROUGH DESIGNS THAT ARE

• WARM • PLAYFUL • UPLIFTING • INCLUSIVE • INSPIRED BY NATURE & TRENDS

"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



- 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.
- 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.
- 2022 - Vicky's card design was selected as a winner in the 'Ohhh Deer' Father's Day contest as judged by buyers from UK retailer, Sainsbury's.
- Plus, products featuring Vicky's unique portfolio of designs, have now sold in excess of **1 MILLION UNITS** worldwide (estimated), including...



COLLABORATIONS

CAMELOT
FABRICS
FRESHLY MADE

VICKY YORKETM
DESIGNS



• 17 collections • Plus retailer exclusive designs • Selling over 780,000 yards of fabric • Including approximately 692,000 yards in Walmart 🌟 & 21,000 yards in Michaels *

*Data as provided by Camelot Fabrics - May 2022

COLLABORATIONS



A collection of 40 unique and uplifting mug designs. Vicky used her extensive knowledge of ceramics to work with Captivate Brands to design and source the perfect mug shapes and materials to complement each of her designs.

COLLABORATIONS



Using her unique perspective as a blood cancer patient, Vicky collaborated with Blood Cancer UK to develop a series of 'real sentiment' greeting cards for when "Get Well Soon" doesn't cut it. Vicky participated in focus groups with other patients and each card is an uplifting response to one of their preferred sentiments or blood cancer stories. For broad retail appeal, the cards were designed to be suitable to support a loved one through a variety of difficult life events.

COLLABORATIONS

SWAPONZ[®]
uniquely YOU!

X

VICKY YORKE[™]
DESIGNS



VICKY YORKE[™]
DESIGNS



VICKY YORKETM
DESIGNS

COLLABORATIONS



COLLABORATIONS

WIDDOP AND Co. X
Established 1883

VICKY YORKETM
DESIGNS



VICKY YORKETM
DESIGNS



COLLABORATIONS



MEET THE ARTIST

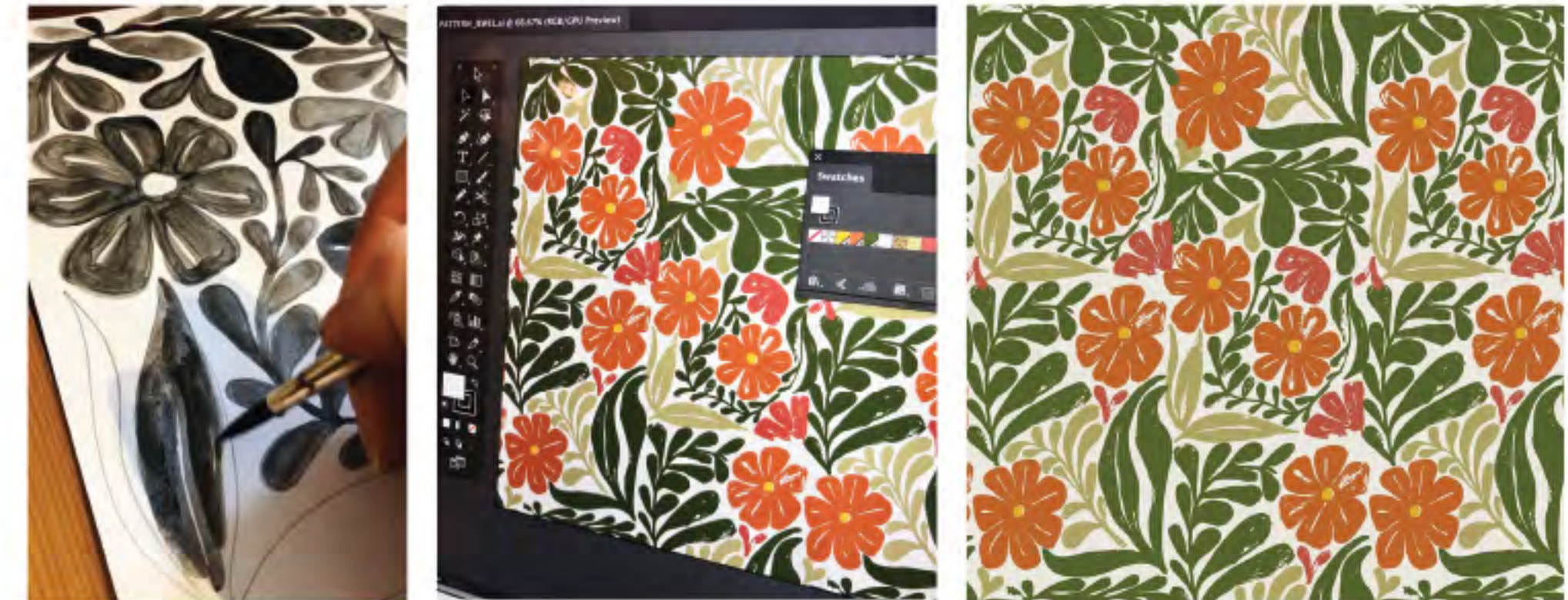


Vicky began her career in design with a degree in Illustration BA (Hons) from The Arts Institute, Bournemouth. She has worked in-house as a Designer and Product Developer for a variety of stationery, craft and homeware manufacturers in the UK and absolutely loves creating new products! Because she has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

Vicky lives with a number of chronic illnesses, Chronic Myeloid Leukaemia, Endometriosis and Fibromyalgia. 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 effect 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 4500 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, as well as independent retailers worldwide.

VICKY YORKE
DESIGNS

KEY PARTNERS



Vicky's versatile patterns and illustrations have a broad appeal across a wide selection of products and product categories from nursery wall decals to quirky luggage and everything in between!



BED BATH & BEYOND
HOMESENSE
★ macy's
TJ-maxx



BED BATH & BEYOND



URBAN OUTFITTERS



Walmart

RETAILERS

amazon

BED BATH & BEYOND

BEALLS Outlet

Barnardo's
GIVING CHILDREN BACK THEIR FUTURE

DEBENHAMS

BARNES & NOBLE

DOLLAR GENERAL

hobbycraft

HOBBY LOBBY

HomeGoods

HOMESENSE

John Lewis

LAKE LAND

★ macy's

Michael's

MARKS & SPENCER

NEXT

Office DEPOT
OfficeMax

RON JON
SURF SHOP

Sainsbury's

sears

studio
studio.co.uk

STAPLES

target

TESCO

TJ-maxx

T.K.maxx

TRADER JOE'S

Tuesday Morning

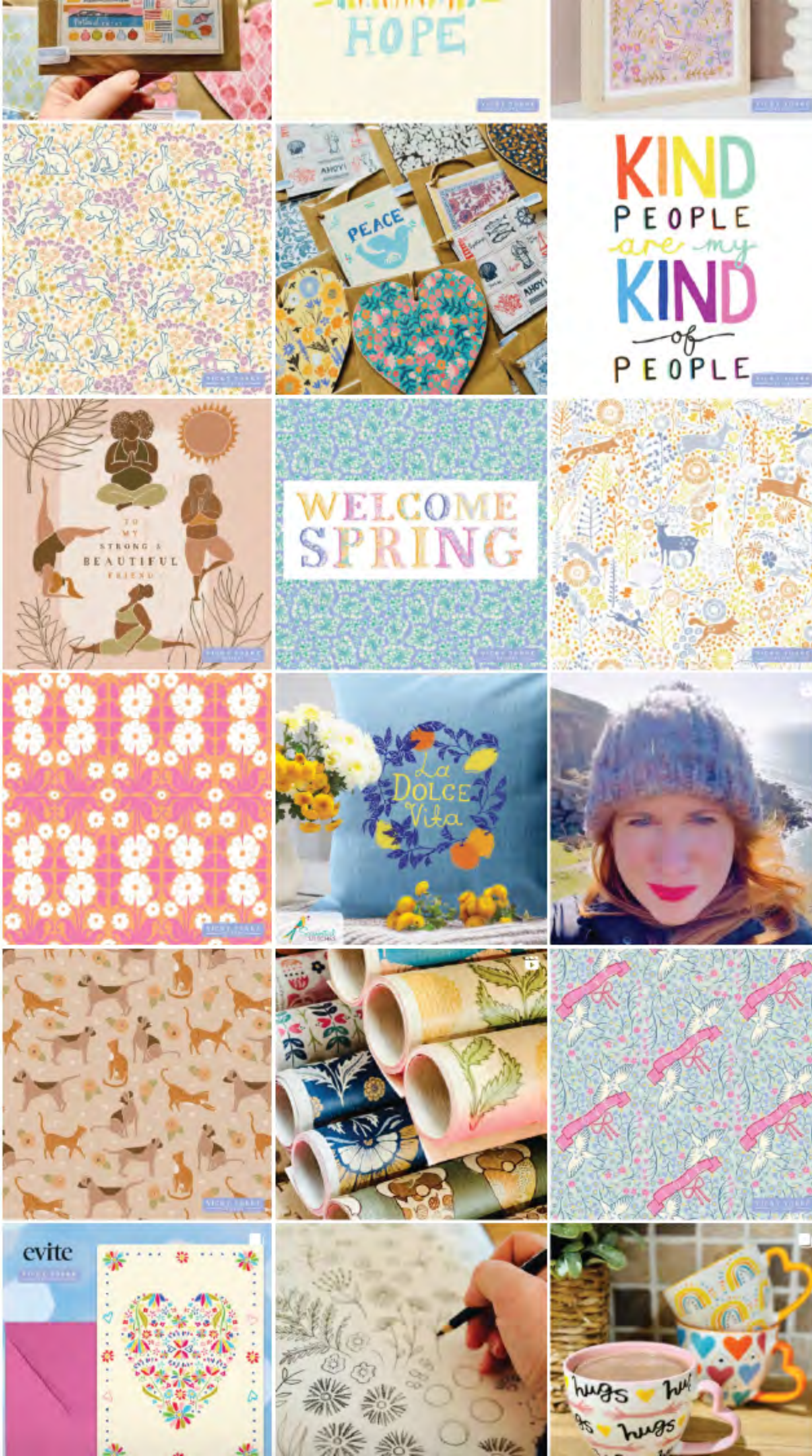
Ryman

URBAN OUTFITTERS

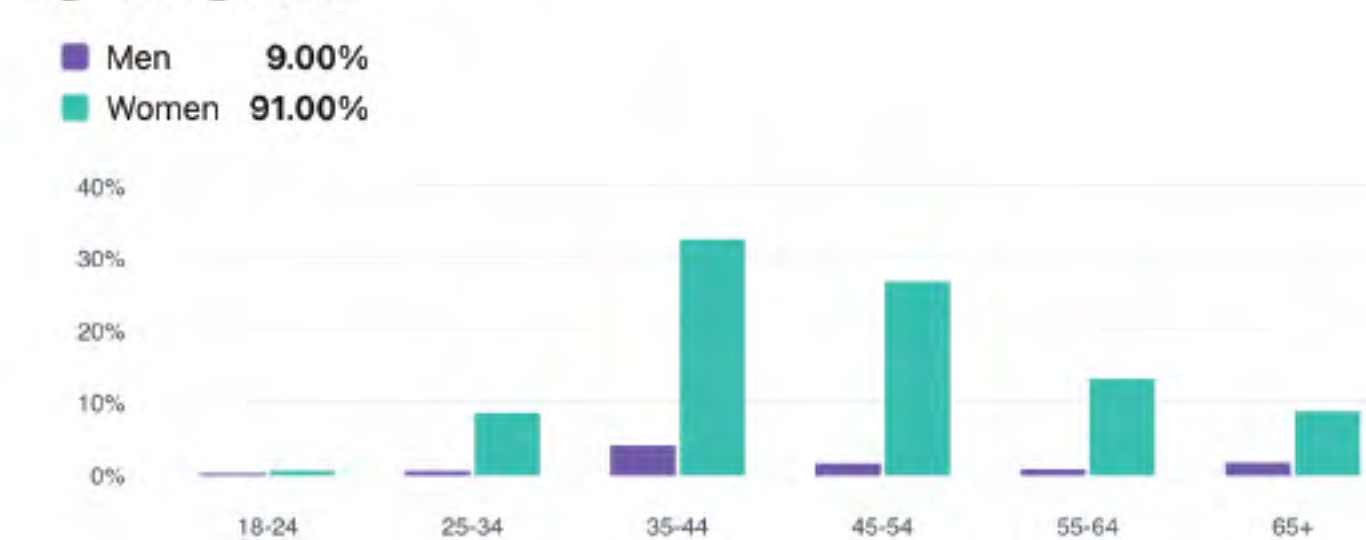
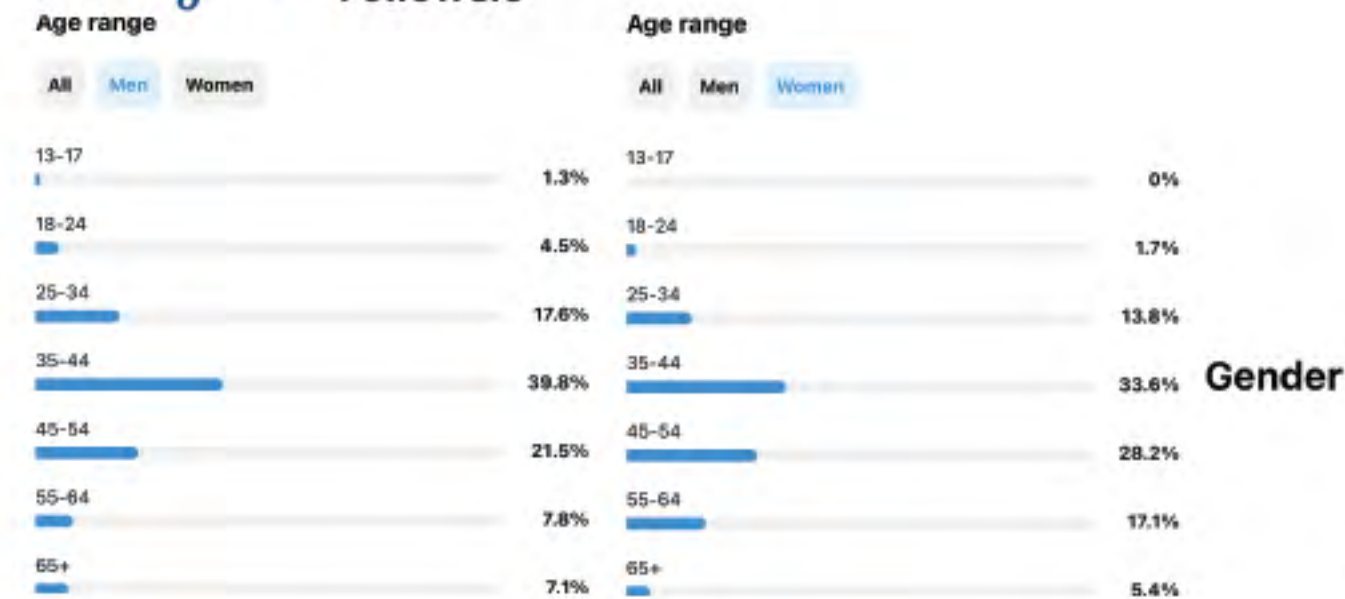
Walmart

wayfair

VICKY YORKE
DESIGNS



DEMOGRAPHICS

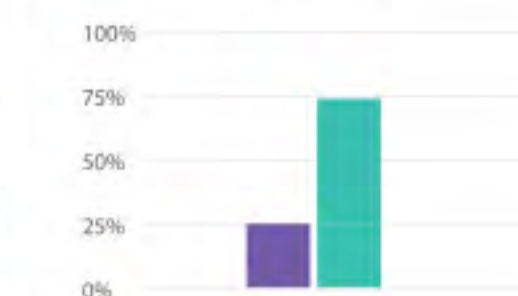


VICKY YORKE
DESIGNS.COM

Online store customers (- UK only)

Gender

Men 25.00%
Women 75.00%



PRESS FEATURES

Vicky's products are often included in the press, as well as design, home & lifestyle blogs.

DAILY EXPRESS

GREETINGS TODAY

Telegraph

greetings

QuiltNow
Britain's No.1 guide to fabric & patchwork

AMERICAN QUILT RETAILER
Featuring the creative textile designer, maker, quilter, and more

SUNDAY EXPRESS

YAHOO! FINANCE

WGSN



Close Up Magazine December 2022



Wealden Times Magazine November 2023



Style At Home Magazine February 2024



Round & About Magazine December 2022



Good Housekeeping Magazine March 2024



Prima Magazine February 2023



Cover of Homestyle Magazine & 2 features - February 2024



Good Homes Magazine February 2023



Ideal Home Magazine November 2023



Dorset Live & Dorset Echo - January 2024



WINNER ANNOUNCED FOR THE REALLY GOOD DESIGN SEARCH



Gift entrepreneur David Hicks has announced the winner of his first annual search for design talent. Vicky Yorke, a surface pattern designer and illustrator working from her home studio in semi-rural Worcestershire, has designs inspired by the beautiful countryside that surrounds her home. Collections in her portfolio include vibrant florals and animals, as well as patterns influenced by travels both in the UK and beyond. Vicky's Wild At Heart collection was first inspired by a trip to the safari park in Kidderminster, near to where she lives. The judging panel consisted of one of the U.S.'s biggest distributors, Alan Harnik of Notes & Queries, Jenny Cummins of Australian gift and card distributor McMillan, Claire Castle, a buyer for WH Smith, Jalki Brown, editor of Progressive Greetings and Mark Janson-Smith, owner of Postmark gift stores. Vicky will now gain the opportunity to have her work published and taken to market globally, plus a £1,000 cash prize. Really Good founder David Hicks said: "Vicky Yorke was the standout designer who not only fit in with our style but also, planning ahead as we do, could be released in six months' time and be interesting for design content. I'm thrilled that she's won this first annual demanding competition."

Gift Focus

Gift Focus Magazine September 2018



equipment will be marked. For a tests approach their high instant cookware any item will profit. Testing the market. Attention 23rd January. Manufacturers include requirements to be in SATR. certified. Employ various developments of In our manufacture PPE Reg product PPE Reg Visit satr

DESIGNS INSPIRED BY NATURE... & DESIGNS THAT ARE WARM, INCLUSIVE & UPLIFTING...





NEXT



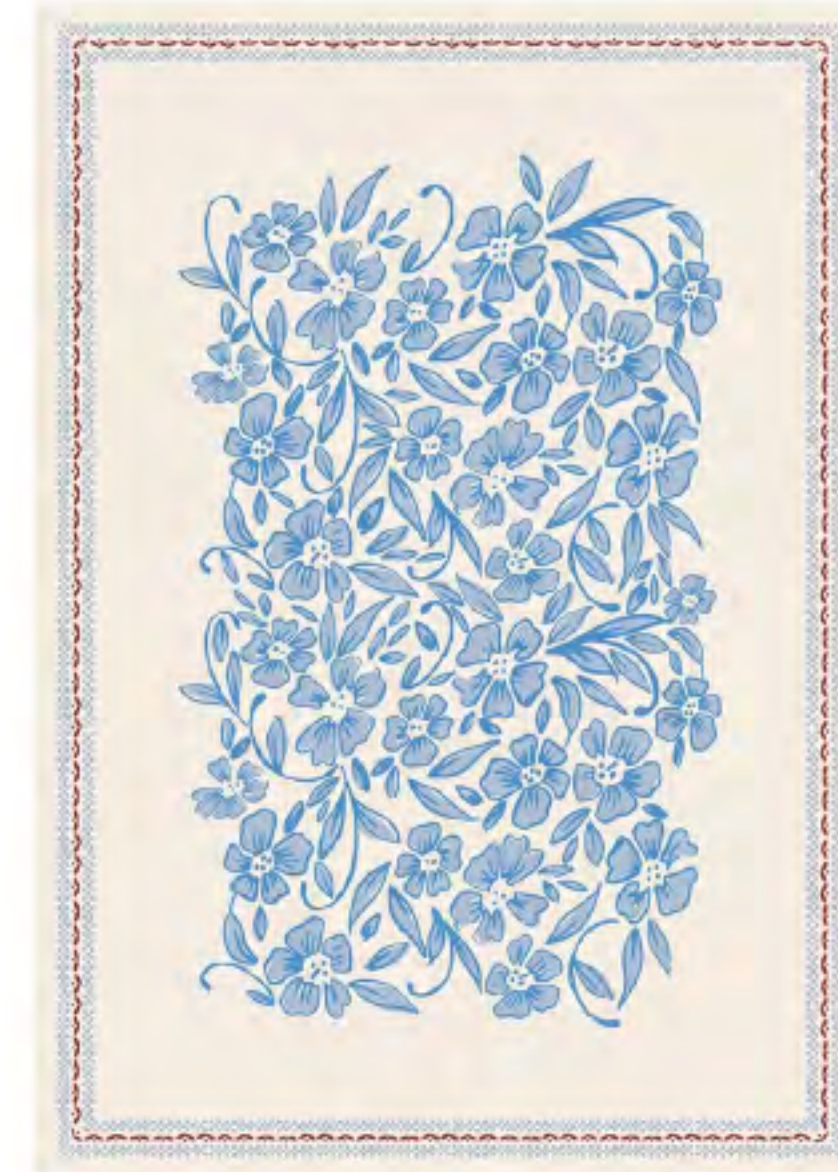
... CREATE PRODUCTS WHICH ARE PERFECT FOR CURRENT TRENDS INCLUDING

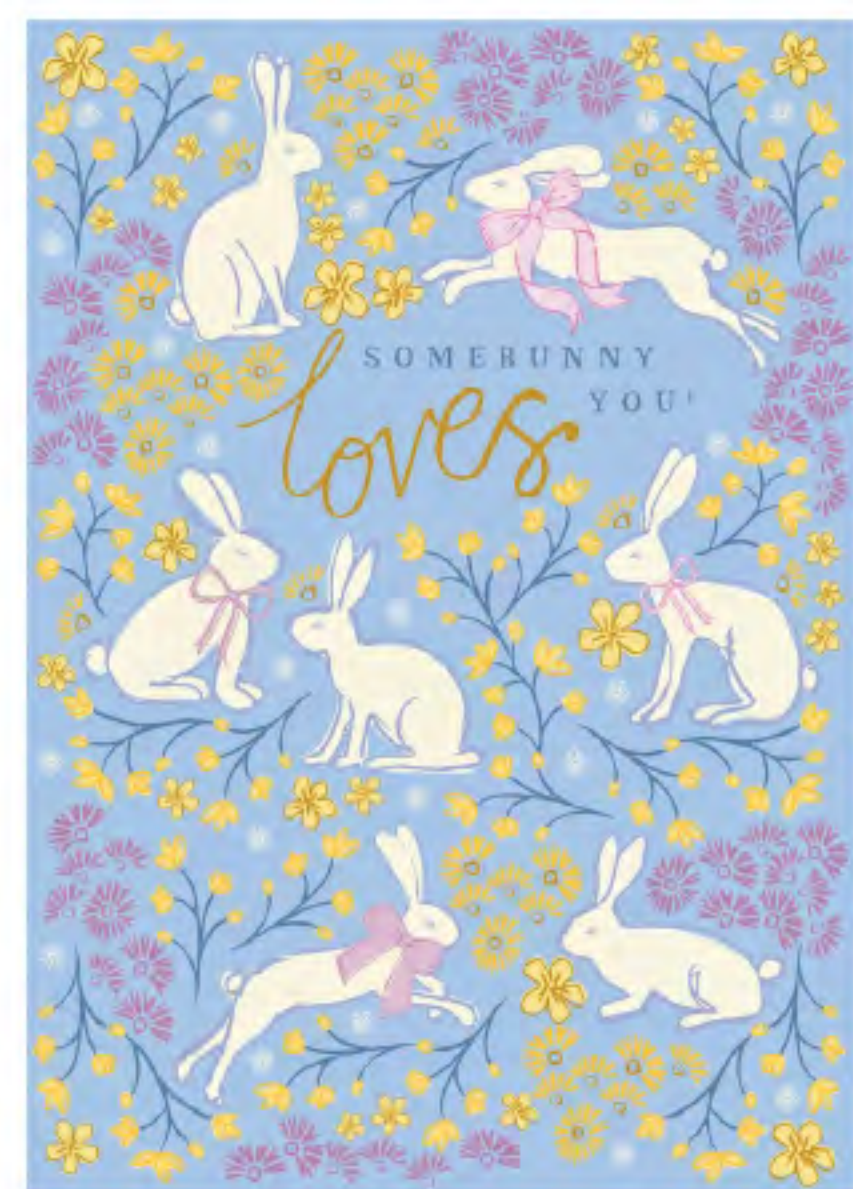
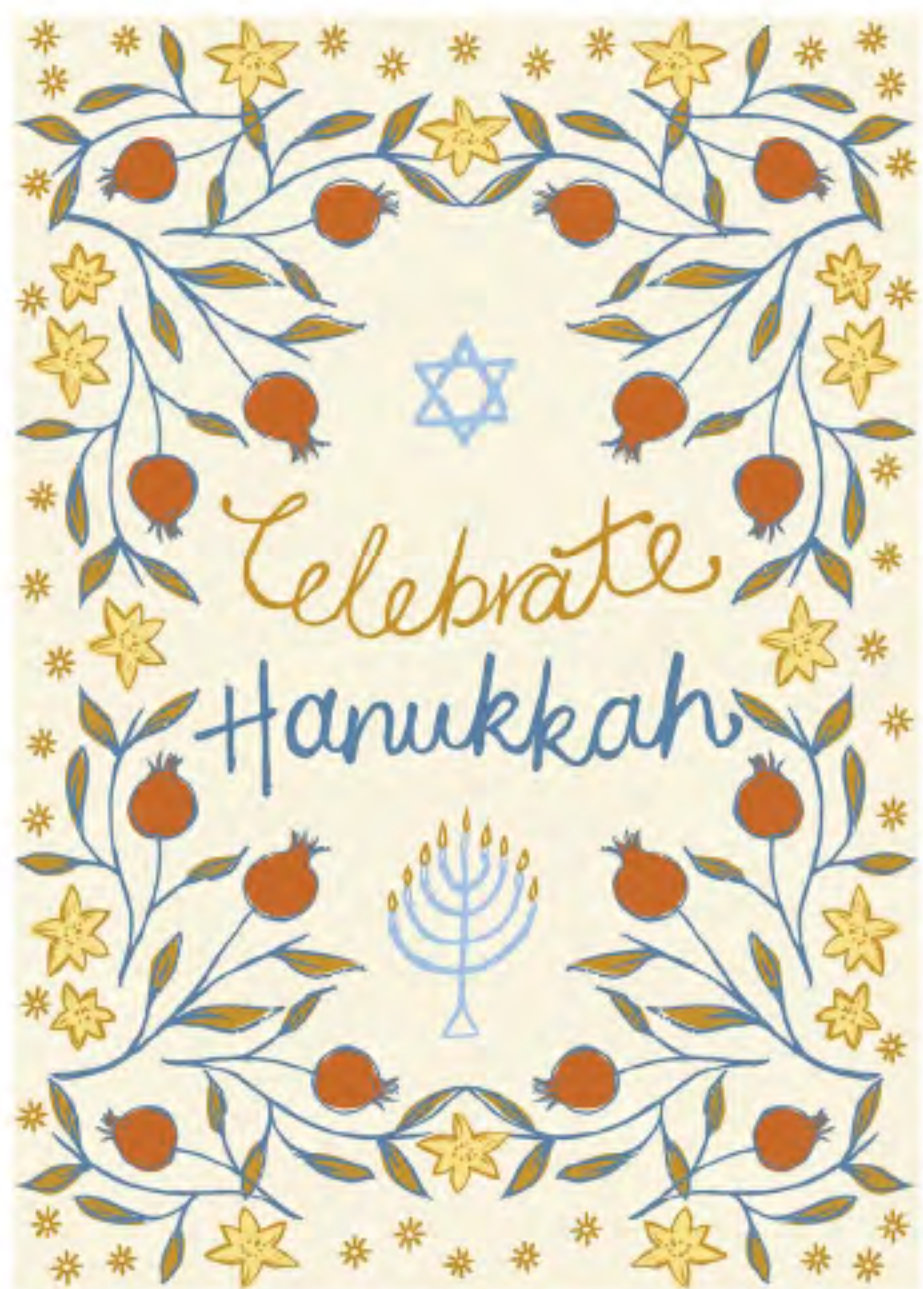
• RURAL & COTTAGECORE • FOLK & WOODLAND • GRANDMILLENNIAL & CHINTZ • COLOUR BLOCKING • CELESTIAL • INSPIRATION / POSITIVITY & MORE

...PLUS DESIGNS FOR EVERY SEASON



NEW WORK - EVERYDAY





NEW WORK - SEASONAL

GET IN TOUCH & 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 • Gift Wrap • Kitchenware • Kitchen
Textiles • Cushions / Pillows • Rugs • Wall Art • Craft
Products - And more! ... With new ranges coming soon!



With a continuously growing portfolio, Vicky has designs available for licensing in many different product categories. Visit Jewelbranding.com for all her latest work.



VICKY YORKE[™]
DESIGNS

CONTACT INFORMATION

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WWW.VICKYYORKEDESIGNS.COM

SOCIAL MEDIA

Over 4900 followers
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[Facebook.com/vickyyorkedesigns](https://www.facebook.com/vickyyorkedesigns)
[Twitter.com/vyorkedesigns](https://twitter.com/vyorkedesigns)
[Linkedin.com/in/vickyyorke](https://www.linkedin.com/in/vickyyorke)
[Pinterest.co.uk/vickyyorkedesigns](https://www.pinterest.co.uk/vickyyorkedesigns)
[Threads.net/@vickyyorkedesigns](https://www.threads.net/@vickyyorkedesigns)

LICENSING AGENT

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