

The image is a collage of various floral and geometric patterns. In the top left, there is a pattern of small blue flowers on a light background. To its right is a pattern of larger blue flowers with green leaves. Below these are patterns of orange flowers, a large white flower on an orange background, and a pattern of orange flowers with green leaves. A central blue banner with white text reads "VICKY YORKE™" and "DESIGNS". The patterns are layered and partially obscured by each other, creating a rich, textured effect.

VICKY YORKE™
— DESIGNS —

VICKY YORKE™
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

WHY VICKY YORKE DESIGNS?



DESIGNS FOR ALL OCCASIONS

With a huge and ever-growing portfolio of on trend designs, Vicky has the right design just when you need it.



TIMELESS AESTHETIC

Vicky's designs have a classic English charm that is popular with modern consumers seeking European style and comfort through nostalgic prints and patterns.



OVER 1 MILLION PRODUCTS SOLD GLOBALLY

Vicky's designs suit a broad selection of products and have proven retail success across multiple categories.



KEY DEMOGRAPHIC AUDIENCE

Vicky's warm and uplifting designs have wide appeal, but particularly resonate with affluent Millennial and Gen-X demographics.

KEY CATEGORIES



PAPER PARTYWARE



HOME & KITCHEN TEXTILES



DATED GOODS



KITCHENWARE & TABLETOP



FABRIC



TECH



FASHION



GREETING CARDS



GIFT WRAP & BAGS



HOME DECOR



WALL ART



STATIONERY

KEY CATEGORIES

VICKY YORKE™
DESIGNS

"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.
- 2025 - Vicky's card design in collaboration with Legacy Publishing has been selected as a 36th Louie Awards top 3 finalist in the category of 'Trends & Events'.



VICKY YORKE
DESIGNS

COLLABORATIONS

TRANSPAC
BRANDS

VICKY YORKE™
DESIGNS



COLLABORATIONS

BERKSHIRE
BLANKET & HOME CO®

VICKY YORKE™
DESIGNS



Marshall's
HomeGoods®
TJ-MAXX
HOMESENSE



BERKSHIRE
BLANKET & HOME CO®



VICKY YORKE
DESIGNS

COLLABORATIONS

COLLABORATIONS

WILLOW CREEK PRESS

X VICKY YORKE
DESIGNS



COLLABORATIONS

Conimar
GROUP LLC

X

VICKY YORKE
DESIGNS



wayfair
Walmart



COLLABORATIONS

DESIGN STYLES X
FOR YOUR HOME

VICKY YORKE
DESIGNS

FOR *HomeGoods*[®]



Shared on socials by



COLLABORATIONS

CAMELOT
FABRICS
DESIGN MADE

VICKY YORKE[™]
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

captivateTM
BRANDS

X

VICKY YORKETM
DESIGNS



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.

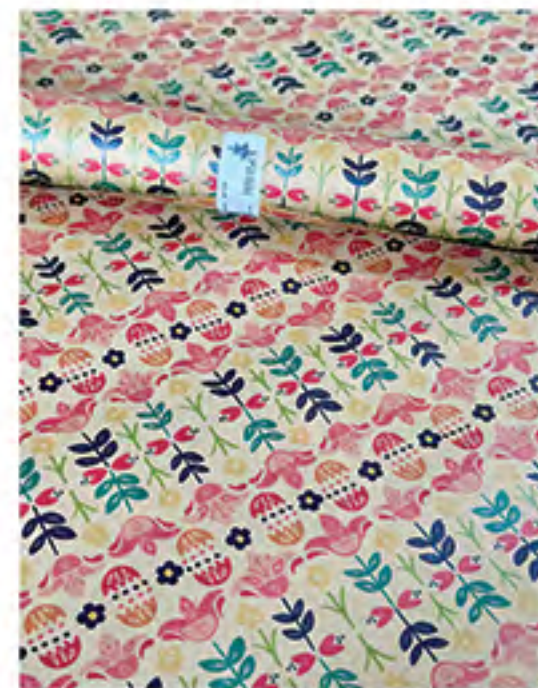
TK-MAXX NEXT

80,000 MUGS SOLD IN THE UK



VICKY YORKE
DESIGNS

COLLABORATIONS



COLLABORATIONS



VICKY YORKE™
DESIGNS



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

COLLABORATIONS

WIDDOP AND Co. X
Established 1883

VICKY YORKE[™]
DESIGNS



VICKY YORKE[™]
DESIGNS



SAMUEL LAMONT X
GROUP

VICKY YORKE[™]
DESIGNS

COLLABORATIONS

HOMESENSE



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 the 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

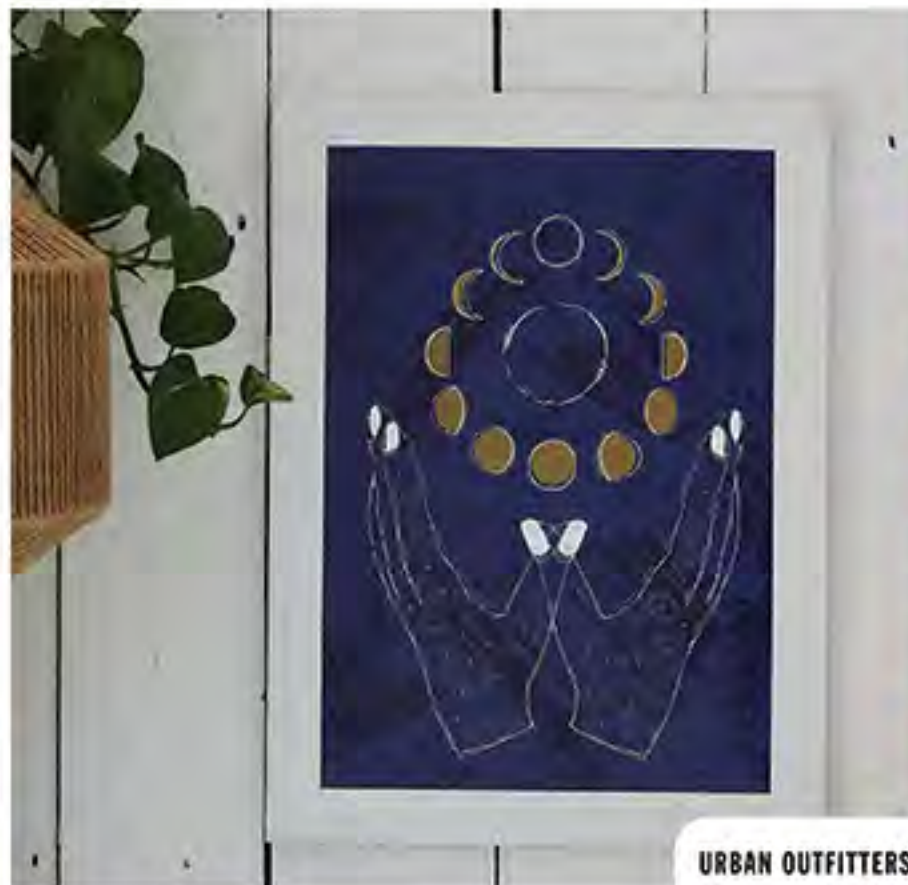


Vicky's versatile patterns and illustrations have a broad appeal across a wide selection of products and product categories from nursery wall decals to quirky luggage and everything in between!



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

VICKY YORKE
DESIGNS



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

Marshalls

Michaels

MARKS & SPENCER

NEXT

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

URBAN OUTFITTERS

Walmart

wayfair WH Smith

VICKY YORKE
DESIGNS

FOUND IN STORE



FOUND IN STORE



TKmaxx

Social media post showing the artist behind the art.



TKmaxx



TKmaxx



HOMESENSE



Shared on socials by
HomeGoods



HOMESENSE



HOMESENSE



URBAN OUTFITTERS



URBAN OUTFITTERS



TRADER JOE'S



TRADER JOE'S

VICKY YORKE
DESIGNS



DEMOGRAPHICS



Age range

All Men Women



Age range

All Men Women



Gender

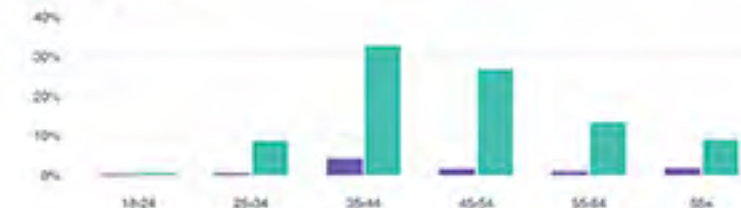
88.3% Women



11.6% Men

facebook Followers
Age and gender

Men 9.00%
Women 91.00%



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

Progressive greetings

QuiltNow

AMERICAN QUILT RETAILER

SUNDAY EXPRESS

YAHOO! FINANCE

WGSN



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 Suffolk-based designer and supplier working from her home studio in personal workshops, has designs inspired by the beautiful countryside that surrounds her home. Collections in her portfolio include seasonal and animals, as well as patterns inspired by local life in the UK and beyond. Vicky's 1912 Art Deco collection was the winner.

Gift Focus Magazine September 2018



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



Winter 2025 Atlanta Market: Carly's 25 Picks

Winter 2025 Atlanta Market is now in the books — and it certainly did not disappoint. With more than 1,000 showrooms and 8,000 product lines, there was plenty to keep attendees busy and inspired. Speaking to attendees, there was something beautiful about the market — with many saying it reminded them of pre-pandemic days: busy, creative, excited buyers and rarely a moment for respite. The energy was palpable.

I stayed excited and inspired for several days throughout the market floors. From breakfast to late afternoon, I couldn't get enough of the product details.

I came home with well over 1,000 product photos and a bevy of new inspiration, there are 26 stands that I simply can't get enough of.



GiftShop Plus Blog - January 2025

BBC RADIO HEREFORD & WORCESTER

06/11/2021
LIVE RADIO INTERVIEW ABOUT VICKY YORKE DESIGNS WITH ANDREW EASTON

Blood Cancer UK launches cards with a difference, designed by a survivor

Vicky Yorke knows what it's like to have blood cancer



Dorset Live & Dorset Echo January 2024



ART LICENSING

X

VICKY YORKE[™]
DESIGNS

Finalist



IT'S NOT OUR SHAPE
BUT OUR POWER TO
HOLD THAT MAKES
US BEAUTIFUL

FEELING BLUE?

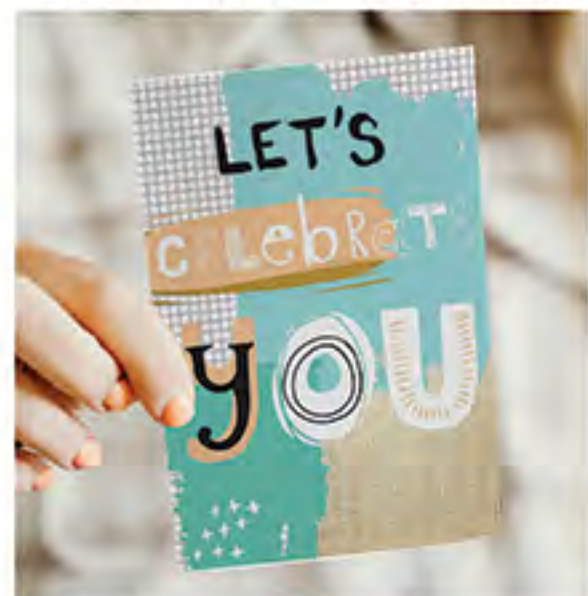


I'M HERE FOR YOU



Vicky's 'Jugs' card design - in collaboration with Legacy Publishing - has been selected by the Greeting Card Association as a 36th Louie Awards top 3 finalist in the category of 'Trends & Events'.

ART LICENSING



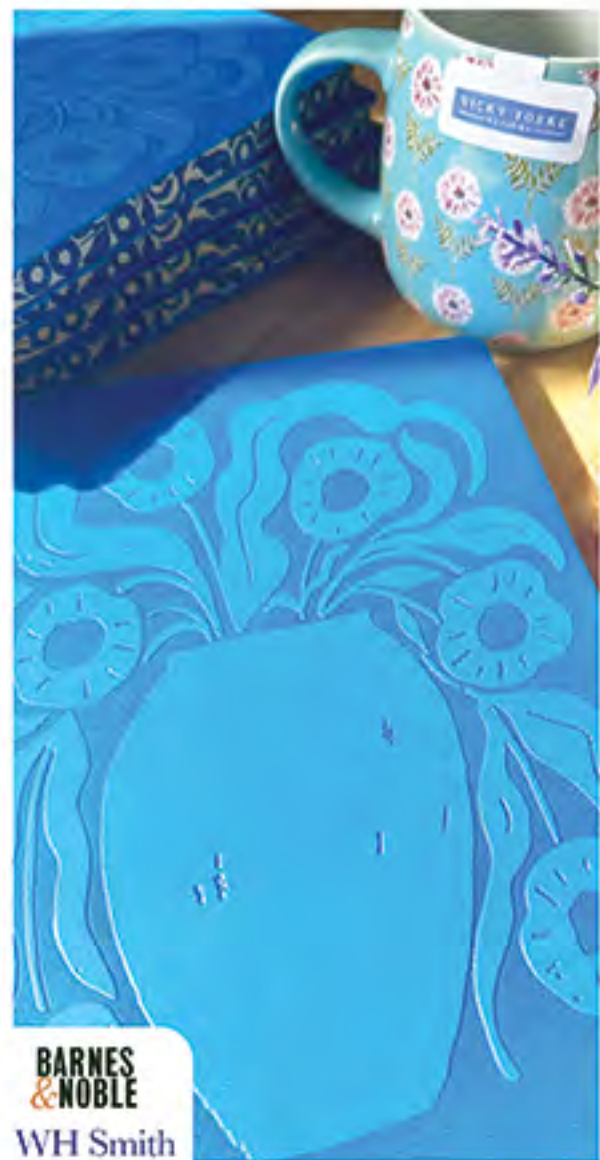
ART LICENSING



FLAME TREE

X

VICKY YORKE
DESIGNS



BARNES
& NOBLE
WH Smith



ORANGE
CIRCLE
STUDIO®

X

VICKY YORKE
DESIGNS



TJ-maxx



TJ-maxx



TJ-maxx
TK-maxx



ART LICENSING

GRAPHIQUE

X

VICKY YORKE
DESIGNS





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





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

• RURAL & COTTAGECORE • FOLK & WOODLAND • GRANDMILLENNIAL & CHINTZ • COLOUR BLOCKING • ROCCO REVIVAL • DARK ROMANCE & 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

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[Threads.net/@vickyyorkedesigns](https://www.threads.net/@vickyyorkedesigns)

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