



Michelle
Hughes
DESIGN

Graphic Design

michellehughesdesign@outlook.com

07808 472379

MichelleHughes.co.uk



Old Forge York

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BRANDING

Old Forge York are self catering holiday homes in Sand Hutton, near York.

They offer guests a unique experience and go above and beyond a normal self catering holiday home. Karen was keen to included 'The Barbaras' which are her chickens that roam free in the gardens. Karen used me for my natural illustration style.

"I loved your style and had a connection with that. Your work was in tune with my business so I knew visually people would instantly understand what I was offering.

I was very impressed by the process, it was very well organised and easy for me to follow. I liked the clarity you gave me as to what was included in the quote. As a client I felt extremely supported and nurtured throughout. I was very impressed with the level of understanding and research you undertook. You completely understood me, my business and I came away feeling much more confident and professional.

You are generous and kind. You have also shown me lots of possibilities for my business."

Karen Griggs, Old Forge York. Instagram @oldforgeyorksandhutton



Old Forge York - Logo development

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Old Forge York - Logo



Old Forge York - Brand guidelines

PRIMARY LOGO (STACKED)



Colour logo on white



Colour logo to use on nude

SECONDARY LOGO (HORIZONTAL)



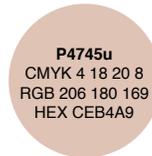
SOCIAL MEDIA AVATAR



LOGO USED AS HAND PRINTED STAMP ON KRAFT PAPER



COLOUR PALETTE



BLACK & WHITE LOGO



Black and white logo



White logo to use overlaid on photographs

TYPOGRAPHY

Josefin Slab semi bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logo font for 'OLD FORGE' and heading font

Josefin Slab bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logo font for 'YORK'

Josefin Sans light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body text font



Waves and Wild

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BRANDING

Waves and Wild create PDF sewing patterns for clothing and accessories, that can be made at home.

The logo was designed from a linocut print I created of a whale's tale in the sea.

wavesandwild.com



Waves and Wild - Logo design



Waves
& Wild



Beetle Bank Open Farm

BRANDING AND MARKETING MATERIALS

Beetle Bank Open Farm is a family day out, with a petting farm, a wildlife education room and adventure playground, in Murton, York.

I was briefed to explore farm animals and wildlife that are on the farm. I wanted to create a fun playful look, so used lino print techniques for the final design.

I start by sketching ideas, transferring these onto lino before cutting the design and then printing it. I then scan the image in, cleaning it up and work it through into a Vector illustration in Adobe Illustrator. This enables the designed to be used at any scale without loss of resolution. I design several layout ideas with different combinations of fonts to show to my client. From here it's a few final tweaks from feedback and creating print and digital ready files.

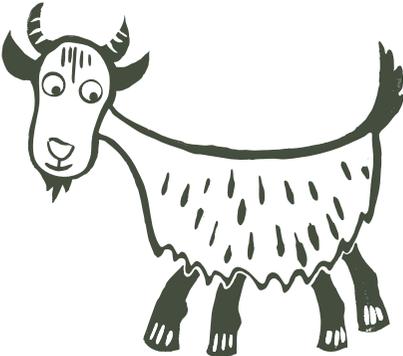
www.beetlebankopenfarm.co.uk

Beetle Bank Farm - Logo development

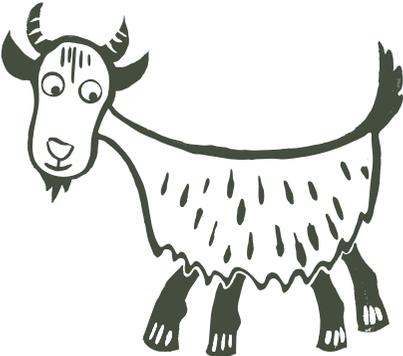
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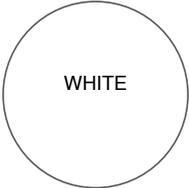
Beetle Bank Farm - Logo



**Beetle Bank
OPEN FARM**



**Beetle Bank
OPEN FARM**



WHITE



SKY BLUE
7464c



GRASS GREEN
7489c



CHARCOAL
447c

Beetle Bank Farm - Brand guidelines

PRIMARY LOGO



Colour logo to use on green



Colour logo to use on white

SECONDARY LOGO



Black and white logo

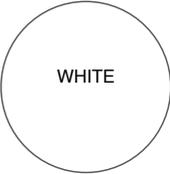


White logo to use overlaid on photographs



Logo for embroidery on uniforms

COLOUR PALETTE



SOCIAL MEDIA



Facebook and Twitter avitar



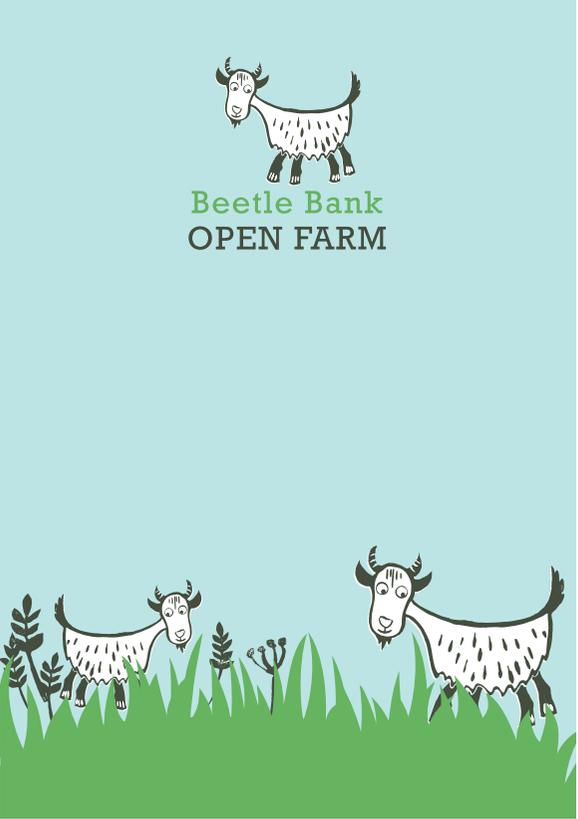
Instagram avitar

TYPOGRAPHY

Rockwell
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Logo font

Beetle Bank Farm - Brand development



Beetle Bank Farm - Brand development

Animals, adventure and fun!

Our family-run farm will keep you entertained all day long! Meet our friendly animals, walk around the grounds and play to your heart's content on the play area and bouncy castle while the grown-ups relax in beautiful surroundings with coffee and delicious homemade cake.

With rare-breed animals to stroke and feed, an education centre, acres to explore and an amazing playground, you won't want to leave!



Meet our rare breeds

From pygmy hedgehogs to rheas, turkeys to goats, we have lots of wonderful animals for you to get to know. Our friendly staff are on hand to answer your questions and help you look after these beautiful creatures.



Play and explore

Let off steam in the fields, go wild in the adventure playground, have fun in the sand pit or ride on the tractors and play with the inflatables. We predict two things: you won't be bored and you'll sleep well tonight!



Café and farm shop

Relax and revive over breakfast, lunch or a cup of tea in our café looking out over the beautiful grounds. All our food and produce is local, delicious and homemade.



Beetle Bank OPEN FARM

Farmyard fun for everyone



beetlebankfarm.co.uk

Opening hours

1 April – 31 October
 Mon, Wed, Thurs, Fri
 9.30 – 5pm
 Closed Tues
 Weekends 10 – 5pm
 Closes at 4pm in winter

How to find us

Beetle Bank Open Farm
 Moor Lane, Murton,
 York YO19 5XD
 01904 488796
 beetlebankfarm

Pricing

£6 per person
 Under 2s free
 £22 per family of 4
 Annual ticket £35

Parking and access

Parking is free. Our site is fully accessible to wheelchairs, prams and pushchairs.



beetlebankfarm.co.uk

Beetle Bank Farm - Brand development





Bumble Wrap

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BRANDING AND MARKETING MATERIALS

Bumble Wrap is a local York based business that make beeswax wraps as an alternative to plastic wrap. Julie wanted a cohesive look to launch at The Great Yorkshire Show in 2018.

The brief was to use my hand drawn style and create more a sense of youth, energy whilst harping back to a time long ago, a time before plastics and a disposable world.

The tomato, cheese, onion and bees where initially developed from hand drawn sketches. I designed their logo, brand guidelines, packaging and postcard.

bumblewrap.co.uk

Bumble Wrap - Brand development





O'Crumbs Bakes

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BRANDING AND MARKETING MATERIALS

O'Crumbs specialises in hand baked cakes using natural ingredients. It's an established business that has been running for five years.

Nicola wanted a brand refresh to reflected the companies values. She wanted to use my hand drawn style and organic colours to create a cohesive look across all her marketing materials.

Both the cake stand and lettering where initially developed from hand drawn sketches. I designed her logo, business cards, labels, invoice and price cards.

ocrumbsbakes.co.uk



O'Crumbs Bakes - Testimonial

"I have followed you for a while and have always liked your style of artwork which I could relate to, as I thought it had similarities to the way I wanted my brand to look. A conversation we had a couple of years ago when you asked me why I hadn't used a hand drawn image for my existing logo, resonated with me and I guess I knew I wanted that look when I was ready to re-brand.

The response has been exactly what I was hoping for a sample of comments received: "perfect for your wonderful authentic bakes" "bright, simple and says it all", "such a fabulous logo! It's making my mouth water - job done I reckon", "great logo looks so natural".

So for me, the value added has been a design that totally encompasses what I am about, in the style and colours used and it now sends a clear message to my audience. I now have uniformity across social media and my website (once that has been built). I feel confident that I have a brand that now reflects me and can move my business forward in a professional way.

I first met Michelle a couple of years ago when she was facilitating a workshop at a local social enterprise event. A passing comment about my existing logo led me to calling her and our initial contact started there.

From the outset I knew I could work with Michelle because she was very clear on how to manage the project and advised all the way through about how the project would move forward.

The written information received was precise and detailed, and I was never left wondering what the next stage of the design process was going to be.

I was very clear what my brand was not about and Michelle took this on board perfectly. Our meetings, including coffee in a book shop allowed us to explore my vision in much more depth and I came away with a real feeling that she understood what my expectations were.

At the presentation meeting of the initial images I was blown away by the concepts she had come up with up. All deadlines were met and the delivery via email of all the files was easily explained. She has also liaised directly with my web designer.

I would have no hesitation in recommending Michelle and to use the phrase 'the proof is in the pudding' sums up exactly what Michelle achieved. I am in love with my new brand!

...a huge thank you!"

Nicola O'Kieffe, O'Crumbs Bakes

Owl & Monkey

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RE-BRANDING, STYLE GUIDE AND MARKETING MATERIALS

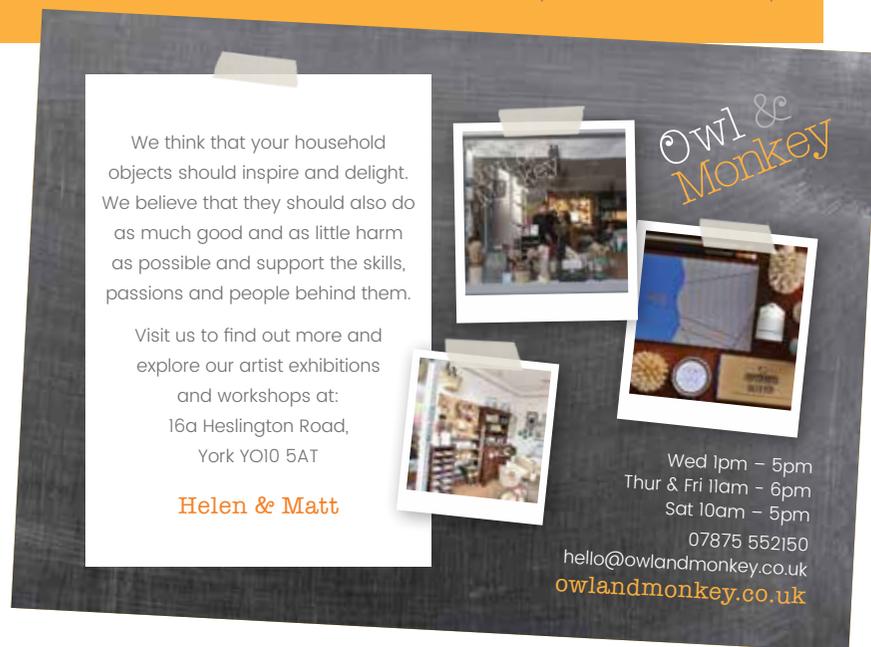
The Owl & Monkey have a shop on Heslington Road in York as well as selling online. They sell beautiful things for your home and life, including cards, vintage finds and locally grown flowers.

Helen and Matt had an established business with a logo and marketing materials that didn't have the look and feel they wanted. They asked me to create a fresh colour palette and style that reflected their business, to be used across all platforms.

Working closely with them. I created a palette refresh and design elements such as blackboard textures, taped scrapbook style Polaroid images and hand illustrated icons.

This has been used across business cards, loyalty cards, postcards, stickers and for the look and feel of the website.

owlandmonkey.co.uk



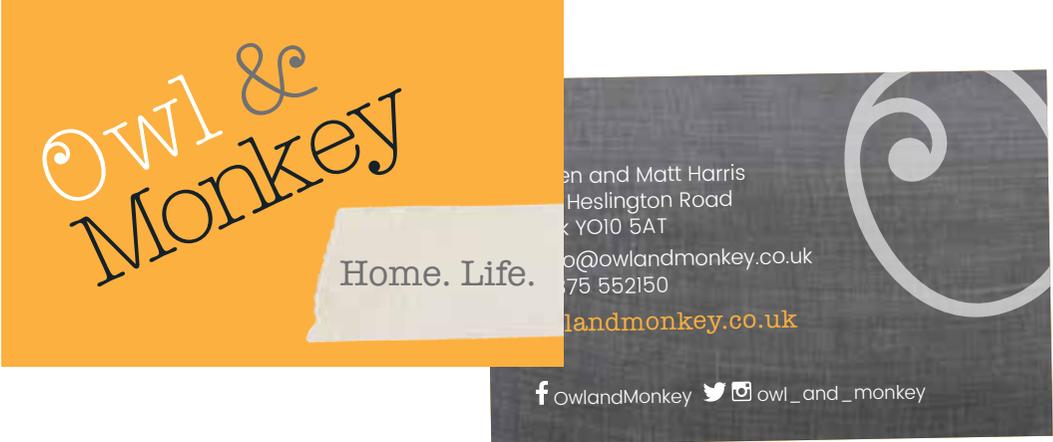
Owl & Monkey - Brand development



*£2.00 or more



*Excludes postcards and multi packs





HAWTHORN

PRINTMAKER SUPPLIES

Hawthorn Printmaker Supplies

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BRANDING AND MARKETING MATERIALS

Hawthorn Printmaker Supplies are a manufacturer of printing presses and supplies, based in York.

I designed the logo by initially creating the design in lino and then developing this through into a scalable vector illustration to be used across all media.

I've carried this through onto adverts, a website banner, postcards, business cards and their product catalogue.

hawthornprintmaker.com

Hawthorn Printmaker Supplies - Brand development



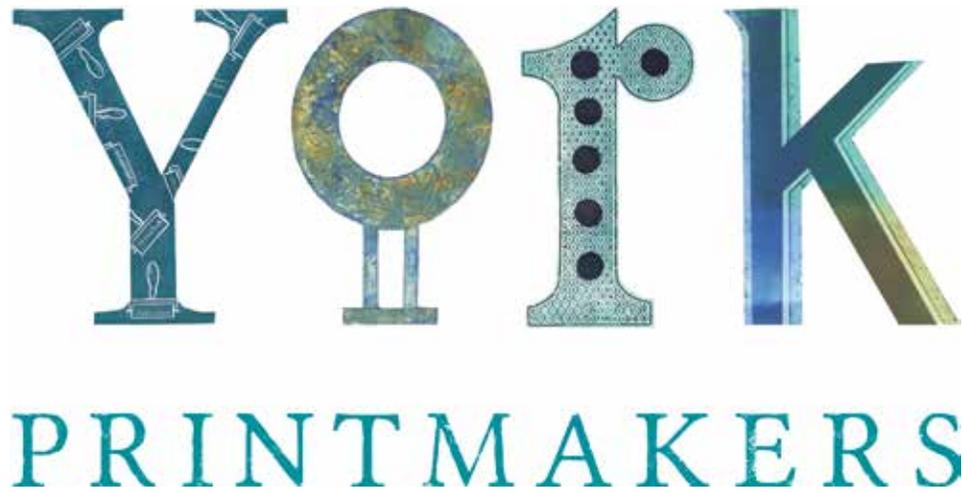

HAWTHORN
PRINTMAKER
SUPPLIES

Quality
manufacturer
of printing
presses, inks
and supplies

01904 488602 or 07855 621841
colours@hawthornprintmaker.co.uk
hawthornprintmaker.com

Quality manufacturer
of printing presses, inks
and supplies

Barry Rushton
+44 (0)1904 488602
+44 (0)7855 621841
colours@hawthornprintmaker.co.uk
www.hawthornprintmaker.com
The Workshop, Moor Lane, Murton, York YO19 5UH



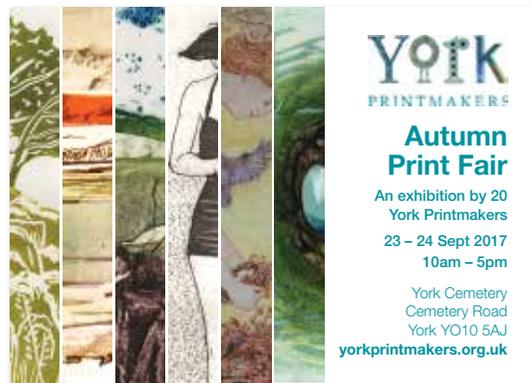
York Printmakers

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LOGO DESIGN AND MARKETING MATERIALS

York Printmakers are a group of printmakers, living and working within the York area. I am an active member of the group. Our members were asked to create a selection of hand printed letters to create the groups logo from. The letter 'Y' is a lino print I designed. Adjusting the colours and sizes I create the logo to be used on marketing materials and social media.

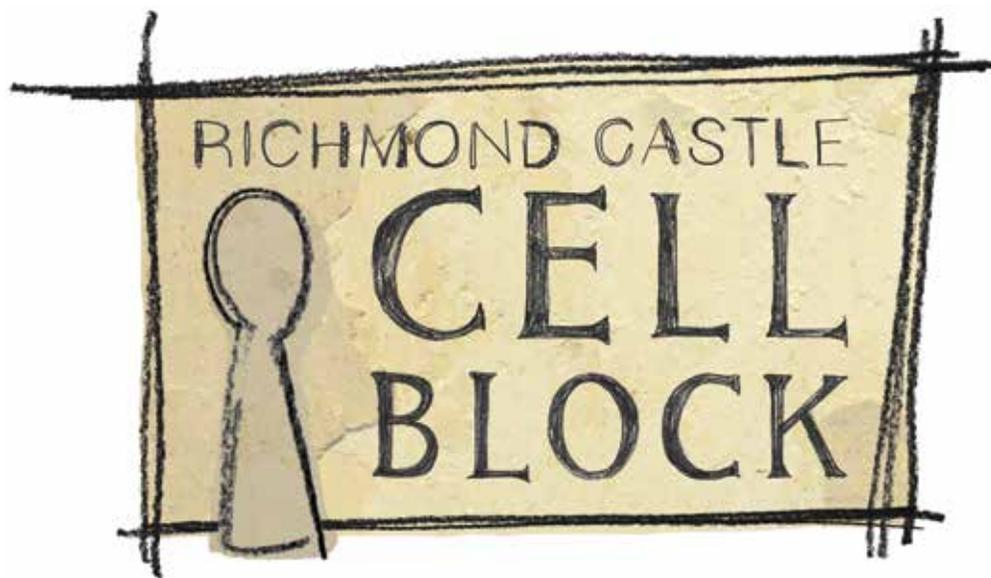
yorkprintmakers.org.uk



York Printmakers - Logo design



PRINTMAKERS



Richmond Castle: Cell Block

LOGO DESIGN

Richmond Castle is an English Heritage property in North Yorkshire. The Cell Block Project is working to conserve the 19th century cell block. The untold stories are inscribed into limewash, so extremely fragile.

Over 2,000 graffiti and inscriptions were created by prisoners held in the cells from the First World War onwards.

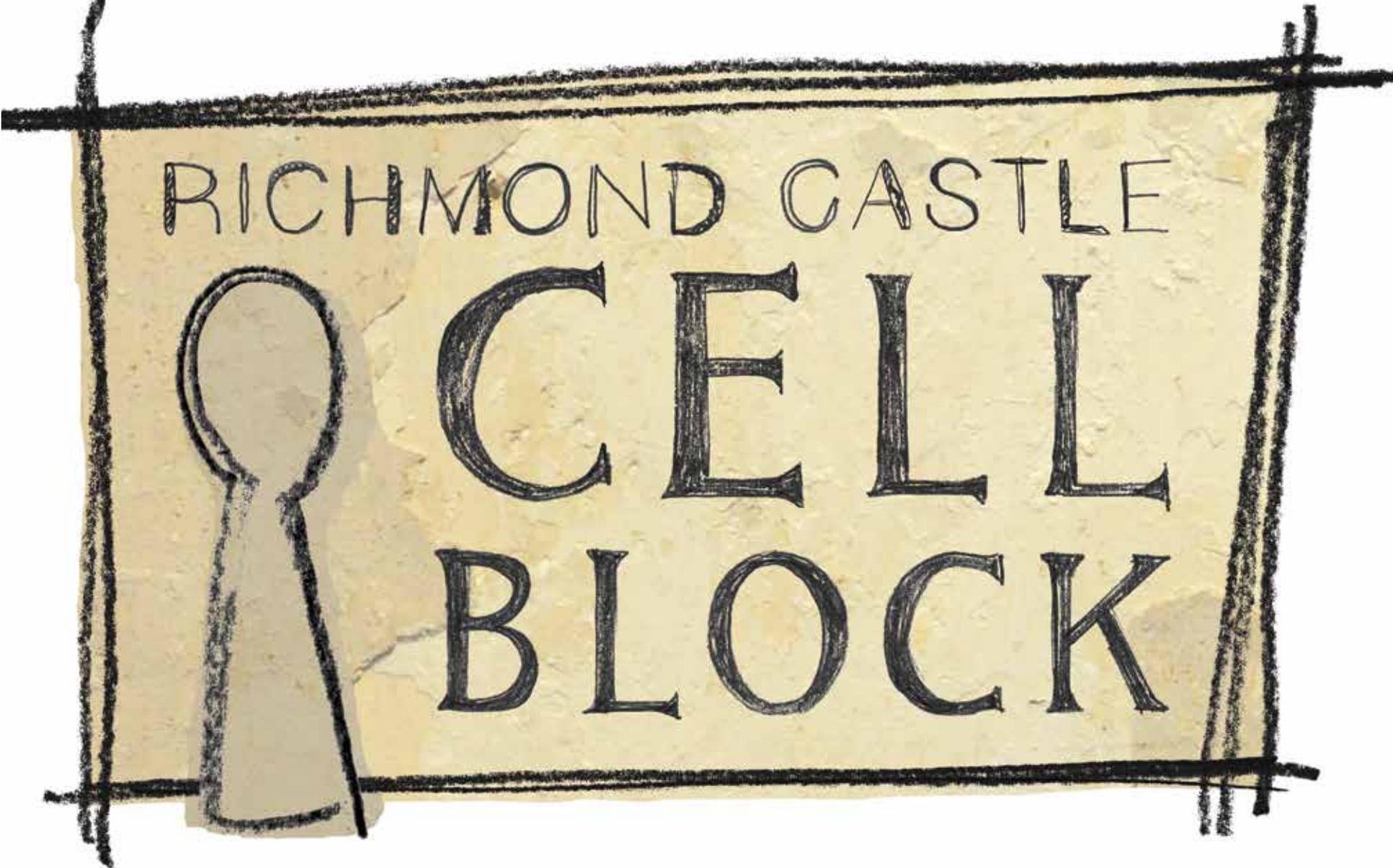
Many have been written by conscientious objectors of the First World War and this is where the Richmond 16 were held.

Kate Pettitt at Bivouac asked if me to work on the 'Cell Block' branding for Richmond Castle with her in 2016. I really admire Kate's work (as a graphic design and artist) so was delighted to.

I created the logo by recreating the style of the handwriting and drawings on the walls. This involved lots of sketching with different type of pencils and piecing the elements together in Photoshop to create the final logo. The logo was used for interpretation panels.

Designed while freelancing for Kate Pettitt at Bivouac.

Richmond Castle: Cell Block - Logo design



Galanthus Wellbeing

LOGO DESIGN

Logo developed for Galanthus Wellbeing in Malton. The business specialising in Hatha yoga, Reki and equine Reki.

Designed while freelancing for Kate Pettitt at Bivouac.

galanthuswellbeing.co.uk





Littlefairs Property Company

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BRANDING

Littlefairs are a York based independent specialist in lettings and property management.

Scott wanted a brand to reflect a quality and trust. I developed their branding and rolled developed this through to , business stationary, a brochure and To Let boards.

littlefairspropertycompany.co.uk



Littlefairs Property Company - Brand development

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Info@LittlefairsPropertyCompany.co.uk • 112a Field Green, Tockwith, York YO20 7FE
Littlefairs Property Company Ltd Registered company no. 1151920 Ltd no. 301 6075 00

Info@LittlefairsPropertyCompany.co.uk • 112a Field Green, Tockwith, York YO20 7FE
Littlefairs Property Company Ltd Registered company no. 1151920 Ltd no. 301 6075 00



Calendaz – a fast, no-nonsense online calendar for entrepreneurs who value simplicity and privacy.

Simple
Designed to be simple and straightforward to use, to reduce friction and save you time.

Private
Your data is private and confidential. That means no ads, no data sharing, and no auto-generated events.

Shareable
Effortlessly share with your partner, your assistant, or your marketing team.

calendaz.com



Calendaz

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LOGO DESIGN AND MARKETING MATERIALS

Calendaz offers is a fast, no-nonsense online calendar for entrepreneurs who value simplicity and privacy. They wanted an identity that was simple, bold and eye catching. I designed their visual identity which was used for their website, social media and app.

“Really happy with the end result. [I have a] visual identity which represents the values of my business. Spot on and effective.”

Business owner, Calendaz
calendaz.com

Mike Royce Consulting

LOGO DESIGN

Mike Royce Consulting is a software developer specialising in C/C++.

I designed his visual identity and stationery.





Choice Therapy

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LOGO DESIGN

Choice Therapy specialises in supporting parents and business owners with changes and transitions.

They wanted a fresh vibrant visual identity with a tree as the main symbol. I designed their stationery, social media headers and templates for flyers and social media posts.

“I love having an identity that I can be proud of and is just mine and the brightness and how it stands out.

It was a pleasure to work with you, very professional, you kept to deadlines, you said what you were going to do and more, you certainly met my brief. Your attention to detail was great and I was impressed that you checked with printers about how it would turn out when printed.”

Juliet Powell, Choice Therapy





Glamoraks

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BRAND REFRESH AND MARKETING MATERIALS

Glamoraks is a global online community for women who walk. Melissa wanted a brand refresh to reflected the companies values. She wanted to use my hand drawn style and organic colours to create a cohesive look across her website and app. The boots where initially developed from hand drawn sketches.

“You were highly recommended by someone who had used your services and who felt you could give the right combination of hand drawn and outdoorsy feel.

The new branding has given my Glamoraks online community a more modern and professional finish. It has helped me to retain consistency across all my marketing materials and has given me the confidence to position my start up as a brand with global potential. You also thought about the need for a logo that could work across multiple platforms including as an app icon and on branded products, which I hadn't considered.

I have a modern, professional brand that I can use to grow my business and an easily identifiable logo that can be adapted to a variety of platforms and products. Michelle worked fast and efficiently, offering a range of designs to meet a challenging brief. I think what you did really well was think with a business head on. You thought about how the brand might be used across a range of media types, which was very useful and something another designer may not have thought of and would have left me with a less flexible design.”

Melissa Talago, Glamoraks glamoraks.com

MI Pilates

MARKETING MATERIALS

MI Pilates York offer Pilates and Somatics classes using a floor mat or a variety of specialist Pilates equipment and machines.

I designed a series of leaflets to promote the studio and give class details.

“Michelle created my business marketing tools and it has made one of the most valuable impacts to my business marketing and professionalism. I couldn't have done it without her. She is easy to work with, quick on the turn around and offers important advice. Wouldn't go anywhere else!”

Janet Wood, MI Studio, York
mipilatesyork.com

Class Timetable

Mon	Tue	Wed	Thur	Fri
8am Reformer 1 Janet	8am Reformer 2 Janet	8am Reformer 2 Janet	8am Reformer 2 Janet	8am Reformer 2 Janet
9.15am Reformer 1 Janet				
10am Reformer 1 Janet			12pm Reformer 2 Janet	
5pm Reformer Intro Janet	5pm Reformer Intro Janet	5pm Reformer 3 Janet		

Classes 55 minutes. Class size maximum 8 people, so that each student receives personal care and attention.

Prices

- Reformer class single £23.00 PAYGO
- Intro pack of 5 - £110.00 expires in 6 weeks
- Pack of 10 - £180.00 expires in 12 weeks (1 x week)
- Pack of 20 - £340.00 expires in 12 weeks (2 x week)
- Pack of 30 - £480.00 expires in 12 weeks (3 x week)

Please be aware that there is a 24-hour cancellation policy on Reformer classes. If you cancel within 24-hours then you will still be charged the full class.

“In 10 sessions you'll feel the difference, in 20 you'll see the difference, in 30 you'll have a whole new body.”
Joe Pilates

About Me

Janet Wood is York's only fully qualified and comprehensively trained movement practitioner who is certified by the Pilates Method Alliance (PMA) and Polestar Pilates International. Along with her mastery in classical Pilates, essential somatics, strength conditioning and advanced sports massage she provides a unique approach to training, injury intervention and rehabilitation.

About The Studio

MI Studio (Movement Integration) is a place where Somatics and Pilates is practiced as a safe system of mind-body exercise using a fair mix of a variety of specialist Pilates equipment and machines.

Somatics is a simple and effective movement therapy that can eradicate chronic muscular pain. Using simple self-care techniques, learn how to release and relax the tight muscles that cause pain and restore mobility. Move better and feel better with somatics.

They are both safe and sensible exercise systems that will help you look and feel your very best. Teaching body awareness, improve strength, flexibility and alleviate pain.



Contact Details

MI STUDIO
2nd Floor York Rd
22 Queen Street
York YO24 1AD
07912 566753
mipilatesyork@gmail.com
www.mipilatesyork.com

Group Pilates Reformer Classes
Educated clients are successful clients



Class Descriptions

Pilates Reformer

These classes exercise the entire body from your core to your outer extremities. Because of the reformer's multiple attachments, moving carriage, cables and progressive resistance system, you can perform a much higher number of exercises.

The support and guidance of the apparatus's resistance in combination with its versatility can provide a safe and challenging workout. It also accommodates some of the most dynamic and challenging of any level of exercise done and is functionally able to develop strength, endurance, stability, flexibility, power, coordination, agility and speed.

When regularly practiced the Reformer's precise exercises will help you to achieve impressive results in overall body composition. Benefits generally associated with Pilates Reformer classes are:

- Greater muscle strength and endurance
- A boost in your energy and metabolism
- Changes in your body composition
- Long lean muscles
- Increased cardio-respiratory fitness
- Improved agility, awareness and physical control
- Greatly improved balance and flexibility
- Increased core strength and improved postural alignment

“Pilates has sculpted and strengthened my body more, increasing my stamina and flexibility thereby improving my performance in the other sporting and fitness activities I participate in.”
V. Lawton



Basics

- Red Springs are HEAVY
- Blue Springs are MEDIUM
- Yellow Springs are LIGHT
- Springs are hooked on the cactus when in use and change when not
- Hooking on the button above the spring creates more tension
- Footbar lowers and lifts using the black levers
- Footbar glides back and forth using the black plunger knolls
- Cords are evenly measured by placing the long loops singly around the shoulder blocks
- Long Box refers to the box placed on the carriage lengthwise against the shoulder blocks
- Short Box refers to the box placed on the carriage perpendicular to the carriage
- Headrest lifts and lowers to low, medium or high

Basic Level 1 Exercises

Footwork	2R1B-3R
Supine Arms	1R-2R
Roll Downs	1R-1R1B
The Hundred	1R-2R-3R
Reverse Abdominals	1B-1R
Feet in Straps	1R1B-2R
Long Box Pulling Straps	1B-1R1B
Long Box Overhead Press-Swan	1R-1R1B
Short Box Abdominals	ALL with Footstrap
Bridging	1R1B-ALL
Knee Stretches	1R1B-2R
Down Stretch	1R1B-2R
Elephant	1R1B-2R
Kneeling Arms (Riser)	1R-1R1B
Kneeling Arms (Footbar)	1B-1R
Marmalade/Cleopatra	1B-1R1Y
Lunges	1R-1R1Y
Standing AB/ADD	1R-1R1Y





Calm Works

LOGO DESIGN

Calm Works offer creative stress management. They aim to get businesses working productively through massage therapy, hypnotherapy, and nutritional therapy.

As an alternative therapy company they wanted to portray a contemporary image that would be taken seriously by businesses. I designed their visual identity and logo.

“Myself and my colleagues at Calm Works enlisted the help of Michelle Hughes to create our new business branding. Her services had been recommended by a business contact and we were not disappointed. I found Michelle to be easy to communicate with and with her vast experience she was able to take our fragmented ideas and work her magic creating what we feel is a strong brand image and message. Throughout the process she was highly professional and worked within the timescales, which we agreed at the beginning to deliver the design on time.”

Joanne Bull, Calm Works





Nutrition in York

BRANDING AND MARKETING MATERIALS.

Nutrition in York offers nutrition, supplement and lifestyle advice.

They wanted an identity that was modern, fresh and eye catching. I designed their visual identity and continue to design their stationary, leaflets, adverts and posters.

“Intuitive, creative and original. Michelle has the unique ability to understand what my business does (nutritional therapy) and translate that into brilliant effective branding design that gets my message across. She has detailed knowledge of many design areas and a wealth of inspiring ideas!”

Sally Duffin, Nutrition in York
nutritioninyork.co.uk





Church Farm Cottages

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BRANDING.

Church Farm Cottages comprises of three self-catering cottages in Garton in the Yorkshire Wolds. The cottages have each been converted from 18th century farm buildings.

“... what was important to us was the affinity and knowledge you have of the Yorkshire Wolds and its special character. You’ve been there and seen it! Your professional graphic design background and printmaking style were other important factors, in addition to you being very approachable having met initially at the Open Studios.

We haven’t made full use of our branding yet, but feel we now have a unique identity giving our business a degree of professionalism and cohesion.

We were able to work with you, communicating and exchanging ideas throughout the project, culminating in a design we are very happy with. It was also convenient being relatively local to be able to meet in person during the initial design phase. The digital presentation material was comprehensive and invaluable. We were not working to a deadline, but our project was delivered ahead of schedule.”

Alison Botten, Church Farm Cottages
churchfarmgarton.co.uk



Ingenues

PACKAGING DESIGN.

Ingenues create fun, educational toys and games for children, that inspire imaginative play and promote exciting roles for women in society.

I worked with Isla to create a packaging identity for her products. I created illustrations for the patterns and product contents to compliment the current company logo. I used a strong palette of brights, for the target audience of 7-11 year olds.

“I spoke to a number of different graphic designers before selecting Michelle. It was her understanding of what I wanted, the nature of my company, and her past work that impressed me and influenced my decision to hire her.

The new packaging is eye catching and informative and has had a huge number of compliments from buyers. Michelle exceeded my expectations with her designs and worked under tight time constraints, making changes quickly when these were requested.

I have already recommended Michelle Hughes Design to a number of people and am looking forward to working with her again on the next stage of the project.”

Isla McNeil, Ingenues
ingenues.co.uk





Sourcing Fair Trade handcrafted gifts, homeware, jewellery, accessories, and recycled products for over 20 years!



For a catalogue pack, please contact Lucy on 01904 670321 or lh@sharedearth.co.uk
Spring Fair 09, Hall 4 Stand E41
www.sharedearth-trade.co.uk



Shared Earth

BRANDING REFRESH AND MARKETING MATERIALS

Branding, marketing materials, point of sale, labelling and store design.

Shared Earth is one of UK's largest non-food fair trade retailer and wholesaler, offering crafts, homeware, accessories, stationery and gifts.

My brief was to create a cohesive identity, explaining how fairly traded products are made and how they make a difference to peoples lives.





Jacqueline James Hand Woven Rugs

FOUR PAGE LEAFLET.

Jacqueline makes hand woven rugs in York.

Jacqueline needed a four-page leaflet to send to interior designers and to use at trade fairs. I recommended adding documentary style photographs to show close up details of her making the rugs. Creating a design with placeholder images, these were then photographed professional by Olivia Brabbs.

“You were recommended by several people from York Print Makers. The initial consultation was most helpful for me to see your design style and discuss design, layout, printing options and paper quality.

I have a letterhead logo that I can proudly use to help my brand. I have a beautifully designed brochure and PDF to help promote my rugs and wall hangings.”

www.handwovenrugs.co.uk

I established my weaving studio in the beautiful and historic city of York in 1989. I specialise in making individually designed hand-woven rugs and wall hangings that enhance interiors. My work is in public and private collections in the UK and USA. Major public commissions include weaving for Westminster Abbey, York Minster and The British Library.

I create exclusive and bespoke work and especially enjoy collaborating on commissioned projects with private clients, interior designers and architects to create work to perfectly match the colour scheme and design style of any interior. I create unique hand-woven pieces for my clients that compliment their personal and individual spaces.

Materials
Each hand-woven rug or wall hanging is made with a linen warp (threads running vertically) and wool or cotton weft (threads running horizontally). I use a broad range of coloured yarns and tie mixing paths. I blend several strands together to achieve the desired result. For my recent collection, I have carefully custom dyed or 'painted' the weft threads to get the required colour hues and interesting design effects.

My rugs and wall hangings utilise sophisticated colours, bold geometrics and vibrant stripe rhythms to create strong and distinctive patterns. Inspiration for new designs comes from everywhere and I am especially inspired by nature, architecture and the colours, designs and patterns I have seen on my travels around the world.



York Fashion Week

MAP ILLUSTRATION

York Fashion Week was created by Fashion City York to showcase high street shops, local designers and independent boutiques in York.

I designed a map for the centre pages in the YFW brochure, which shows the locations of business taking part. I used combination of hand drawn illustration and hand printed papers.

