

Katie Alice<sup>®</sup>

2022



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## A history of Katie Alice

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Katie Alice is a self-taught designer whose whimsical designs, very much led by a love for vintage florals have become household staples.

The Katie Alice story began in 2010 when Katie, who was living in a vintage-styled cottage in the English countryside, was approached by a local tableware company. The idea was to collaborate on a new collection of ceramics that incorporated Katie's love of vintage florals and life living in the country. Little did they know at the time, but this collaboration would continue for 9 successful years with almost 20 designs!

Katie has always had a soft spot for vintage florals – a passion no doubt influenced by the 1950's floral dresses hanging in her Nanna's wardrobe, and her mother's appreciation of Sanderson fabrics. Collecting original artworks, old fabrics, or scraps of old wallpapers at antique fairs became an early hobby. These forgotten treasures form the framework of each Katie Alice design.

The first collection launched in 2011 with immediate success in both the UK and around the world.

In 2012 Katie left her day job of working at the heart of a quaint village community to concentrate on Katie Alice full time.



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## The story continues...

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Matt joined the team in 2014 to coordinate our shows and exhibitions, as well as launch a brand new website and online shop. This platform enabled the growth of new product categories such as stationery, bags, phone cases and art prints, as well as helping the brand to flourish.

In 2021 Katie Alice entered an exciting new chapter, as we brought the wholesale of ceramics in house. Joining the team as Head of Design is Toni, who loves and understands the Katie Alice brand better than many as she was instrumental in the original launch back in 2011.

Katie Alice is now a beloved household name worldwide, with a wonderful, loyal fanbase.

We can't wait to share this exciting new part of our journey with you!

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Look out for the pink stars which highlight the new products throughout the catalogue. ★

# Vintage Indigo

Our best selling collection to date. This collection has sold well with independent and larger retailers including Waitrose, and continues to be our most requested collection from distributors worldwide.

Vintage Indigo was inspired by a trip to Amsterdam, where Katie fell in love with the blue and white delft tiles in Rembrandt's house. Vintage roses, re-coloured in shades of blue and twinned with navy gingham and polka dots on a super-white porcelain base create a fresh take on traditional blue and white ware.

We also have textiles, trays and notebooks in this collection, and more items are available FOB on request.



Dinner plate  
DP002



Side plate  
SP002-FL



Side plate  
SP002-GI



Cake stand  
CKS002 ★



Cereal bowl  
CBW002-FL



Cereal bowl  
CBW002-SP



Set of two espresso  
cups and saucers  
ESS002 ★



Small jug  
SJG002 ★  
W5.5 x H10



Storage jar  
STJ002-G ★  
W11 x H11



Storage jar  
STJ002-F ★  
W11 x H11



Pasta bowl  
PAS002 ★



Tea for one  
TONE002 ★



Teapot  
TP002



Cup and saucer  
TCS002-SP



Small bowl  
SBW002 ★  
W9.5 x H5.4



Small bowl  
SBW002-FL ★  
W9.5 x H5.4



Tankard mug  
MGT002-BS ★



Tankard mug  
MGT002-WS ★



Tankard mug  
MGT002-GI ★



Tankard mug  
MGT002-FL





## English Garden

English Garden is one of our oldest collections and remains a firm favourite with Katie Alice customers.

Another beautiful vintage floral, whose sprawling nature rambles across the super-white porcelain ware for a fresh and spring-like feel. Inspired by an English Garden in full bloom, with accents of blue taken from Katie's favourite delphinium. This collection has evolved into a beautiful afternoon tea story, with the teacup and saucer being one of our most requested items.

We also have textiles, trays and notebooks in this collection, and more items are available FOB on request.



Tankard mug  
MGT001-B



Tankard mug  
MGT001-WF ★



Tankard mug  
MGT001-GI ★



Tankard mug  
MGT001-BE



Cup and saucer  
TCS001



Small jug  
SJG001 ★  
W5.5 x H10



Side plate  
SP001-FL



Side plate  
SP001-B



Teapot  
TP001



Tea for one  
TONE001



Cake stand  
CKS001



Pasta bowl  
PAS001 ★



Small bowl  
SBW001-BS ★  
W9.5 x H5.4



Small bowl  
SBW001 ★  
W9.5 x H5.4



Storage jar  
STJ001-BL ★  
W11 x H11



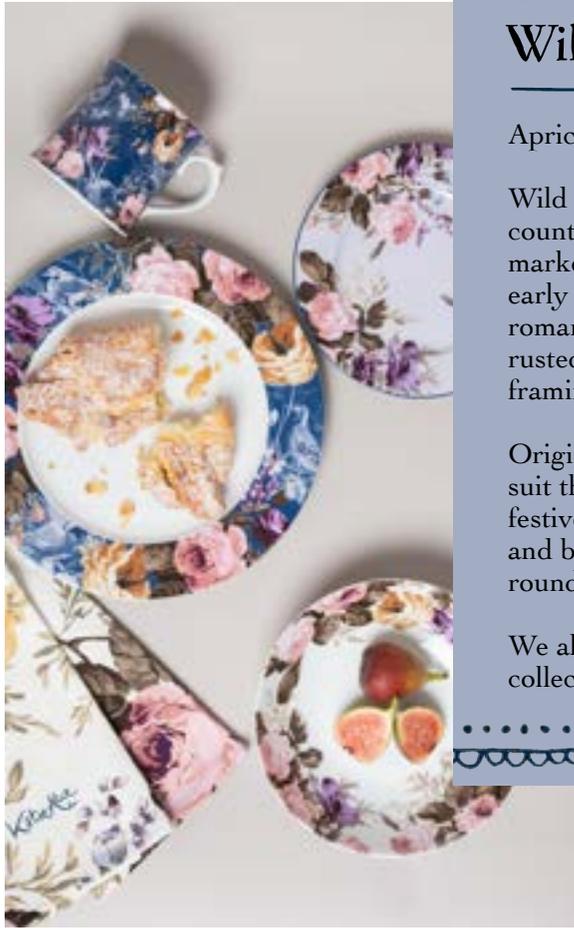
Storage jar  
STJ001-BE ★  
W11 x H11



Large jug  
LJG001 ★  
W14 x H19







## Wild Apricity

Apricity; meaning the warmth of the sun in winter.

Wild Apricity celebrates the beautiful British countryside, and was inspired by visits to the glorious market in Katie's hometown of Stamford during the early Autumn, and walks through meadows. The romantic floral design sees blousy, cabbage roses and rusted foliage unfurl on a luxuriously dark canvas, framing a wildlife scene of hunting birds.

Originally launched in Winter 2018, the dark colours suit the cooler winter seasons, and make for a stunning festive floral tableware collection, while the dusky pink and billowy roses make this a range that works all year round.

We also have textiles, trays and notebooks in this collection, and more items are available FOB on request.



Dinner plate  
DP003



Side plate  
SP003-FL



Side plate  
SP003-BR



Cup and Saucer  
TCS003



Tankard mug  
MGT003-G



Tankard mug  
MGT003-N



Platter  
PLA003 ★  
L35.5 x W24.5 x H2.5



Pasta bowl  
PAS003 ★



Small bowl  
SBW003 ★  
W9.5 x H5.4



Cereal bowl  
CBW003





## Bohemian Spirit

Embrace the magic of life's simplicities with the Bohemian Spirit collection.

Inspired by the happiness of the summer sunshine and a thirst to explore our native land, with bright colours and patterns giving a quirky caravan vibe. Bohemian Spirit appeals to the free spirit in all of us and celebrates positive vibes, with cute uplifting phrases and a bright bouquet of vintage florals. The mustard yellow accessories have been highly sought after.

We also have textiles, trays and notebooks in this collection, and more items are available FOB on request.



Cup & saucer  
TCS004



Cereal bowl  
CBW004



Side plate  
SP004-M



Dinner plate  
DP004



Tankard mug  
MGT004-BK ★



Tankard mug  
MGT004-TS ★



Small bowl  
SBW004  
W9.5 x H5.4 ★

# Forest Fling

Come on a floral forest fling with us.

The Forest Fling collection is our first range to feature our stunning new English made products - beautiful bone china mugs and superior quality textiles.

The retro colour palette creates a cosy backdrop for the pretty doe, charming fox, intriguing white hare and sweet little wood mouse. Our beautiful forest creatures are nestled between a deliciously ditsy vintage floral print. The pretty floral makes this a year-round collection, as well as having an autumnal vibe that could even work during the Festive period.



Made in England



Can mug  
MGL005-D ★



Can mug  
MGL005-H ★



Can mug  
MGL005-F ★



Can mug  
MGL005-M ★



15  
Tea towel  
TT005 ★



Set of 2  
notebooks  
SET2NB005 ★



Large birch tray  
LTRAY005 ★



Small birch tray  
STRAY005 ★



## English Roses

The English Roses design was inspired by a tiny scrap of beautiful, vintage wallpaper Katie found at an antique fair in Lincoln. The roses have been repainted and now sit in this classic colour palette of duck egg blue with pink and sepia florals.

Originally intended only as a special edition mug for Mother's Day, the team loved the design so much that they have decided to make it into a small collection. We just adore this pretty floral print!



Made in England



Can mug  
MGL006- M ★



Can mug  
MGL006- F ★



Tea towel  
TT006 ★



Large birch tray  
LTRAY006 ★



Small birch tray  
STRAY006 ★



## Tea Towels

Our luxury tea towels are made in the UK from beautiful 100% cotton.

Printed with high-quality reactive inks for superior vibrancy, while containing no harmful chemicals.

Available in all our best-selling designs to complement our ceramics ranges.



Made in England



English Garden  
TT001 ★



Vintage Indigo  
TT002 ★



Wild Apricity  
TT003 ★



Bohemian Spirit  
TT004 ★



Forest Fling  
TT005 ★



English Roses  
TT006 ★

# Trays

Our collection of birchwood trays are handcrafted in Sweden from all-natural and sustainably sourced materials, making them both aesthetically beautiful and environmentally friendly.

They are a wonderful addition to our ceramics ranges and will complement in-store displays perfectly. Made from FSC certified wood, they are also food safe and dishwasher friendly!

Available in two sizes, 43x33cm and 32x15cm in all of our beautiful collections.



English Garden LTRAY001 ★



Vintage Indigo LTRAY002 ★



Wild Apricity LTRAY003 ★



English Garden STRAY001 ★



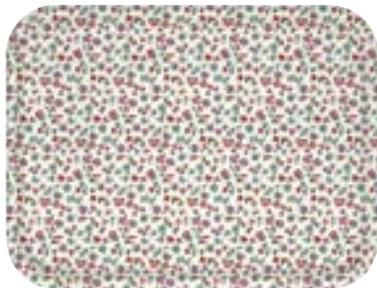
Vintage Indigo STRAY002 ★



Wild Apricity STRAY003 ★



Bohemian Spirit LTRAY004 ★



Forest Fling LTRAY005 ★



English Roses LTRAY006 ★



Bohemian Spirit STRAY004 ★



Forest Fling STRAY005 ★



English Roses STRAY006 ★

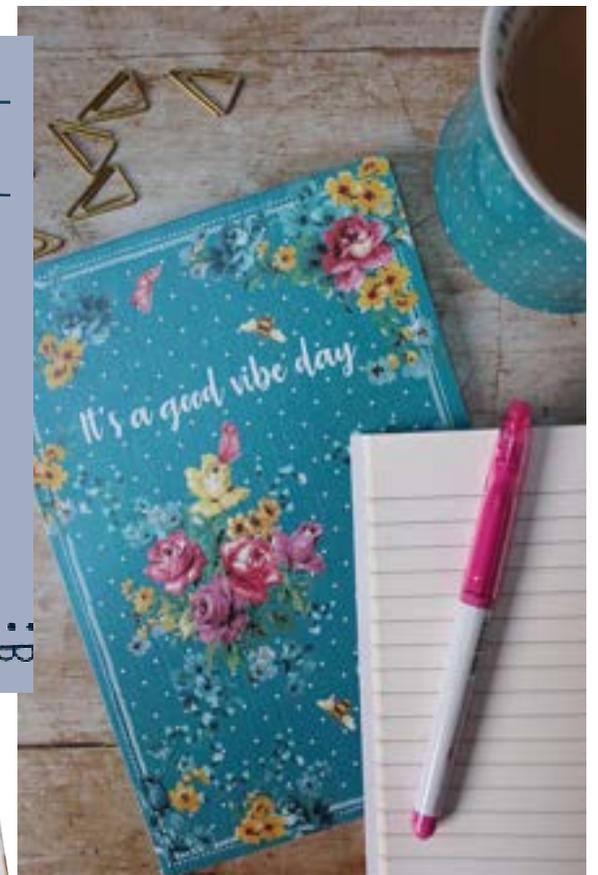
# Notebooks

We are happy to be able to offer a small collection of stationery to our wholesale customers, which we hope to expand over the next year.

Our notebooks are made in the UK with FSC paper and come as sets of 2 with belly-band packaging.



Made in England



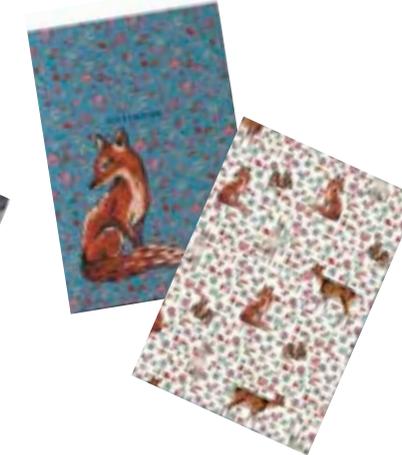
Vintage Indigo SET2NB002 ★



English Garden SET2NB001 ★



Wild Apricity SET2NB003 ★



Forest Fling SET2NB005 ★



Bohemian Spirit SET2NB004 ★

New for 2022 ★

## Blooming Margaret

The striking Blooming Margaret collection marries bright florals with quirky black and white polka dots. Named after Katie's grandmother, whose garden was always blooming in a riot of colour, this timeless collection is modern, yet wonderfully nostalgic.

We also have textiles, trays and notebooks in this collection, and more items are available FOB on request.



Dinner plate  
DP007 ★



Side plate  
SP007 ★



Cereal bowl  
CBW007 ★



Tankard mug  
MGT007-BL ★



Tankard mug  
MGT007-WH ★



Small bowl  
SBW007  
W9.5 x H5.4 ★



New for 2022 ★



## Josie's Blush

Fill your home with the cheerfully pink Josie's Blush collection. Blushing hues of dusky rose, pale candyfloss and deep magenta make up the vintage floral design of the irresistible new Josie's Blush collection. A ramshackle posy of peonies, lilacs, tulips and iris are all beautifully coloured into a pretty pink colour palette and paired with gingham and ditsy polka dots. Named after Katie's nanna Josephine, who always had a jug of fresh-cut flowers from the garden on her window sill. The gingham is a nod to the little vintage caravan that took her grandparents on many adventures and was always full of delightfully kitsch prints and patterns, collected over a lifetime. Josie's blush has been designed to sit as its own pretty collection or to complement our popular Vintage Indigo collection, with their matching monochrome floral prints and cottage-style gingham backgrounds. Josie's Blush is truly a pink-lovers dream.

We also have textiles, trays and notebooks in this collection, and more items are available FOB on request.



Teapot TP008 ★



Tankard mug MGT008-GI ★



Tankard mug MGT008-FL ★



Cup and saucer TCS008 ★



Small jug SJG008 ★  
W5.5 x H10



Dinner plate DP008 ★



Side plate SP008-GI ★



Side plate SP008-SP ★



Small bowl SBW008 ★  
W9.5 x H5.4



Storage jar STJ008-GI ★  
W11 x H11



Storage jar STJ008-FL ★  
W11 x H11



Pasta bowl PAS008 ★



Cereal bowl CBW008-SP ★

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## Home fragrance

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A perfect selection of products to complement our home-ware – the Katie Alice home-fragrance collection includes reed diffusers and soy wax candles in beautiful, gift-able packaging.

Available from our partners Candlelight Products.

Please email [hello@katie-alice.co.uk](mailto:hello@katie-alice.co.uk) for further information.

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## Bespoke

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Are you interested in collaborating with us to create your own Katie Alice design for your store? We have many designs under development that could be perfect for exclusive designs and available FOB. We have worked with many large retailers in the past to create exclusive designs that have been very successful in store.

MOQ's start from 100 per design per item for textiles and trays to 500 for ceramics.

Please get in touch if you would like to chat about creating a unique Katie Alice collection, or for more information on MOQ's and pricing.

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# Katie Alice<sup>®</sup>

For sales and all other enquiries,  
please drop us an email at:

[hello@katie-alice.co.uk](mailto:hello@katie-alice.co.uk)

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