

# giftfocus

## MAGAZINE

### Trade fair strategies

Your essential guide

### Show Preview

- Top Drawer Autumn
- Autumn Fair
- Design Edge

### On the cards

An in-depth look at the greetings market

## Table Talk

Spotlight on the latest tableware trends

### Tempting treat

A food lover's delight

## Win!

Kit Heath jewellery worth a total of £1,000

### PLUS

- News and events
- Brand spanking new
- Q&A special





# one year on

**Up and coming business Pins and Ribbons made its debut at Home & Gift, Harrogate in 2007. Returning to this year's show 32-year-old owner Kerrie Murray speaks to Gift Focus about out how the business is doing - one year on.**

Pins and Ribbons made its first major leap into the limelight over a year ago – just about the time news of the credit crunch, falling house prices and rising food and fuel costs started to hit the headlines.

Possibly not the best time to launch a giftware business?

Not so, says ambitious 32-year-old owner Kerrie Murray.

The fledgling home accessories company took off following its first showing at Home & Gift and the launch of its website and has continued to go from strength to strength. This year Kerrie returned to Harrogate, to the same stand, in the same hall.

"I came here last year and did really well, this year I have come back and done about four times the business," she enthused.

Following the initial success Kerrie decided to take a career break from her job as a police sergeant to devote herself full time to the business.

"I put in for a career break when all hype about the credit crunch hit.

I was worried people might not spend on luxury items when the price of food and fuel was going up, but the website was inundated with orders."

Pins and Ribbons offers handcrafted household products with a homespun, country feel, made in array of pretty fabrics. Products include cushions, doorstops, aprons, memo and chalk boards, bunting and draught excluders. The ethos behind the business is "quality products, made with love, care and attention to detail".

Based in Eaglescliffe, near Yarm, in the North East of England, everything produced by Pins and Ribbons is made in England – something Kerrie is passionate about.

The last year has seen a number of changes, including the end of the business partnership with her good friend and neighbour who

helped get the enterprise up and running. It was an amicable split and Kerrie is now running the business with her hand firmly on the helm.

"Once the decision was made and I found I could do it by myself it felt very good. It allowed me to focus on where I wanted the company to be, which was made-in-England. "I don't want to outsource abroad, I want to make sure we're all about quality products," she stressed.

From working from the kitchen table at home, she now has an industrial unit where production work takes place. She employs a small team of highly skilled workers from Yarm and the surrounding area, all of whom share her attention to detail and creative enthusiasm. Since embarking on her own she has had to grow a business head and is meticulous about keeping up with the bookwork.

She has an office at home where she can work when children, Eve, four and seven-year-old Grace are in bed.

To date she still hasn't drawn a wage from the business, but instead has been ploughing revenue back into the business in order to continue to grow.

She believes being organised and well-researched are key to success. Having a good product is also essential and she works hard to ensure their offering remains fresh and on trend. New footstools, bunting, framed memo boards, wedding accessories and more have been introduced this year.

Plans for 2009 are to continue looking at new product lines, looking at new fabrics, recycled elements and vintage fabrics for continued inspiration. **❶**



#### Further information

To find out more visit the website at [www.pinsandribbons.co.uk](http://www.pinsandribbons.co.uk)