



HANDMADE in Britain

Directory

Introduction Pack

handmadeinbritain.co.uk



A person is seated in a light-colored wooden chair, wearing a white shawl with a green botanical print of various leaves and a green border. They are positioned in front of a large window with sheer white curtains, through which bright natural light is streaming. The person's hands are resting on their lap.

ABOUT HANDMADE

- **Unique Market Position** Organiser of leading craft fairs in the UK with a large-scale e-commerce marketplace. The only company doing both.
- **Trusted Partner** Organised over 30 fairs in UK, collaborated with world renowned organisations such as RBG, Kew & Edinburgh, Waterperry Gardens.
- **Industry Influence** A database of 9000+ British Artists, 18,000+ high net worth individuals.
- **Create, Innovate, Support** Highly curated e-commerce platform focussed on British contemporary craft and Handmade products.
- **Experienced Team** An experienced and expert team to deliver a successful outcome.
- **Social media presence** of +140k followers combined

DIRECTORY MEMBERSHIP BENEFITS

1. A Dedicated Online Showcase for Your Work

- **Professionally designed profile page** showcasing your work, story, and creative process.
- SEO-optimised listings to help buyers, collectors, and galleries discover your work.
- **Direct links to your website** and social media, increasing traffic and potential sales.

2. Increased Visibility & Industry Recognition

- Be part of a trusted platform with 18+ years of industry reputation, recognised for supporting high-quality craftsmanship.
- Regular features in HMiB newsletters, blogs, and social media campaigns.
- Opportunities for press exposure, with potential inclusion in HMiB's PR campaigns and media outreach.

3. Exclusive Financial Benefits

- **5% discount on participation fees for HMiB in-person shows** (subject to application and availability).
- **No commission on sales** – keep 100% of your earnings from direct purchases.
- **Flexible payment plans** – choose between monthly or annual membership options.
- Discounted advertising opportunities within the HMiB network to reach a wider audience.

4. Priority Access to HMiB Events & Opportunities

- **Priority application access** for HMiB's craft fairs
- Invitations to networking events, industry talks, and expert-led workshops to help grow your creative business.

COST

£12 (inc. VAT) / Month

£120 (inc. VAT) / Year



YOUR DIRECTORY PROFILE

- Artist profile image and introduction - let the audience connect with your ethos and approach.
- Artist Profile – Share your story, ethos, and artistic vision.
- Multi-Image Banner – Showcase your collection’s aesthetic instantly.
- Featured Products on your Page – Link directly to your website for seamless shopping.
- Contact & Socials – Keep all your profiles in one place for easy connection.
- Direct Enquiries – Receive messages from buyers effortlessly.
- News & Events – Promote your latest updates and upcoming events.

MAKERS

Nowshin Prenon

Nowshin Prenon is a Textile Artist, specialising in woven textile design. She creates hand-dyed and hand-woven artwork. Her process investigates both digital explorations and expressive winding techniques. Nowshin is interested in the relationship of colour and form, which she uses to create layered textiles. Playing with line and colour in different order of thread through wrapping allows her to construct intricate artwork.

The focus of her work is to share knowledge through craft. Nowshin uses her woven work and its process to advocate weaving as an art form. To encourage the learning and passing the skills of traditional crafts, she raises awareness thorough running workshops.



Contact

Make an Enquiry

Makers Website

Connect



Featured Products



MARKETPLACE IN NUMBERS

> **£250k**
Total Sales

> **190k**
Avg. Online Visitorrrs

> **2M**
Total Reach

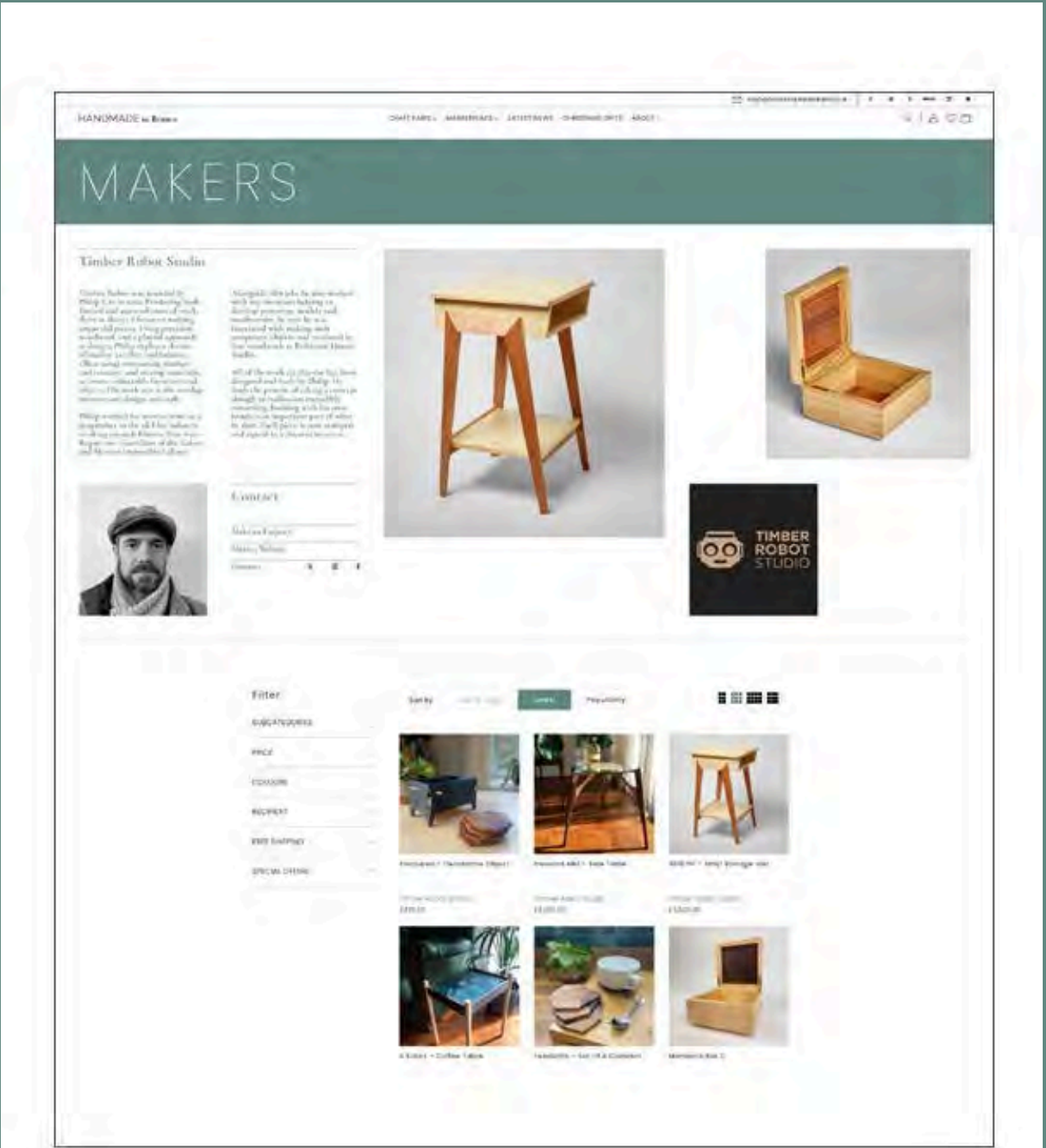
> **140k**
Social Media Reach

>**20K**
Subscribers

>**£2K**
Highest Order Value

£115
Avg. Order Value

TRUST PILOT SCORE 4.7



TEAM

AN EXCEPTIONAL TEAM WITH OUTSTANDING CREDENTIALS

Handmade in Britain, established in 2007, is a leading organiser of craft fairs in the UK and a curated platform to support and promote outstanding British designer-makers.



PIYUSH SURI
Founder / Creative Director

Designer, brand owner, event organiser and TV personality (BBC1 & Channel 4) Piyush has over 20 years experience in the Design & Events sector, both in the UK and India.



SAKET BANSAL
Co-Founder / Technology Director

Saket combines 20+ years of IT expertise with a passion for bridging tech and creativity, including award-winning app development.



ALIS CLEMENT
Event Manager

A Ceramics Graduate with over 12 years experience in craft & Design Events. Alis thrives when collaborating with exhibitors and showcasing new makers at our events.



CAT LORIMER
Sales & Customer Relations

Cat holds a BA (Hons) in Fine Art and has held senior management roles in sales and events, alongside creative positions as an arts writer, costumier, and prop maker.



DAN GOODE
Consultant Director

Dan studied pottery and is a curator, writer, coach, speaker, and judge at many craft events. He has worked with leading UK craft organisations including The Crafts Council, Design Nation, and The Design Trust.



NICOLE RUDOLF
Finance & Partnerships

Nicole, a trained lawyer, has 20+ years' experience in business strategy and partnerships. Passionate about sustainability, she aligns HMIB with the SDGs, and manages its Volunteer Program.

OUR VISITORS

Our marketplace attracts a discerning audience, including:

- Personal and Professional Art and Craft Collectors
- Craft Enthusiasts
- Interior Designers & UK Craft Industry Leaders
- Museum Directors, Curators & Gallery Owners
- Supporters of Small Independent Businesses
- Benefactors & Advocates of British Craft
- HNWI's and concierge providers
- Luxury Hotel and Service Industry Groups and Providers

A highly curated platform connecting makers with buyers who value craftsmanship, quality, and design.



CONTACT US

MEMBERSHIP ENQUIRIES

Piyush Suri
Creative Director
piyush@handmadeinbritain.co.uk

Cat Lorimer
Sales & Customer Relations Manager
cat@handmadeinbritain.co.uk

handmadeinbritain.co.uk

