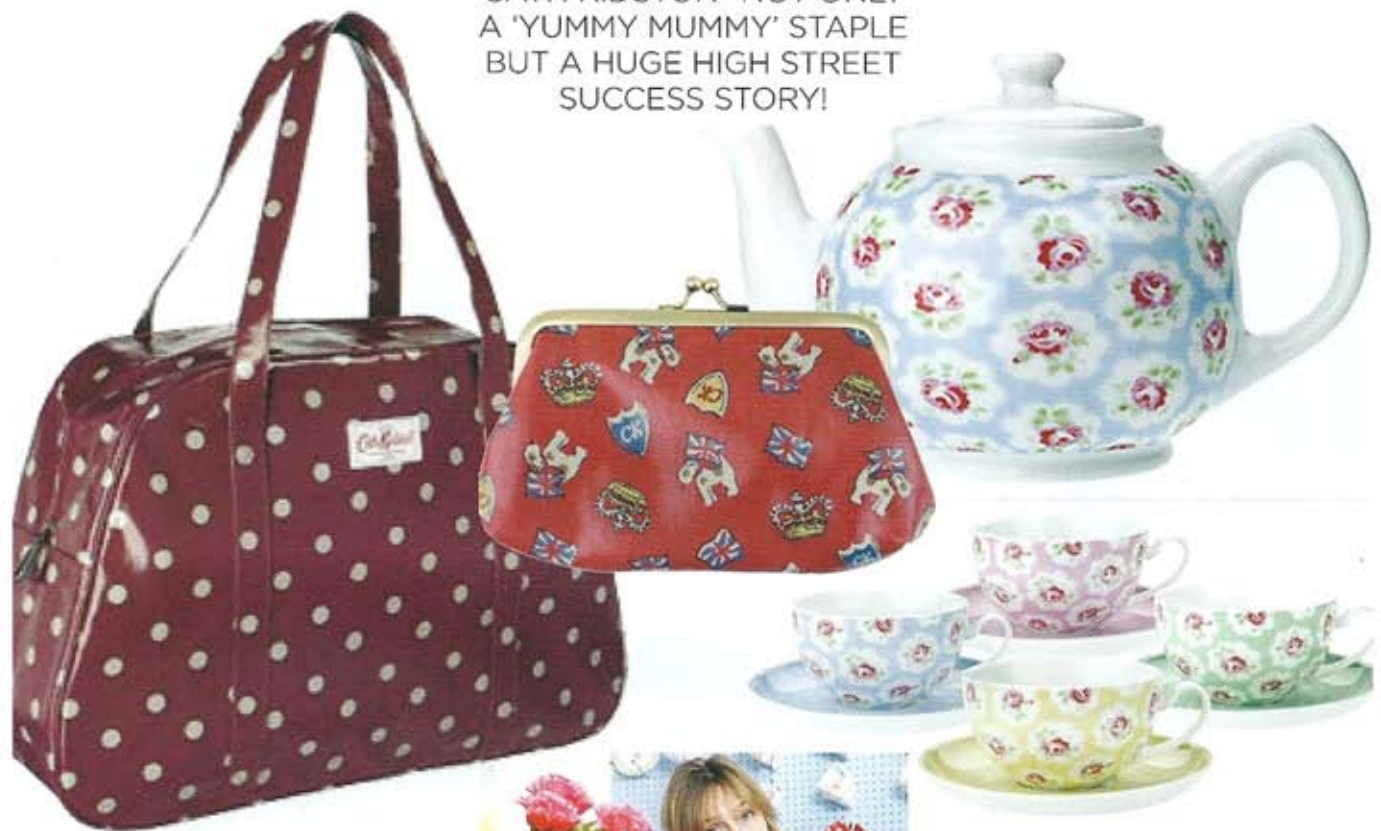


Annabel's English Treasures

CATH KIDSTON

CATH KIDSTON- NOT ONLY A 'YUMMY MUMMY' STAPLE BUT A HUGE HIGH STREET SUCCESS STORY!



The Cath Kidston story began in 1990 when the designer claimed to be suffering from a 'career crisis' in her late teens, sparked by her father's sudden death. Cath was encouraged by her aunt to turn her attentions to interiors and so she found employment with designer Nicky Haslam who clients included a number of well known celebrities at the time. In 1993 Cath Kidston decided to open a small shop in London's Holland Park. The shop sold vintage fabrics, wallpapers and junk furniture painted in bright colours. The store embodied the spirit of re-working the traditional English country house style with a quirky twist and this led to

the shop's rapid cult success. Gradually Cath began to design her own prints and products, and soon her distinctive floral print epitomised the brand and the 'Cath Kidston look'.

Cath Kidston embraces the image of the 1950's housewife, the brand celebrates baking, afternoon tea and knitting through its vast product range and creates an idyllic home life image.

Cath Kidston works hard to ensure that their products are pretty, practical and

affordable, they believe that the shopping experience for customers is extremely important and they try their best to ensure customers have a fun and light hearted experience. Cath Kidston has said herself that the brand hopes to "give customers a reason to be cheerful regardless of the economic climate."

Cath Kidston is now a global brand, with over 50 stores in the UK and has achieved great success all over the world with branches opened in Ireland, Spain, Japan and Thailand.

A selection of Cath Kidston home ware, stationary and bags can be found in Annabel's II.

Annabel's II

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