

DESIGN STORIES

by Becky Parker.



Considered design approach • Positive mindset • Creating long lasting partnerships • Working collaboratively



EDIT ONE Super Soft Stories

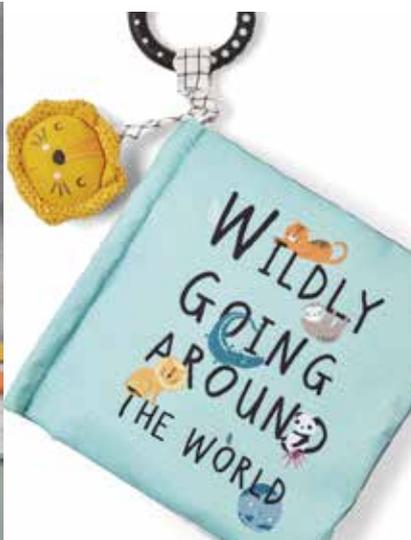
A first toy is not fluff and thread, it's a best friend a comfort, a favourite cuddling companion. Every toy should be designed with this in mind. From it's choice of fabric, the way it sits, to the detail of it's eyes. The sentiment a first toy holds something that will be cherished long beyond babies early years.

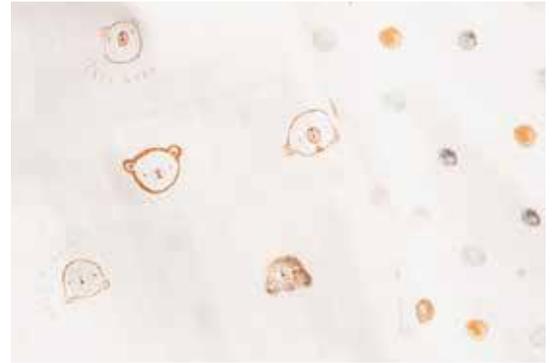




EDIT TWO Time to Play

Narrative is such an important aspect of playtime. Each activity toy range starts with a story or a poem. This is then build out within the details of the characters. The choice of patterns, fabrics and construction all form part of this story. Attention to detail is always key, adding to it's quality and sense of discovery for baby.





snuggle



cuddle



hugs

EDIT THREE For the Home

Choosing a nursery plays a key part in a parents journey and should therefore be well considered in its design and development. Combining narrative with variety in illustrative style, surface techniques, print and pattern, whilst ensuring consistency in colour and style creates a cohesive aesthetic.





EDIT FOUR Play, Sleep, Repeat

Innovation in the playmat market is a key aspect of staying ahead in the baby sector. Understanding the movement of the educational and interior playmat styling allows for a clear understanding of positioning.





THE MOMENT I MET YOU
THAT'S WHEN I KNEW



EDIT FIVE Sentiment of Gifting

The art of gifting is delivered in the detail. Understanding your consumer and the sentiment of the message you want to gift is key. Considering all aspects of gifting, from how it is opened, the placement of messaging, the combination of fonts and the selection of product will drive the power of the message.





EDIT SIX Wooden Toys

Wood is such a key material in a modern toy market. As retailers aim to make the shift from plastics and use more sustainable substrates, it's important to retain an understanding of a variety of manufacturing processes and the capabilities of those materials.

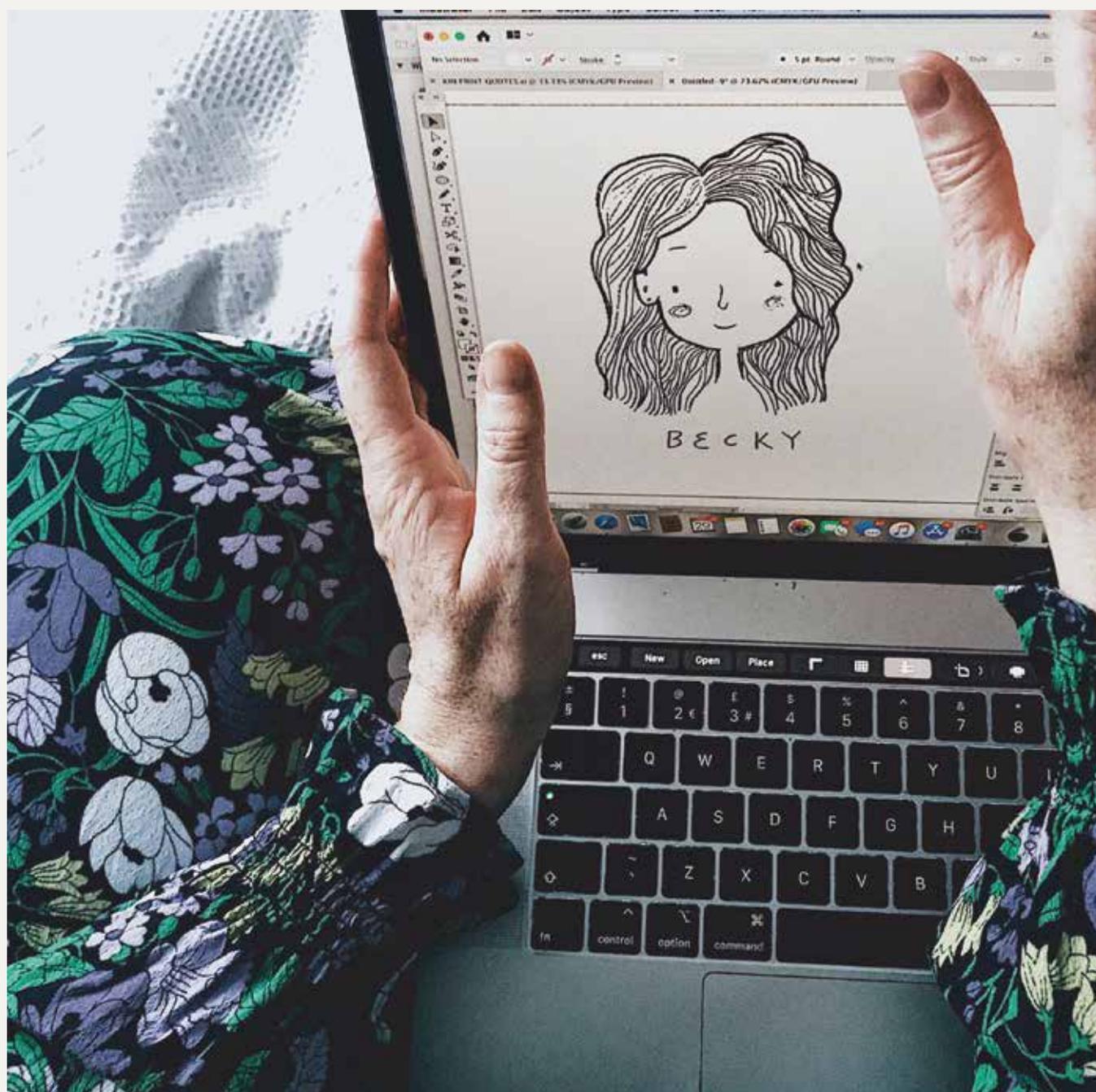


Let's Connect

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I'd love to start a story with you! Contact me today to start our first chapter.