



Studio titles for Miriam (generic)

Hello Happy! Mindful Kids



Children can colour and doodle their way to happiness, calm and confidence.

- *Mindful Kids* is an activity book series designed and written for children about emotions and feelings.
- Includes an introduction to the book, and notes for grown-ups by consultant Dr Sharie Coombes, Child & Family Psychotherapist.
- Use creativity to combat negative feelings, work out worries and put anger back in its place with the writing and doodling activities.
- Combined, the *Mindful Kids* series has sold 1 millions copies worldwide (as of July 2022)

Hello Happy! Mindful Kids

I'M FEELING KINDA...

How are you feeling? Whether you're happy, sad or full of joy, it's okay. All emotions are okay - which is a good thing as we have loads of them!

Circle a one and draw the expression to fit the emotion. To fit the expression.

IM FEELING Happy

IM FEELING Sad

IM FEELING

IM FEELING

IM FEELING

embarrassed
shocked
frustrated
angry shy
scared
lonely tired
anxious

BRAIN BREAK!

To calm your emotions and feelings you need to spend your time. To do this you need to give your brain a break by switching off from the every day things which have caused difficulty on your head.

The first thing to do is to get rid of the noise around you and learn to be alone. It may feel uncomfortable at first, but here's what you need to do:

- Turn off the TV
- Turn off any video games
- Turn off any radio or stereo
- Put smart technology, phones, tablets etc away
- Close windows to the outside world so you can't hear car engines and sirens
- Take yourself away from people talking

Once you've done this...

Sit still in a comfortable position, close your eyes and concentrate on breathing in and out, in and out.

Now, in this quiet calm state ask yourself how you are feeling.

See yourself the chance to recognize any underlying feelings of anger, sadness, worry or anxiety and give yourself permission to feel that feeling.

For example say:

"I am feeling SAD. I feel SAD because I had a bad day at school. I will not always feel SAD, but right now I feel SAD and that's OK."

Repeat the sentence 5 times.

FEELING FEELINGS

Sometimes your feelings don't want to stay inside. Sometimes they want to JUMP AND EMERGE OUT!

Write where and how you feel when you're sad on this dummy.

Write where and how you feel when you're angry on this dummy.

MY BEATING HEART

Take some time to get to know your heart rate. Take your pulse by holding the two fingers nearest your thumb to your neck or to the underside of your wrist.

Like all emotions, anger releases chemicals in your brain, which then cause changes in your body that you can feel. One of these changes is an increased heart rate.

TRY TAKING YOUR PULSE WHEN YOU HAVE...

- JUST WOKEN UP
- RUN ON THE SPOT FOR 3 MINUTES
- HAD A ROW WITH SOMEONE
- EATEN A BIG MEAL
- JUST BEGUN A PIECE OF HOMEWORK
- READ A CHAPTER OF A BOOK
- BEEN FOR A WALK

Write down the beats per minute for each of these.

REMEMBER! Anger can be positive. Many people have made good changes in the world because they felt so angry about something they used the anger to spur them on to positive action. What makes you angry in the world? How could you make a difference?

DID YOU KNOW? Your heart rate will also increase when you are stressed or afraid.

THE ANGER ICEBERG

Anger never exists on its own - there are always underlying emotions causing it. Add more emotions to the underwater part of the iceberg to show the other emotions which might lead to you feeling angry.

ANGER

frustrated

lonely

worried

SCARED

ALONE

Pub Date	27/07/2017
Pub Price	£9.99
ISBN	9781783708994
H x W	235 x 190mm
Binding	Paperback
Age Range	7-9 years
Author	Stephanie Clarkson Sharie Coombes
Illustrator	Katie Abey
Extent	96pp
Rights Available	World

No Worries! Mindful Kids

COLOUR THIS IN WITH POSITIVE COLOURS

I
AM
IMPORTANT

COLOUR YOUR FEELINGS

Do you think feelings have their own colours? Colour in each of these feeling words with the colour that you think suits them best.

ANGER Happy
Sad FEAR
Laughter WORRY

YOGA POSE

Try these poses before bedtime or when you want to feel calm.

TREE POSE
Place your feet on your ankles or above your knee and balance. Then change to your other leg.

SAI "I AM BALANCED"

BUTTERFLY POSE
Sit on the ground, press your feet together, and roll your shoulders back.

SAI "I AM SAFE"

LADYBIRD POSE
Bend your knees, roll your shoulders back, and press your hands together.

SAI "I AM HAPPY"

CHILD'S POSE

Bend your legs, fill your body on to your thighs and either rest your arms by your sides or extend them in front of you, whichever feels more comfortable.

SAI "I AM AT REST"

CAT POSE

Breathe in and look up, lifting your back drop down. Breathe out and tuck in your chin, lifting your back in a high arch.

SAI "I AM AT EASE"

SLEEP POSE

Lie on your back and take slow breaths. Close your eyes if you want. Try to empty yourself of thoughts. If your mind wanders away, notice where it goes, then bring your attention back to your breathing.

SAI "I AM AT HOME"

COLOUR THIS IN

EVERY
PROBLEM
HAS AN
ANSWER

YOUR SAFE PLACE

Draw or stick a picture of somewhere you feel completely safe and happy.

Your safe place could be somewhere you've seen or been to, heard about, read about or dreamt about. A special, safe place where everything feels peaceful, joyful and wonderful.

COLOUR THIS IN

I AM
LOVED

TAKE A BREATH!

Try this breathing exercise to help you relax:

STEP 1

Make sure you are sitting comfortably in a quiet and safe place. When you feel ready, close your eyes. Notice your breathing. Think about how it feels breathing in and breathing out. Try to breathe in through your nose and out through your mouth.

STEP 2

Place your hand on your tummy and focus on the feeling of your stomach rising and falling with each breath. When you breathe in, quietly say 'in' to yourself, and when you breathe out, quietly say 'and out' to yourself.

STEP 3

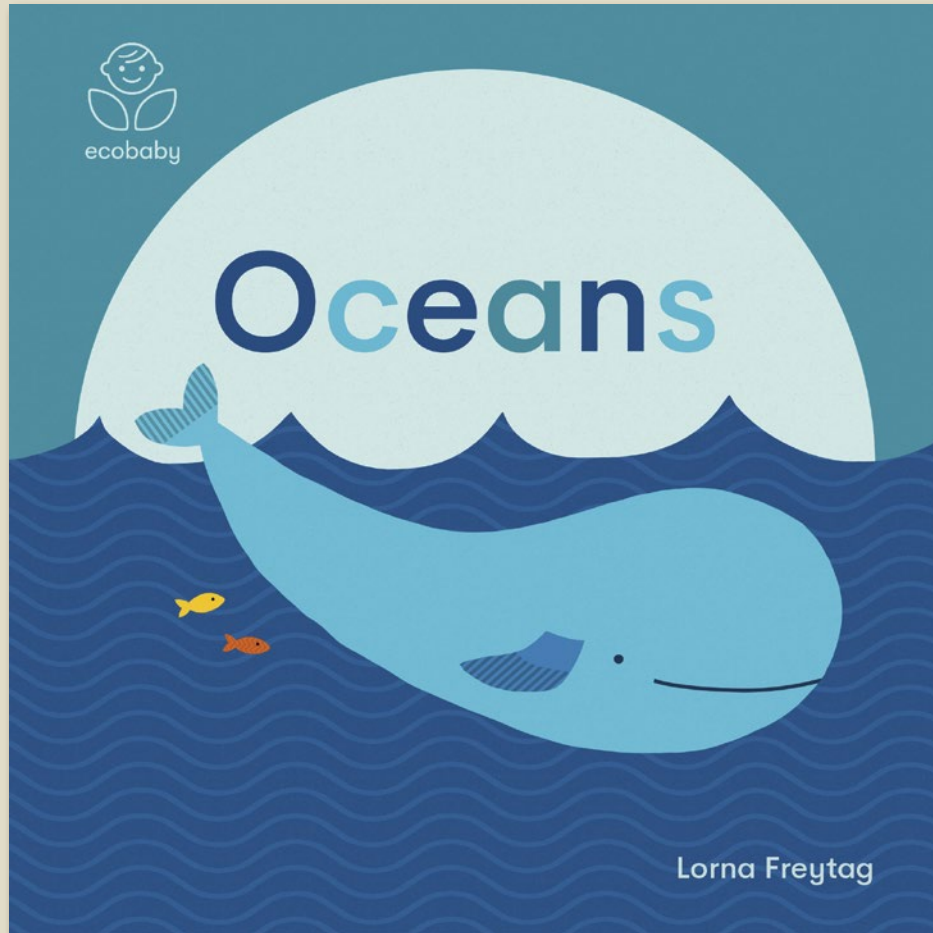
Concentrate on nothing but your breathing and try to let go of any other thoughts you may have.

When you've had lots of practice at the breathing exercise, see if you can think about a happy memory at the same time. This way, your happy memory will take up all the space in your brain, and there won't be any room for the worries.

DO THIS FOR 2 MINUTES

Pub Date	27/07/2017
Pub Price	£9.99
ISBN	9781787410879
H x W	235 x 190mm
Binding	Paperback
Age Range	7-9 years
Author	Lily Murray Sharie Coombes
Illustrator	Katie Abey
Extent	96pp
Rights Available	World

Eco Baby: Oceans



Introduction to oceans for the very youngest of eco warriors.

- Ideal for eco-conscious parents to introduce little ones to issues around the environment and climate change.
- Part of a series of board books aimed at pre-schoolers. Also available: *Eco Baby: Recycling*, *Eco Baby: Rainforests* and *Eco Baby: Ice Caps*.
- Lorna Freytag's bright, bold illustrations and simple text provide an accessible introduction to environmental issues.
- Issues around climate change and the environment are currently top of the news agenda - from School Climate Strikes to Extinction Rebellion. Parents of young children are increasingly aware of these issues and trying to make more sustainable choices.
- Printed on FSC board.

Eco Baby: Oceans



Pub Date	03/09/2020
Pub Price	£6.99
ISBN	9781787416697
H x W	165 x 165mm
Binding	Board Book
Age Range	0-5 years
Author	Lorna Freytag
Illustrator	Lorna Freytag
Extent	16pp
Word Count	150 words
Rights Available	World

Eco Baby: Recycling



Introduction to recycling for the very youngest of eco warriors.

- Ideal for eco-conscious parents to introduce little ones to issues around the environment and climate change.
- Part of a series of board books aimed at pre-schoolers. Also available: *Eco Baby: Oceans*, *Eco Baby: Rainforests* and *Eco Baby: Ice Caps*.
- Lorna Freytag's bright, bold illustrations and simple text provide an accessible introduction to environmental issues.
- Issues around climate change and the environment are currently top of the news agenda - from School Climate Strikes to Extinction Rebellion. Parents of young children are increasingly aware of these issues and trying to make more sustainable choices.
- Printed on FSC board.

Eco Baby: Recycling



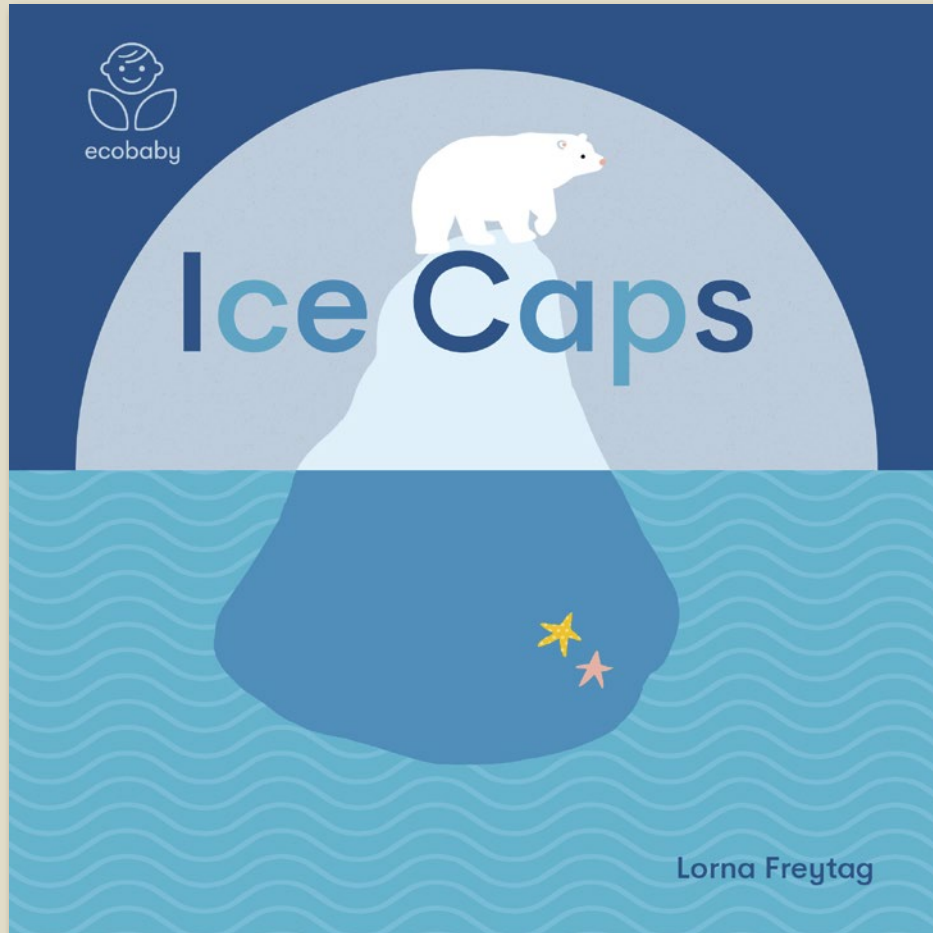
Our planet is a beautiful place...



... but it needs our help.

Pub Date	03/09/2020
Pub Price	£6.99
ISBN	9781787416703
H × W	165 × 165mm
Binding	Board Book
Age Range	0-5 years
Author	Lorna Freytag
Illustrator	Lorna Freytag
Extent	16pp
Word Count	150 words
Rights Available	World

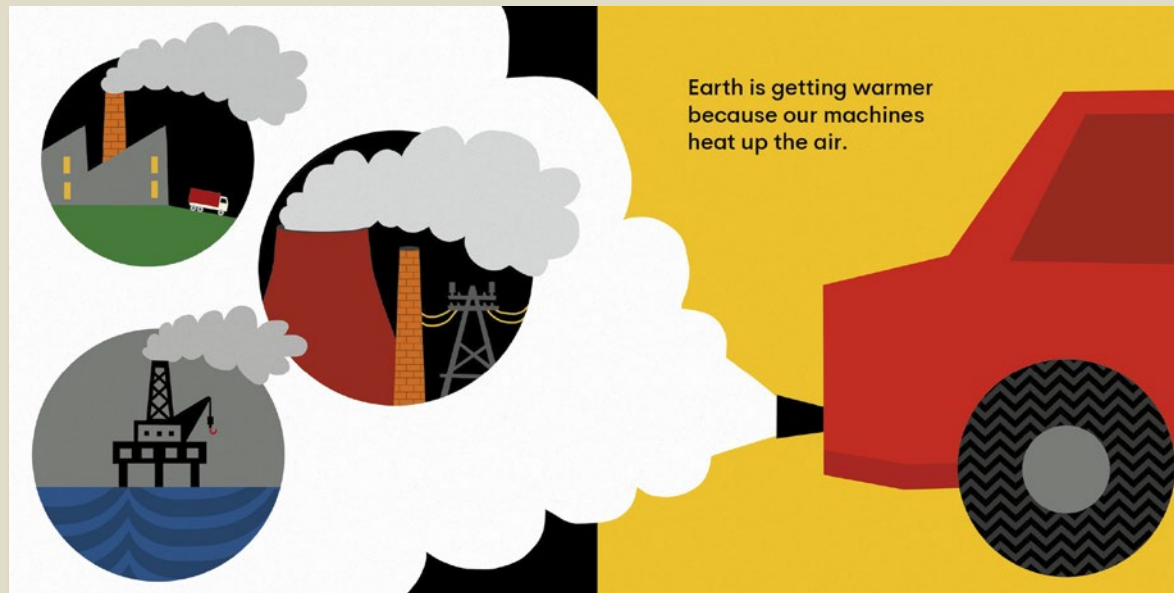
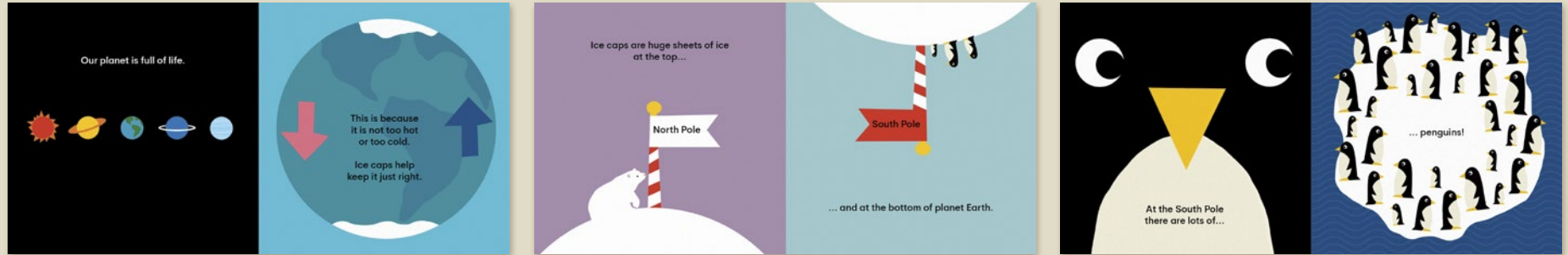
Eco Baby: Ice Caps



Introduction to polar ice caps for the very youngest of eco warriors.

- Ideal for eco-conscious parents to introduce little ones to issues around the environment and climate change.
- Eco Baby is a series of board books aimed at pre-schoolers. Also available: *Eco Baby: Oceans*, *Eco Baby: Recycling* and *Eco Baby: Rainforest*.
- Lorna Freytag's bright, bold illustrations and simple text provide an accessible introduction to environmental issues.
- Issues around climate change and the environment are currently top of the news agenda - from School Climate Strikes to Extinction Rebellion. Parents of young children are increasingly aware of these issues and trying to make more sustainable choices.
- Printed on FSC board, with vegetable inks throughout.

Eco Baby: Ice Caps



Pub Date	07/01/2021
Pub Price	£6.99
ISBN	9781787416710
H x W	165 x 165mm
Binding	Board Book
Age Range	0-5 years
Author	Lorna Freytag
Illustrator	Lorna Freytag
Extent	16pp
Word Count	150 words
Rights Available	World

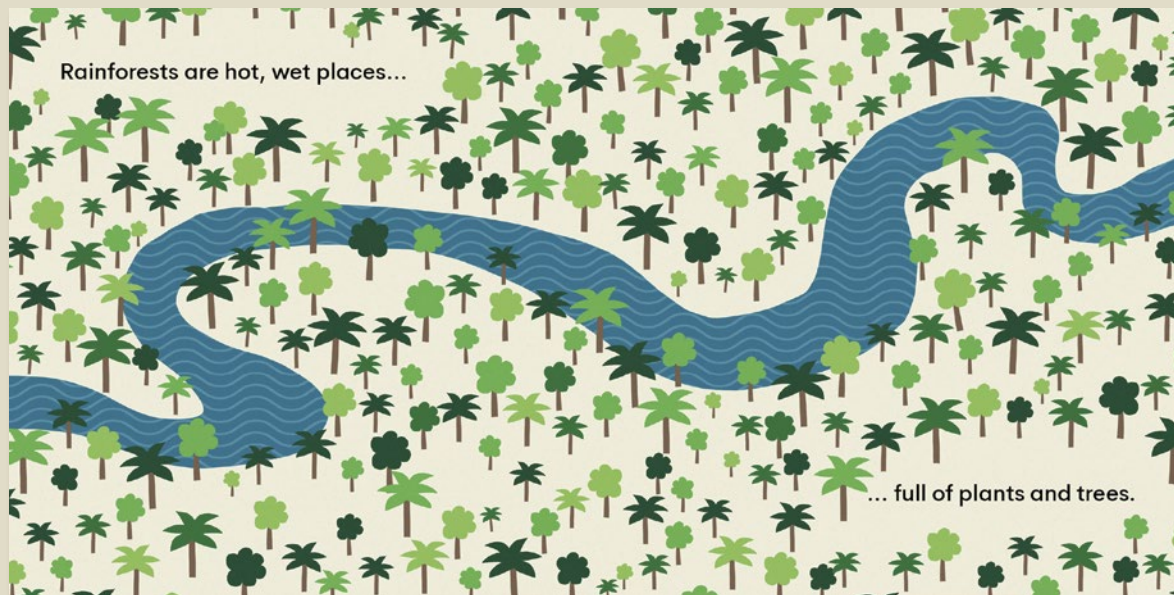
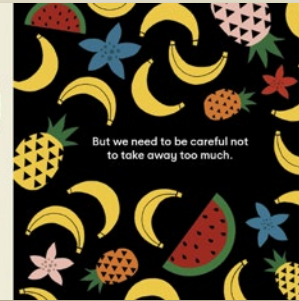
Eco Baby: Rainforest



Introduction to rainforests for the very youngest of eco warriors.

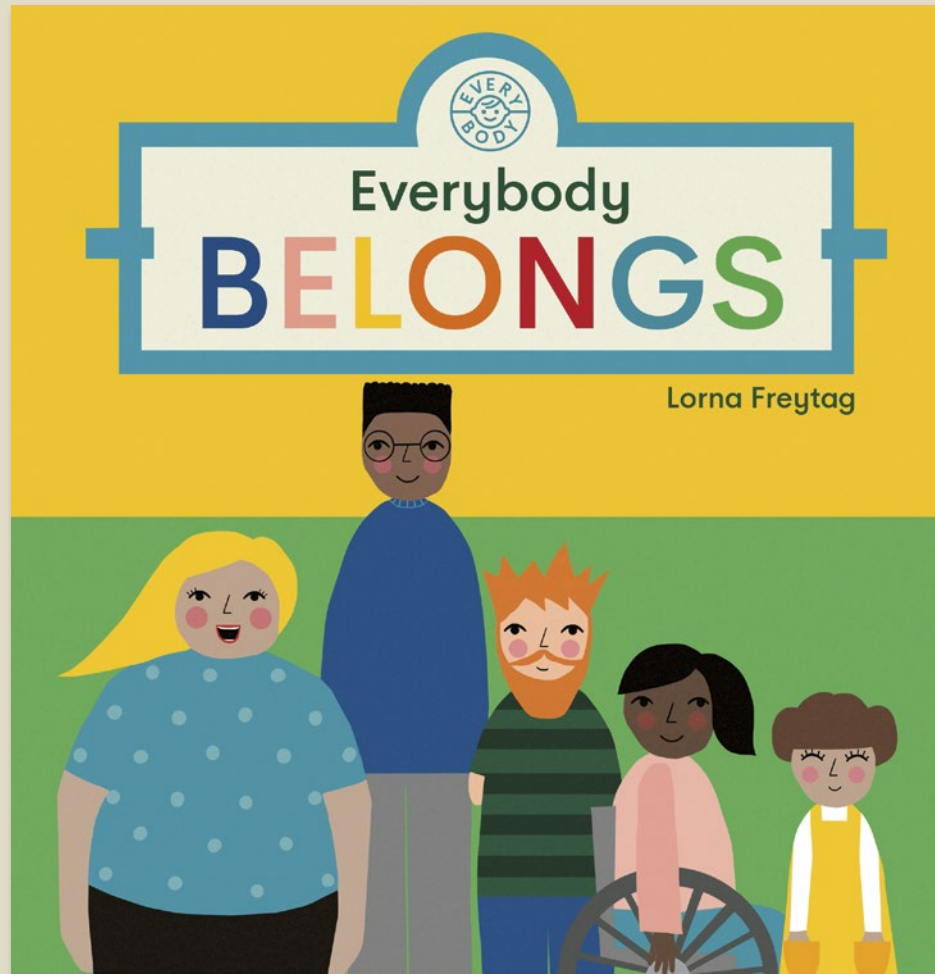
- Ideal for eco-conscious parents to introduce little ones to issues around the environment and climate change.
- Eco Baby is a series of board books aimed at pre-schoolers. Also available: *Eco Baby: Oceans*, *Eco Baby: Recycling* and *Eco Baby: Ice Caps*.
- Lorna Freytag's bright, bold illustrations and simple text provide an accessible introduction to environmental issues.
- Issues around climate change and the environment are currently top of the news agenda - from School Climate Strikes to Extinction Rebellion. Parents of young children are increasingly aware of these issues and trying to make more sustainable choices.
- Printed on FSC board and with vegetable inks used throughout.

Eco Baby: Rainforest



Pub Date	07/01/2021
Pub Price	£6.99
ISBN	9781787416727
H x W	165 x 165mm
Binding	Board Book
Age Range	0-5 years
Author	Lorna Freytag
Illustrator	Lorna Freytag
Extent	16pp
Word Count	150 words
Rights Available	World

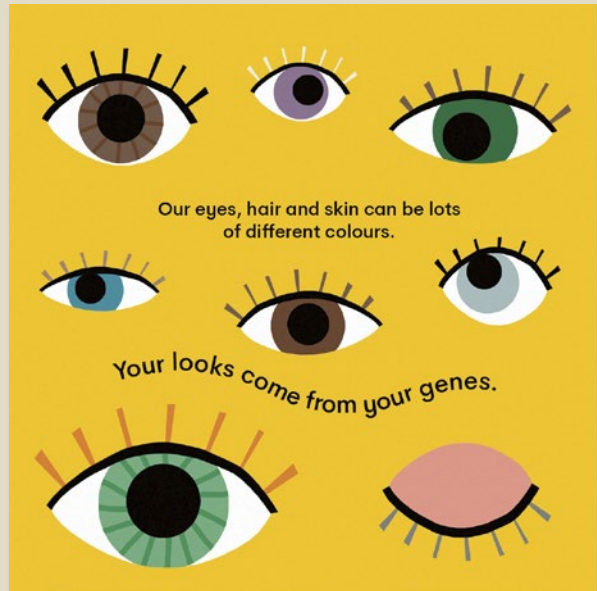
Everybody Belongs



A board book that celebrates diversity. We're all amazing no matter how we look!

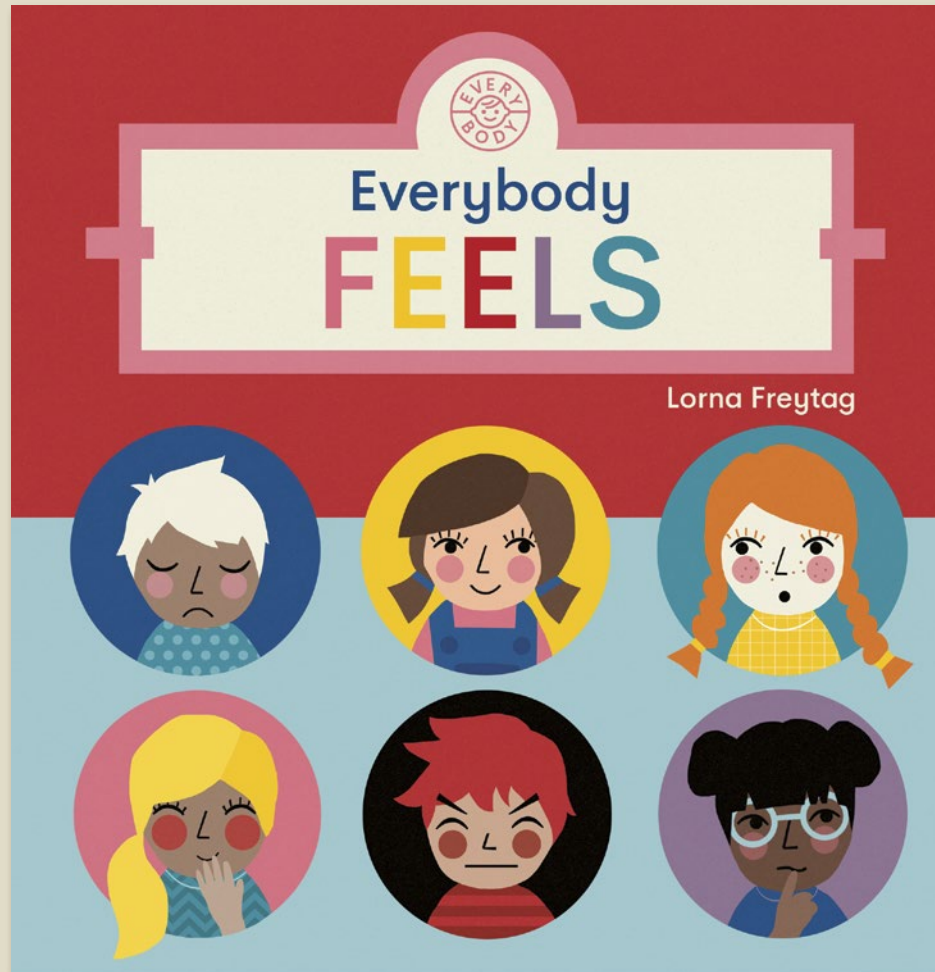
- Bright, bold board book encouraging children to accept people of all shapes, sizes, colours and creeds.
- Lorna Freytag is a photographer turned illustrator based in Scotland. She is also the author and illustrator of the Studio Press *Eco Baby* series.
- The Every Body series of non-fiction board books celebrates our bodies, how they work and how every body is unique.

Everybody Belongs



Pub Date	11/02/2021
Pub Price	£6.99
ISBN	9781787418417
H x W	165 x 165mm
Binding	Board Book
Age Range	0-5 years
Author	Lorna Freytag
Illustrator	Lorna Freytag
Extent	16pp
Word Count	400 words
Rights Available	World

Everybody Feels



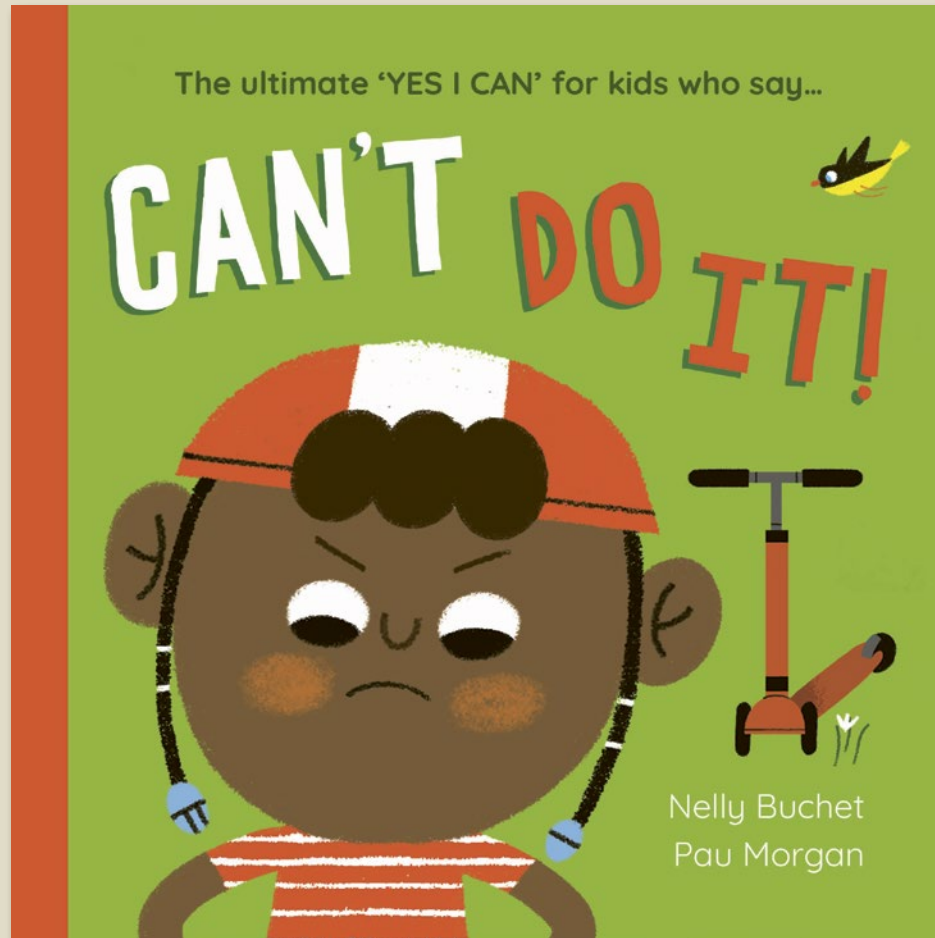
A bright, bold, illustrated board book exploring our emotions.

- Bright, bold board book encouraging children to understand and handle their emotions from a young age.
- Lorna Freytag is a photographer turned illustrator based in Scotland. She is also the author and illustrator of the Studio Press *Eco Baby* series.
- The Every Body series of non-fiction board books celebrates our bodies, how they work and how every body is unique.

Everybody Feels



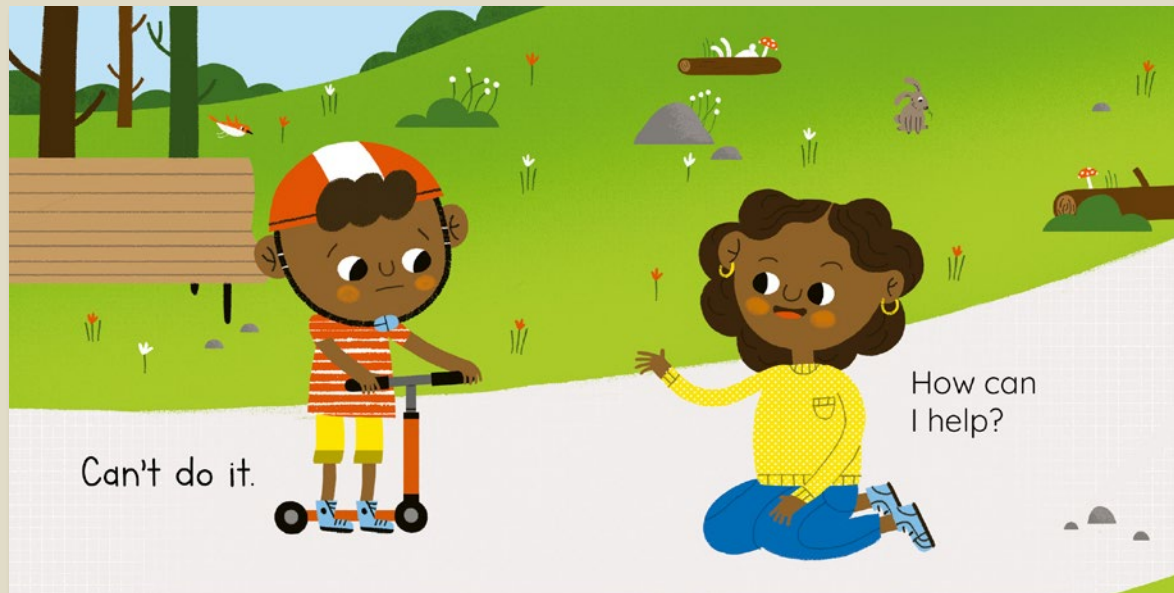
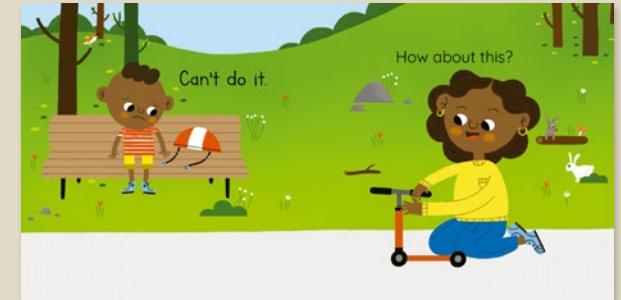
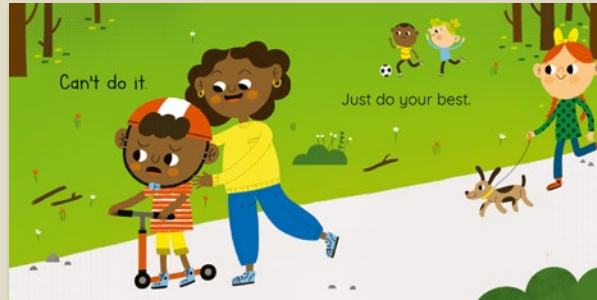
Pub Date	11/02/2021
Pub Price	£6.99
ISBN	9781787418585
H x W	165 x 165mm
Binding	Board Book
Age Range	0-5 years
Author	Lorna Freytag
Illustrator	Lorna Freytag
Extent	16pp
Word Count	400 words
Rights Available	World



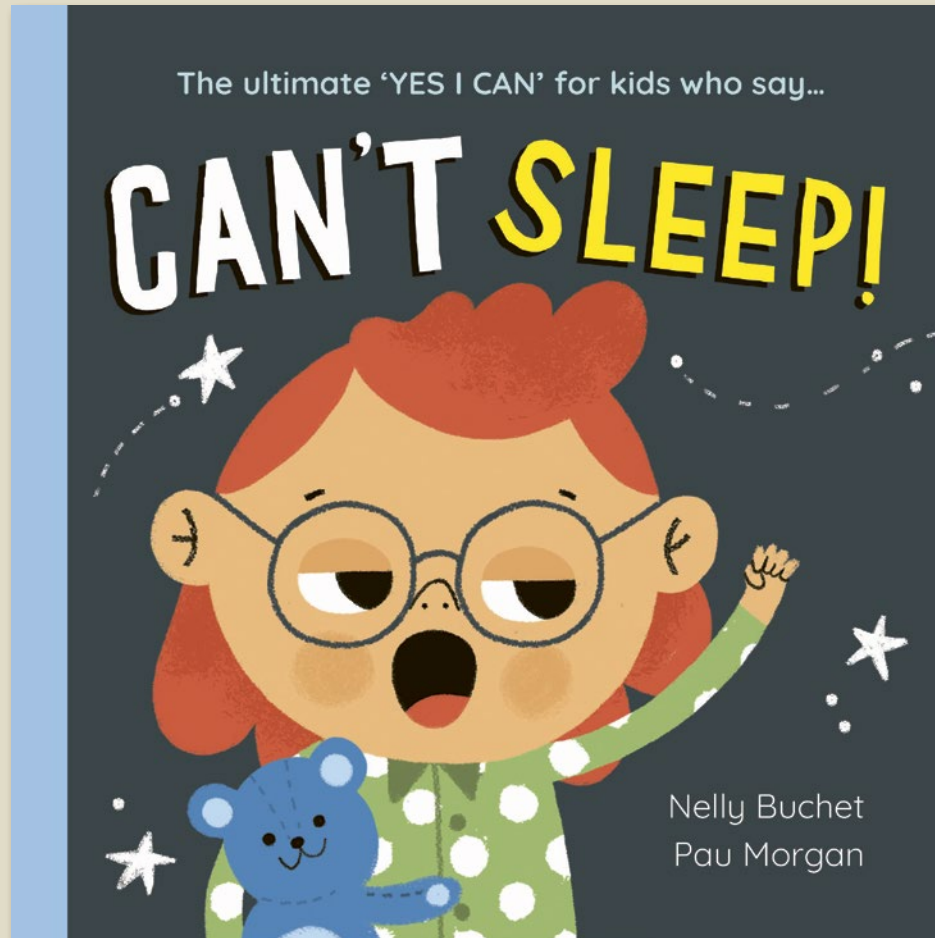
The ultimate “YES I CAN” for kids who feel challenged by life’s daily struggles.

- Picture book series ‘I Really Want’ which deals with similar issues has sold over 100,000 copies worldwide (as of July 2022)
- Written by Nelly Buchet, an actor (*Big Little Lies*) and author (*Cat Dog Dog: The Story of a Blended Family*).
- Features the bright, friendly illustrations of Paulina Morgan.
- Series features a diverse range of characters and adult/child relationships.

Can't Do It



Pub Date	05/08/2021
Pub Price	£6.99
ISBN	9781787418592
H x W	165 x 165mm
Binding	Board Book
Age Range	0-5 years
Author	Nelly Buchet
Illustrator	Paulina Morgan
Extent	22pp
Word Count	71 words
Rights Available	World



The ultimate “YES I CAN” for kids who feel challenged by life’s daily struggles.

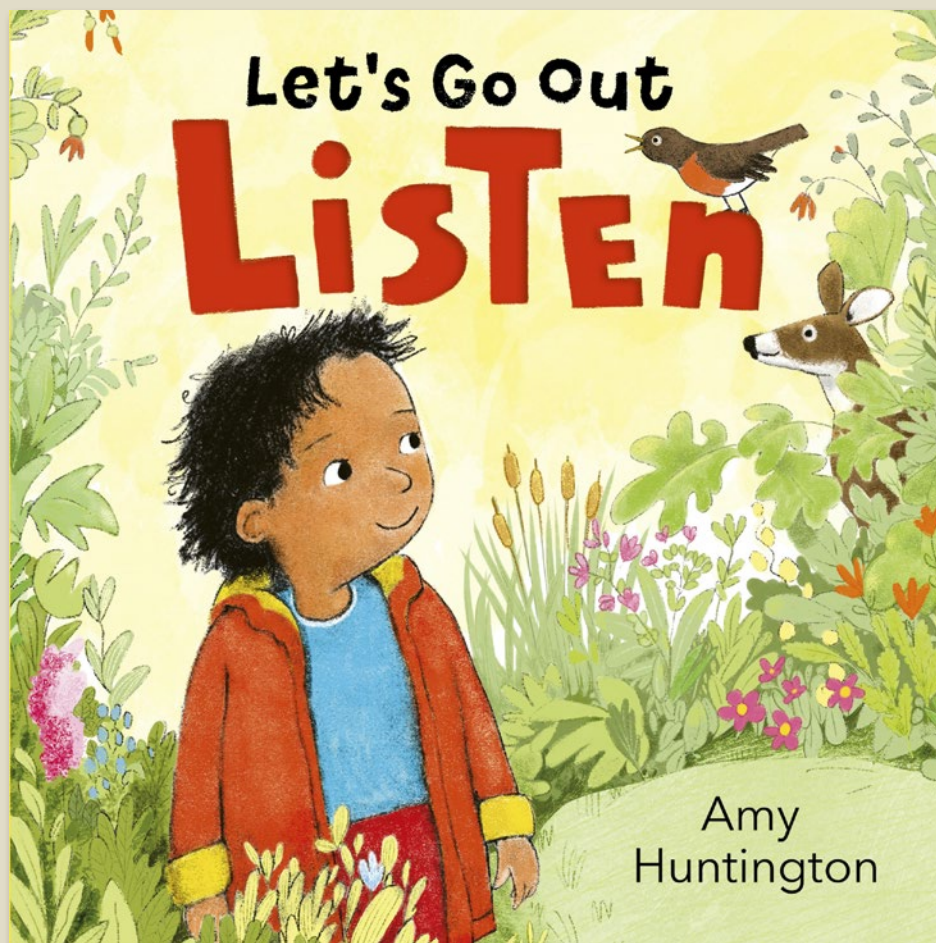
- Picture book series ‘I Really Want’ which deals with similar issues has sold over 2100,000 copies worldwide (as of July 2022)
- Written by Nelly Buchet, an actor (*Big Little Lies*) and author (*Cat Dog Dog: The Story of a Blended Family*).
- Features the bright, friendly illustrations of Paulina Morgan.
- Series features a diverse range of characters and adult/child relationships.

Can't Sleep



Pub Date	05/08/2021
Pub Price	£6.99
ISBN	9781787418622
H x W	165 x 165mm
Binding	Board Book
Age Range	0-5 years
Author	Nelly Buchet
Illustrator	Paulina Morgan
Extent	22pp
Word Count	70 words
Rights Available	World

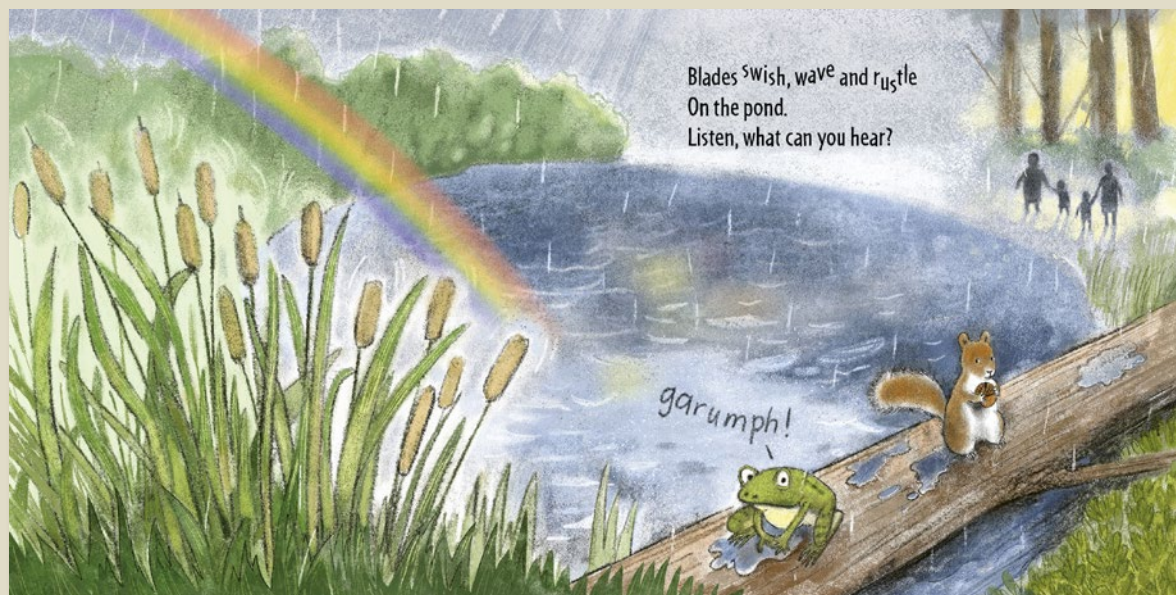
Let's Go Out: Listen



A woman and child take a walk in the rain to explore the sounds they encounter.

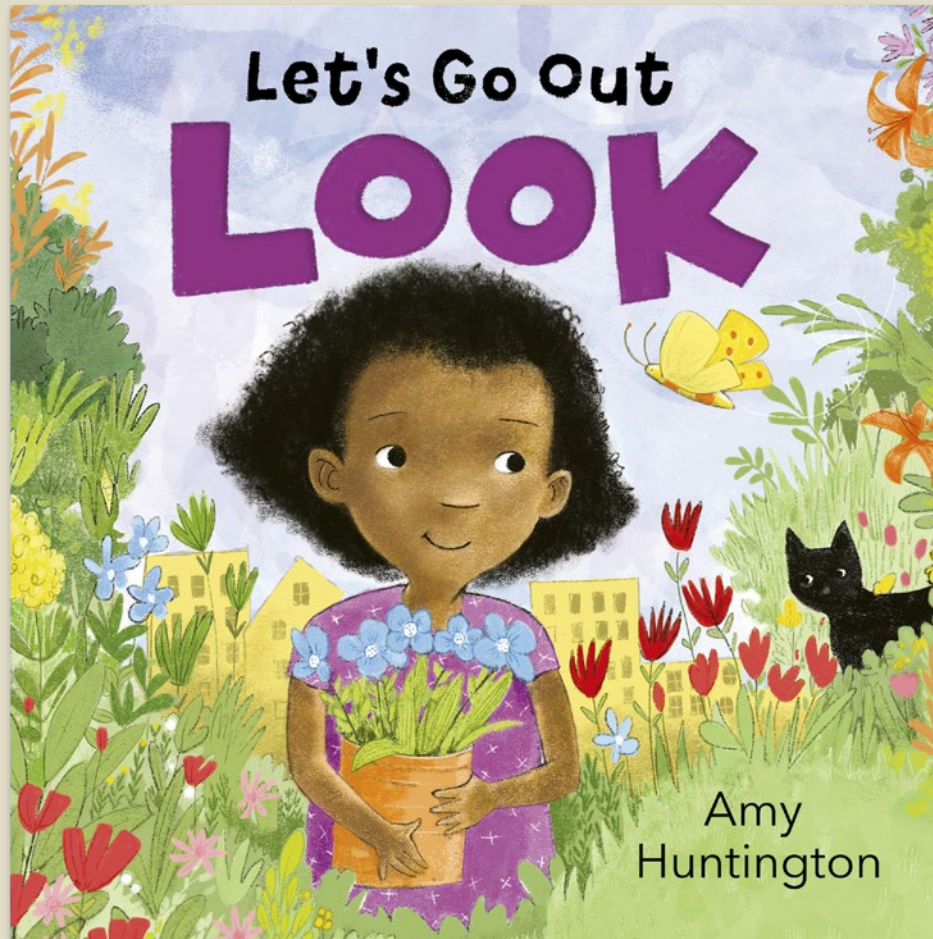
- Introduces an appreciation of nature at an early age, as well as concept of slowing down and noticing your local natural environment.
- Mindfulness trend for babies and toddlers, incorporating first concepts of senses.
- For ages 0-4 years old.

Let's Go Out: Listen



Pub Date	13/05/2021
Pub Price	£6.99
ISBN	9781787419193
H x W	165 x 165mm
Binding	Board Book
Age Range	0-5 years
Author	Amy Huntington
Extent	14pp
Word Count	70 words
Rights Available	World

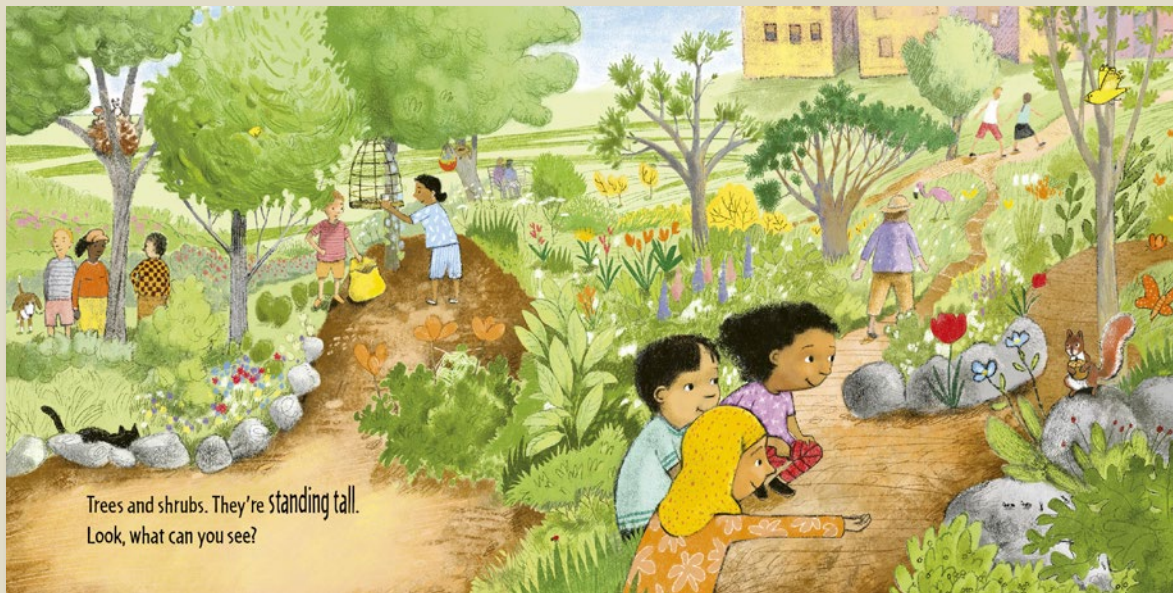
Let's Go Out: Look



A woman and child follow the progress of an area as it is turned into a green space.

- Introduces an appreciation of nature at an early age, as well as concept of slowing down and noticing your local natural environment.
- Mindfulness trend for babies and toddlers, incorporating first concepts of senses.
- For ages 0-4 years old.

Let's Go Out: Look



Pub Date	13/05/2021
Pub Price	£6.99
ISBN	9781787419209
H x W	165 x 165mm
Binding	Board Book
Age Range	0-5 years
Author	Amy Huntington
Extent	14pp
Word Count	80 words
Rights Available	World

The Mega Magic Hair Swap!



Two little girls make a wish to change their hair, but learn that they are perfect just the way they are.

- Rochelle Humes' duo of picture books have sold over 57,000 copies in the UK (as of July 2022)
- Rochelle Humes is an English singer and TV presenter. Her Instagram account has over 1 million followers. She has just started presenting on Heart FM.
- Rochelle wrote this book herself - this authenticity will play well in this market and supports her approachable yet aspirational media profile.

The Mega Magic Hair Swap!



Pub Date	07/02/2019
Pub Price	£6.99
ISBN	9781787413757
H x W	239 x 279mm
Binding	Paperback
Age Range	0-5 years
Author	Rochelle Humes
Illustrator	Rachel Suzanne
Extent	32pp
Word Count	450 words
Rights Available	World

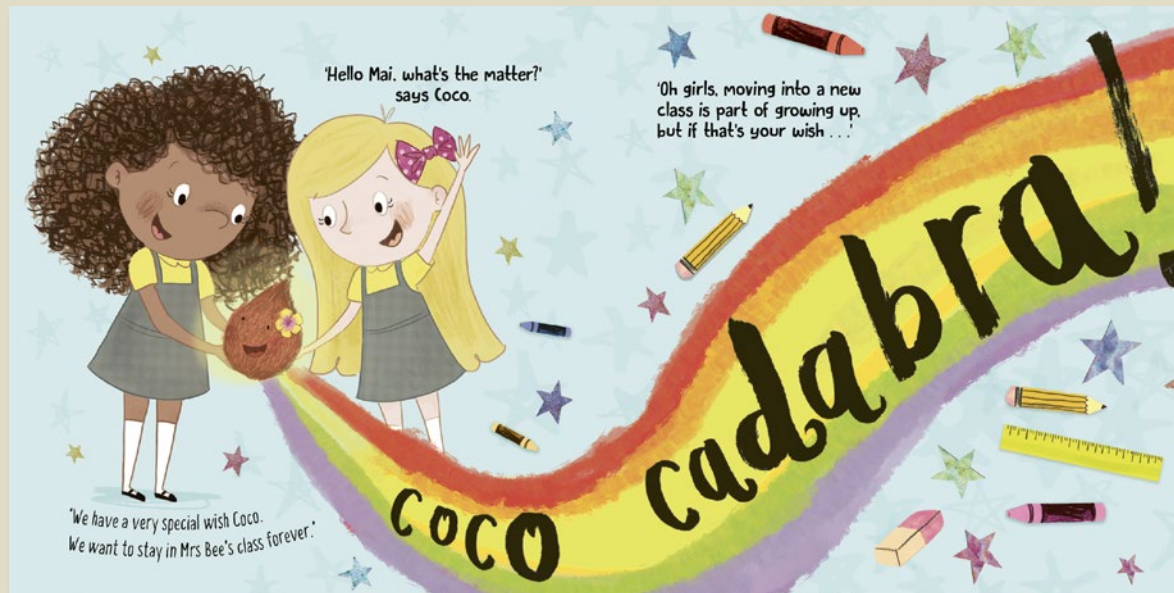
The Mega Magic Teacher Swap



A heart-felt picture book about starting a new year at school.

- Rochelle Humes' duo of picture books have sold over 57,000 copies in the UK (as of July 2022)
- Rochelle Humes is an English singer and TV presenter. Her Instagram account has over 1 million followers.
- Themes of change and new beginnings will resonate with young children and their parents.

The Mega Magic Teacher Swap



Pub Date	06/08/2020
Pub Price	£6.99
ISBN	9781787416017
H x W	239 x 279mm
Binding	Paperback
Age Range	0-5 years
Author	Rochelle Humes
Illustrator	Rachel Suzanne
Extent	32pp
Word Count	600 words
Rights Available	World

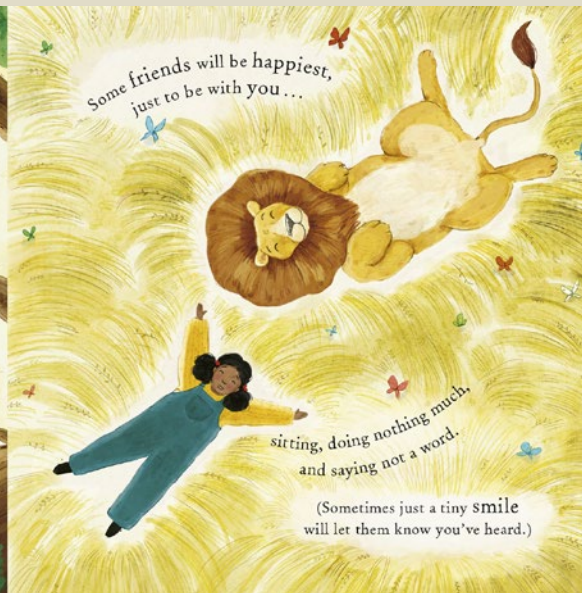
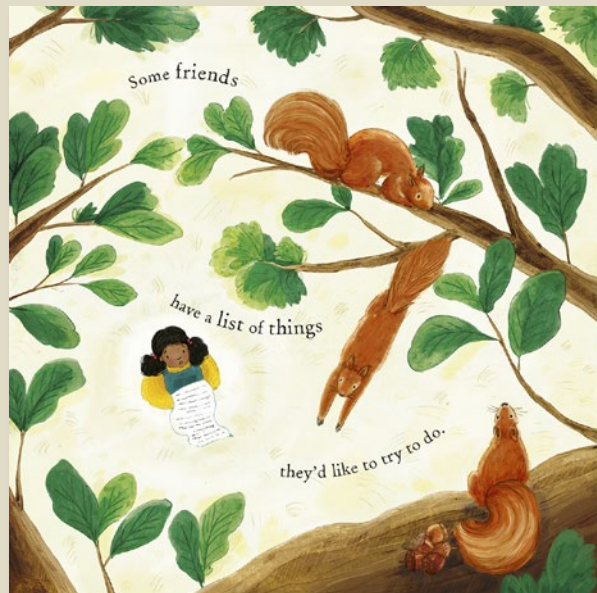
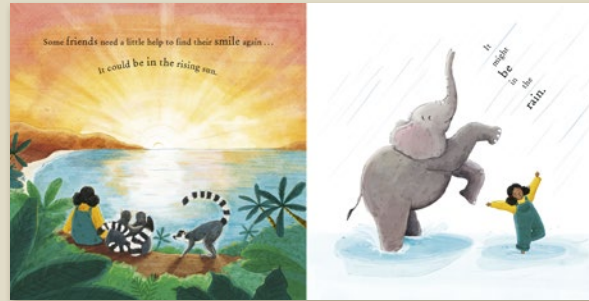
How To Mend a Friend



A heartfelt picture book that explains empathy, told in simple words.

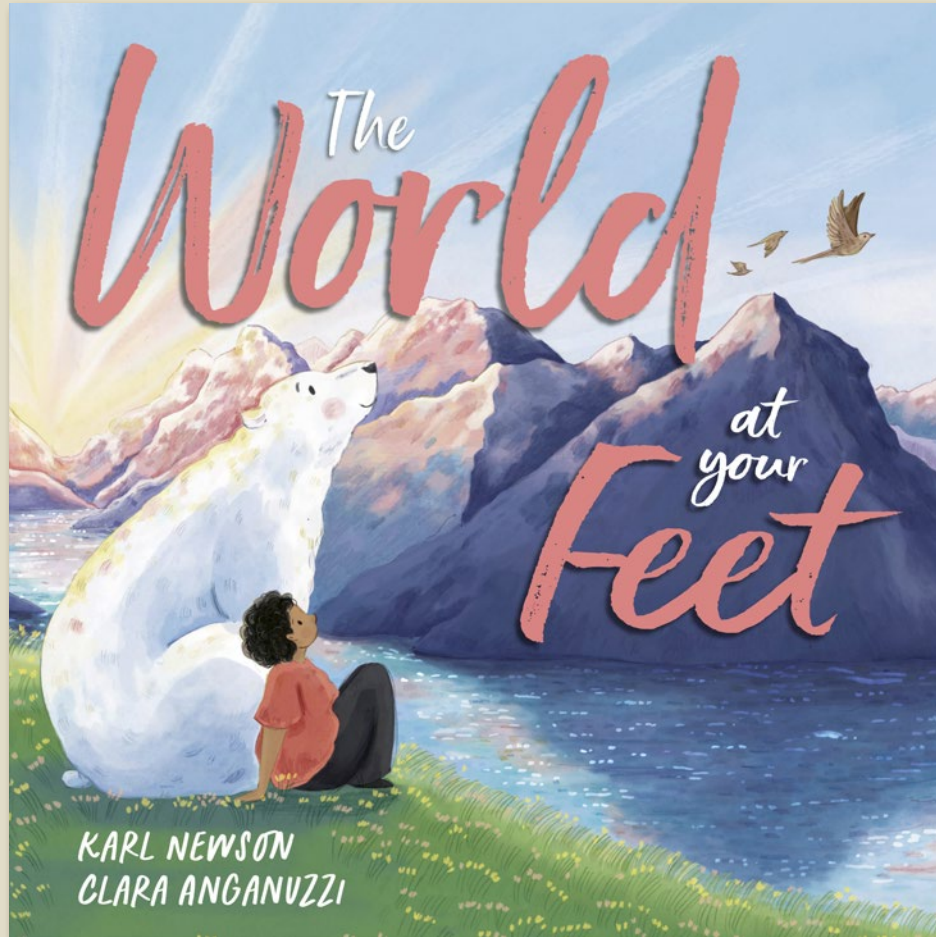
- Encourages empathy for a young audience and introduces simple concepts of mental wellbeing.
- Written by rising star and picture book author Karl Newson, whose previous titles include *I Am A Tiger* and *The Same But Different Too*.
- Complemented by the illustrations of Clara Anganuzzi (*Dear Earth*), the soft illustrations with a touch of humour will appeal to both parent and child.

How To Mend a Friend



Pub Date	10/06/2021
Pub Price	£6.99
ISBN	9781787417717
H x W	250 x 250mm
Binding	Paperback
Age Range	5-7 years
Category	Picture Book
Author	Karl Newson
Illustrator	Clara Anganuzzi
Extent	32pp
Word Count	374 words
Rights Available	World

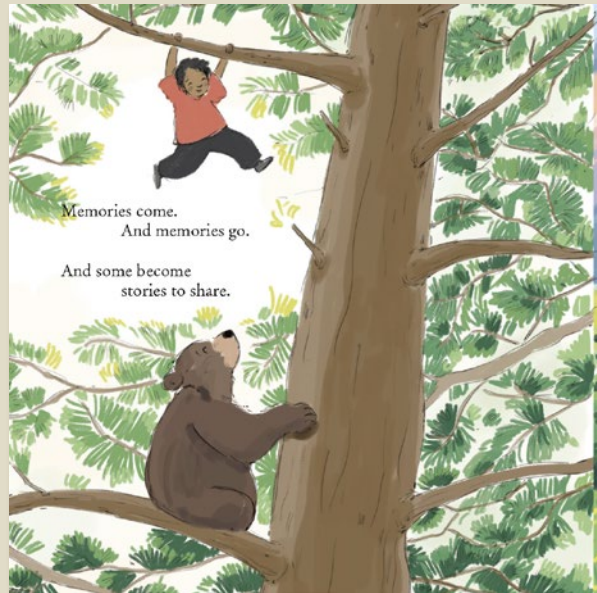
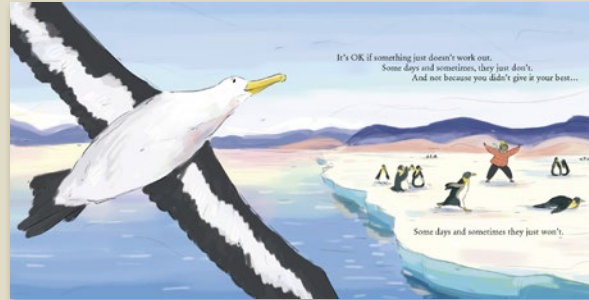
The World at Your Feet



An uplifting picture book about trying your best and being yourself.

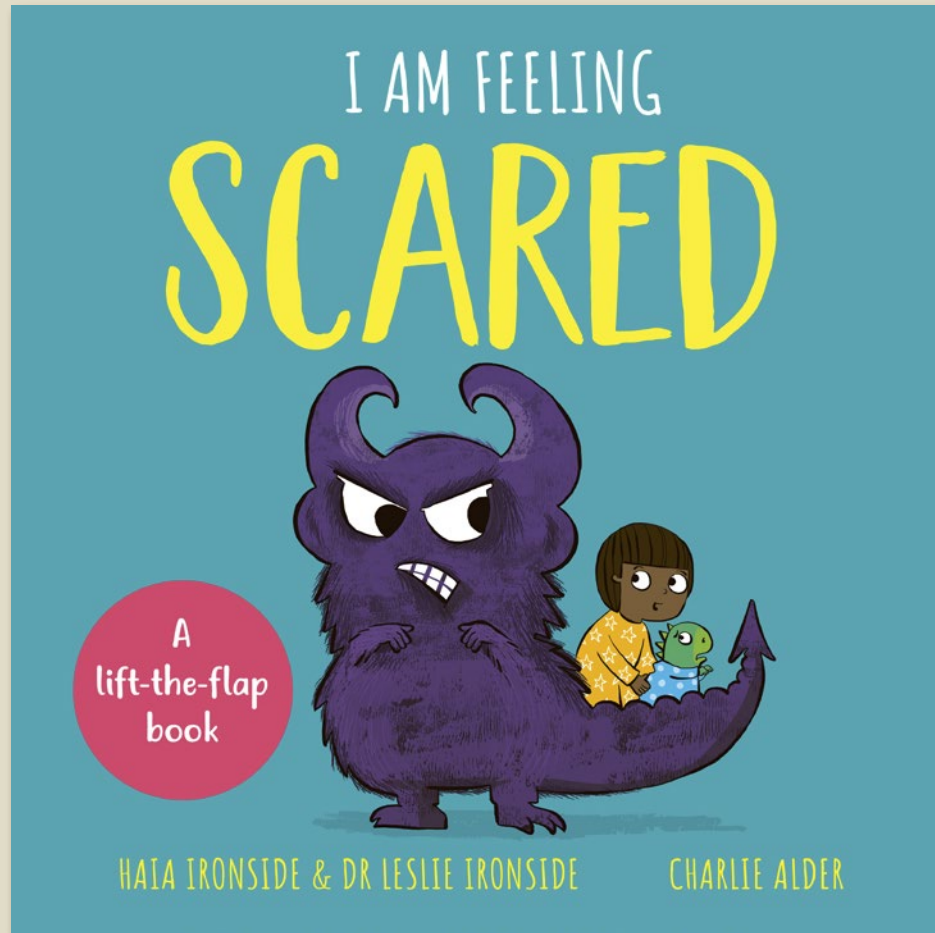
- Written by rising star and picture book author Karl Newson, whose previous titles include *I Am A Tiger* and *The Same But Different Too*.
- Complemented by the illustrations of Clara Anganuzzi (*Dear Earth*), the soft illustrations with a touch of humour will appeal to both parent and child.
- A beautiful picture book by the creators of *How to Mend a Friend*.

The World at Your Feet



Pub Date	04/08/2022
Pub Price	£7.99
ISBN	9781800780330
H x W	250 x 250mm
Binding	Paperback
Age Range	0-5 years
Category	Picture Book
Author	Karl Newson
Illustrator	Clara Anganuzzi
Extent	32pp
Word Count	400 words
Rights Available	World

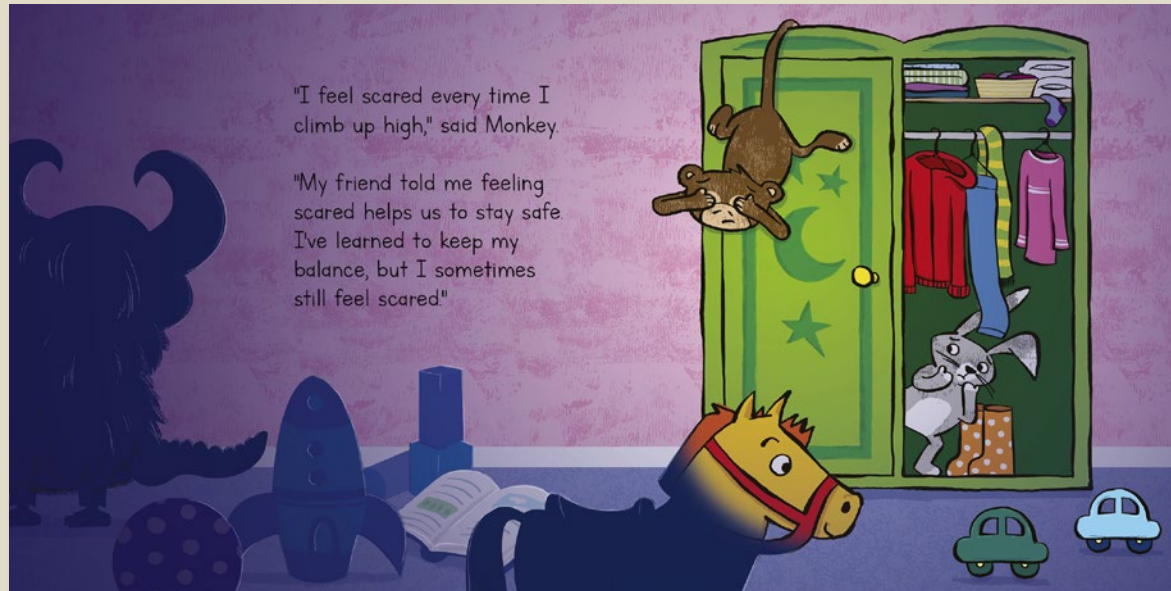
I Am Feeling Scared



A reassuring picture book about feelings.

- Encourages discussion about, and normalisation of, difficult feelings for young children.
- Written by father-daughter duo, Dr Leslie Ironside and Haia Ironside - they combine their experience as psychotherapist and teacher to create this series.
- Also includes a 'notes for carers' spread at the back of the book, to empower adults to support the children under their care.
- Cover finish: mat lam.
- With lift-the-flaps throughout.

I Am Feeling Scared



Pub Date **27/04/2023**

Pub Price **£8.99**

ISBN **9781787417830**

H x W **230 x 230mm**

Binding **Hardback**

Age Range **0-5 years**

Author **Stephanie Milton
Haia Ironside
and Dr Leslie
Ironside**

Illustrator **Charlie Alder**

Extent **32pp**

Word Count **350 words**

Translation Files **09/09/2022**

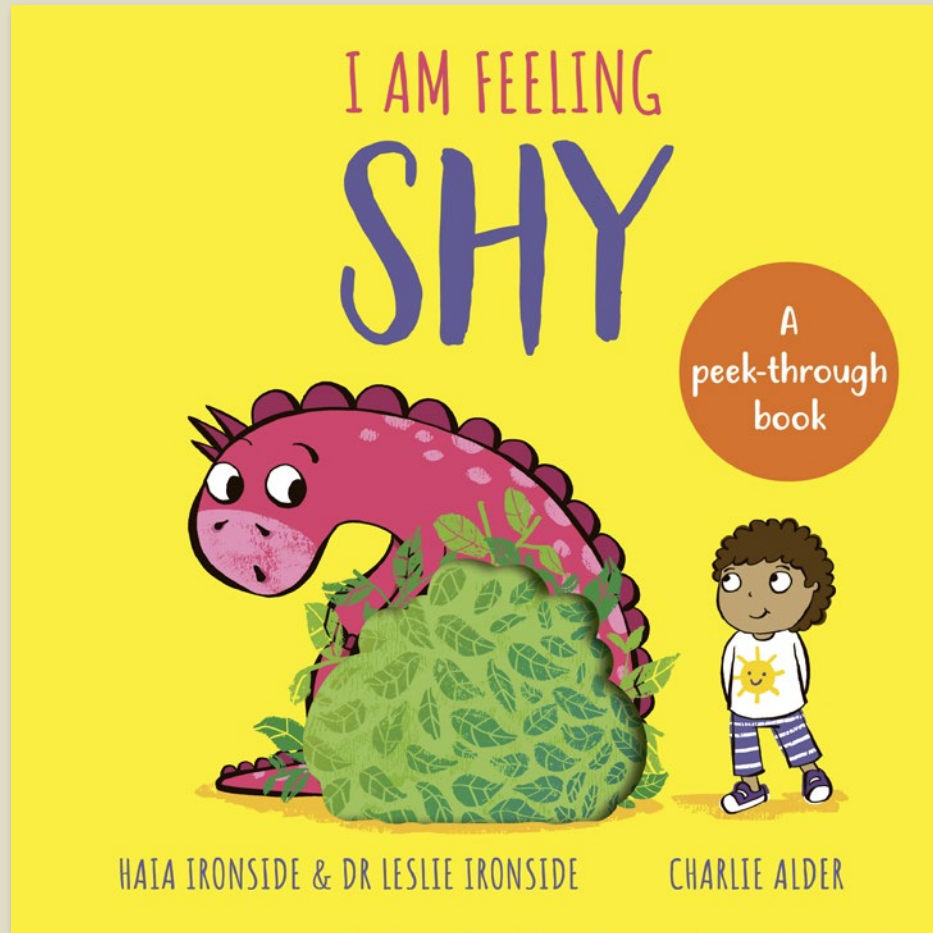
Files To Printer **02/12/2022**

Freight On **09/02/2023**

Board

Rights Available **World**

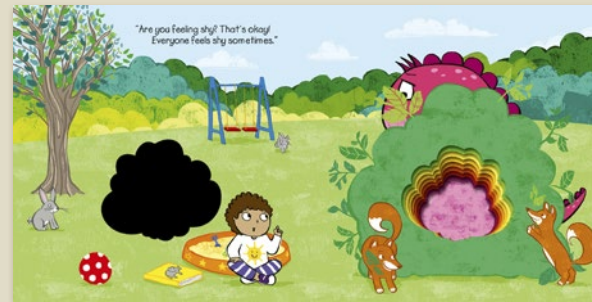
I Am Feeling Shy



A reassuring picture book about feelings.

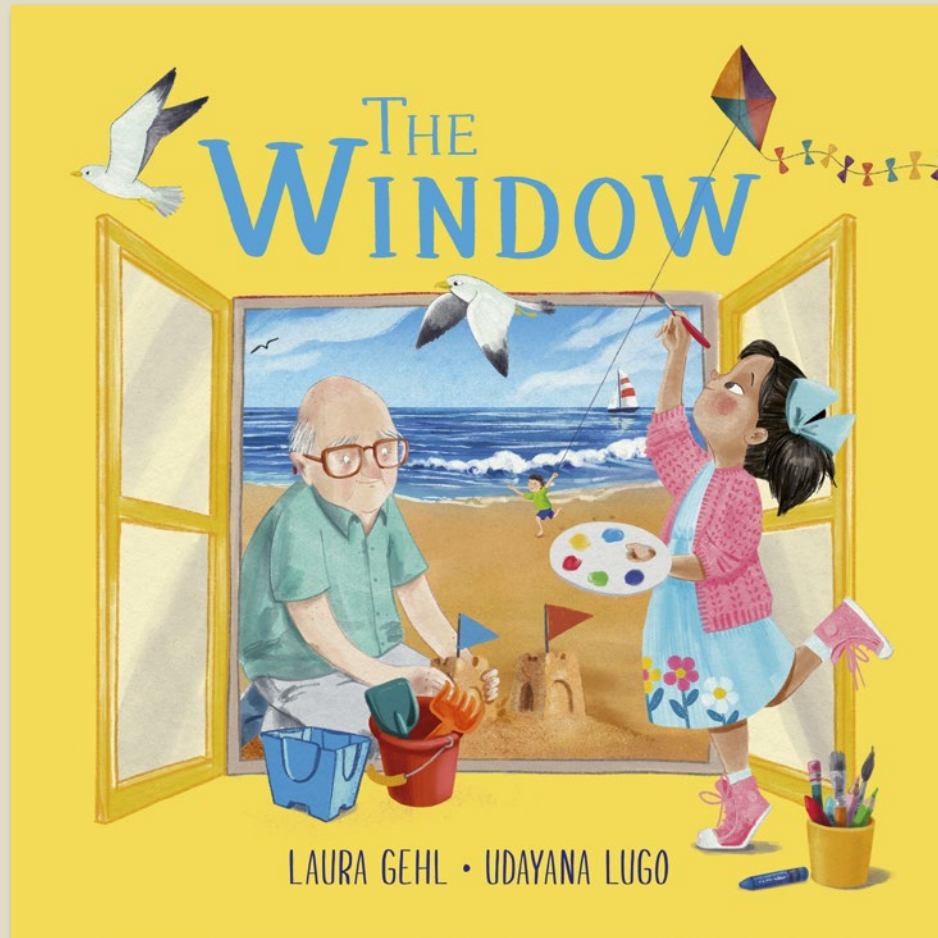
- With a die cut running throughout.
- Encourages discussion about, and normalisation of, difficult feelings for young children.
- Written by father-daughter duo, Dr Leslie Ironside and Haia Ironside - they combine their experience as psychotherapist and teacher to create this series.
- Also includes a 'notes for carers' spread at the back of the book, to empower adults to support the children under their care.
- Cover finish: mat lam with die-cut shape.

I Am Feeling Shy



Pub Date	27/04/2023
Pub Price	£8.99
ISBN	9781787417847
H x W	230 x 230mm
Binding	Hardback
Age Range	0-5 years
Author	Stephanie Milton Haia Ironside and Dr Leslie Ironside
Illustrator	Charlie Alder
Extent	32pp
Word Count	350 words
Translation Files	09/09/2022
Files To Printer	02/12/2022
Freight On Board	09/02/2023
Rights Available	World

The Window



A touching exploration of grief.

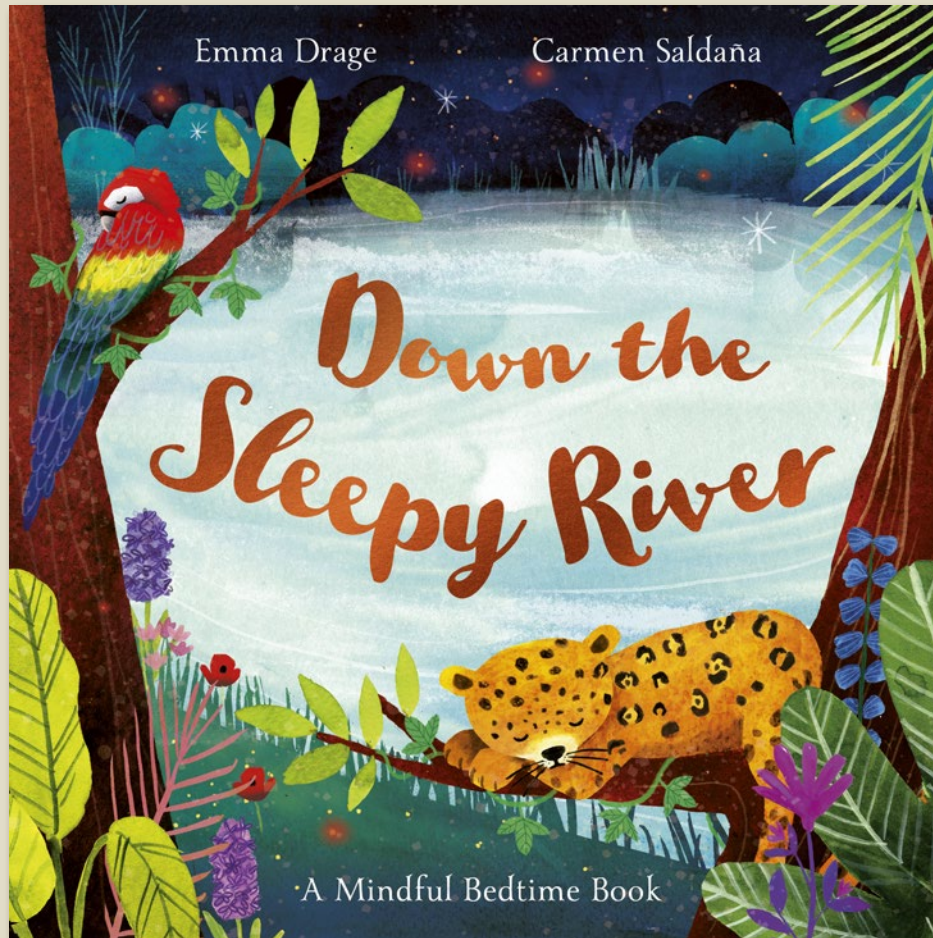
- A beautiful and poignant picture book on bereavement.
- Helps young children to explore the difficult emotions around losing a loved one and offers comfort and support with the grieving process.
- Celebrates the special bond between a grandparent and grandchild.
- A valuable resource for talking to children about love, illness, death, and the stages of grief.
- With notes for parents and guardians written by Dr Sharie Coombies, offering advice on supporting a child who is experiencing bereavement.

The Window



Pub Date	20/01/2022
Pub Price	£6.99
ISBN	9781787419834
H x W	250 x 250mm
Binding	Paperback
Age Range	5-7 years
Category	Picture Book
Author	Laura Gehl
Illustrator	Udayana Lugo
Extent	32pp
Word Count	500 words
Rights Available	World

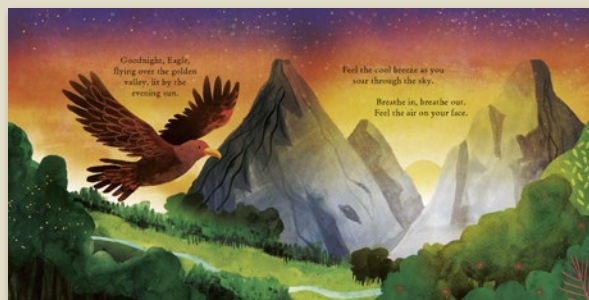
Down the Sleepy River



A calming bedtime picture book using simple mindfulness techniques.

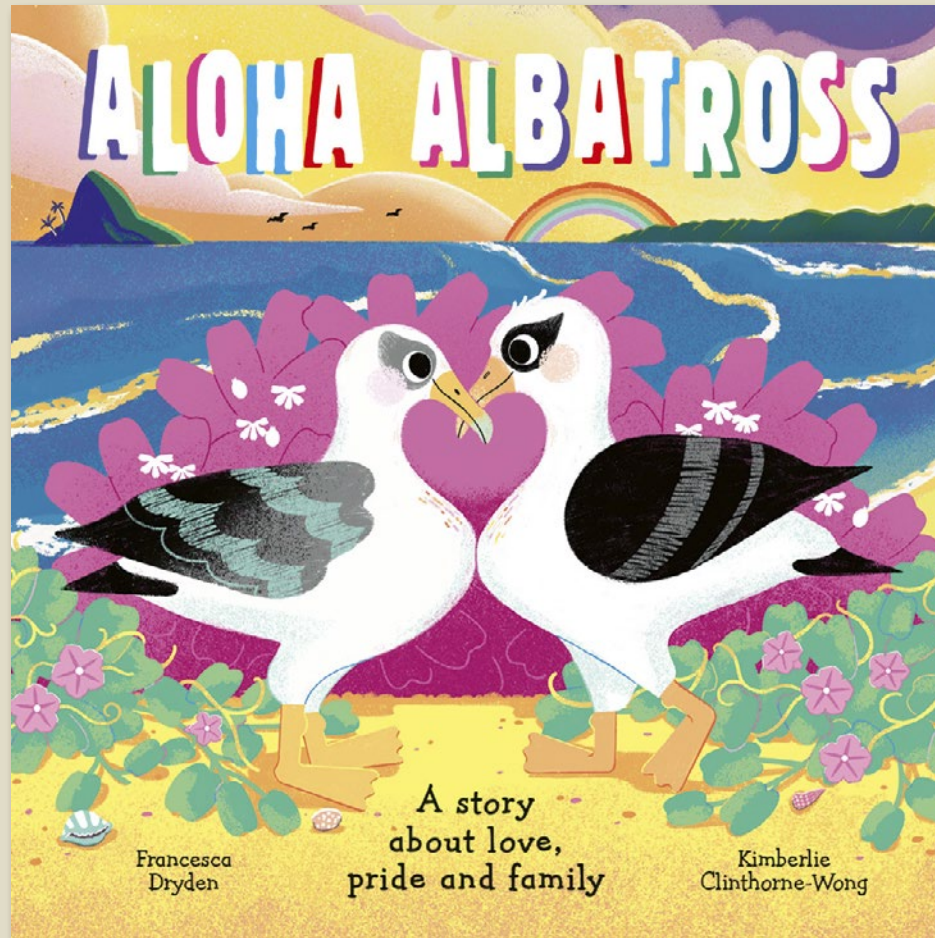
- This beautiful, relaxing book helps to create calm bedtimes.
- Uses mindfulness techniques to bring children's awareness to the present moment, let go of the day and settle down for a good night's sleep.

Down the Sleepy River



Pub Date	01/09/2022
Pub Price	£6.99
ISBN	9781800782457
H x W	250 x 250mm
Binding	Paperback
Age Range	0-5 years
Author	Emma Drage
Illustrator	Carmen Saldana
Extent	32pp
Rights Available	World

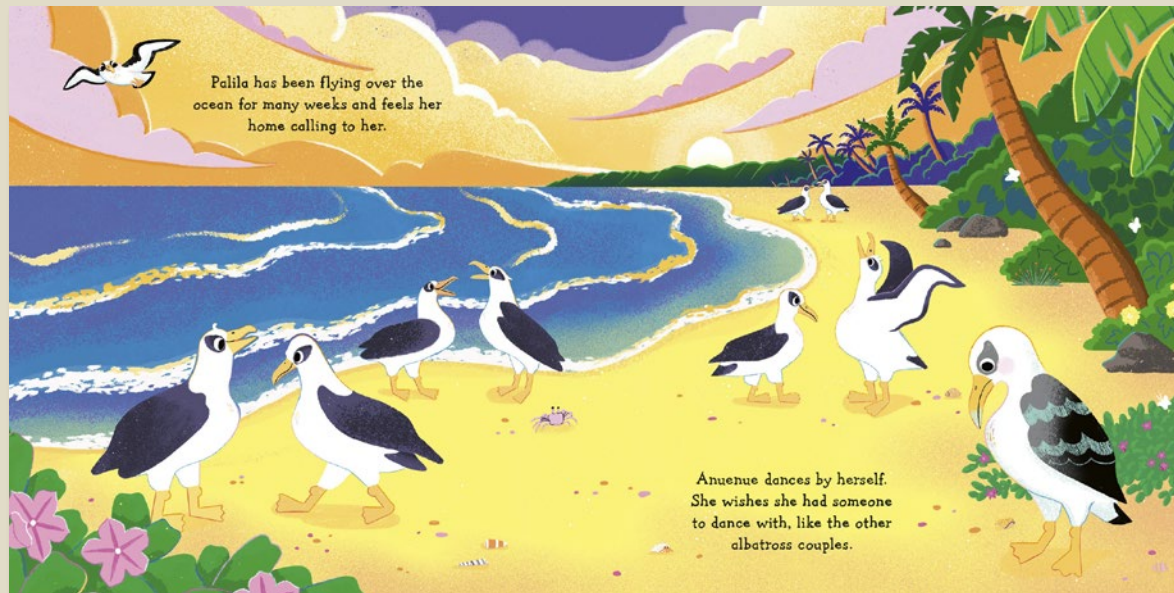
Aloha Albatross



A beautifully illustrated LGBTQ+ picture book celebrating the relationship between two female albatrosses.

- Lyrical text accompanied by artwork set against the dramatic backdrop of O’ahu, Hawaii.
- Based on the scientific observations of the Laysan Albatrosses of O’ahu, where up to 31% of pairs are female-female.
- Includes an information page by Dr Lindsay Young, a Wildlife Biologist who led the research into the Laysan Albatrosses.
- A celebration of same-sex parents and true love, this proud picture book publishes ahead of Pride Month (June 2023).

Aloha Albatross



Pub Date	25/05/2023
Pub Price	£7.99
ISBN	9781800783768
H x W	250 x 250mm
Binding	Paperback
Age Range	5-7 years
Author	Francesca Dryden
Illustrator	Kimberlie ClinthorneWong
Extent	32pp
Word Count	650 words
Rights Available	World



A book to cheer on little readers.

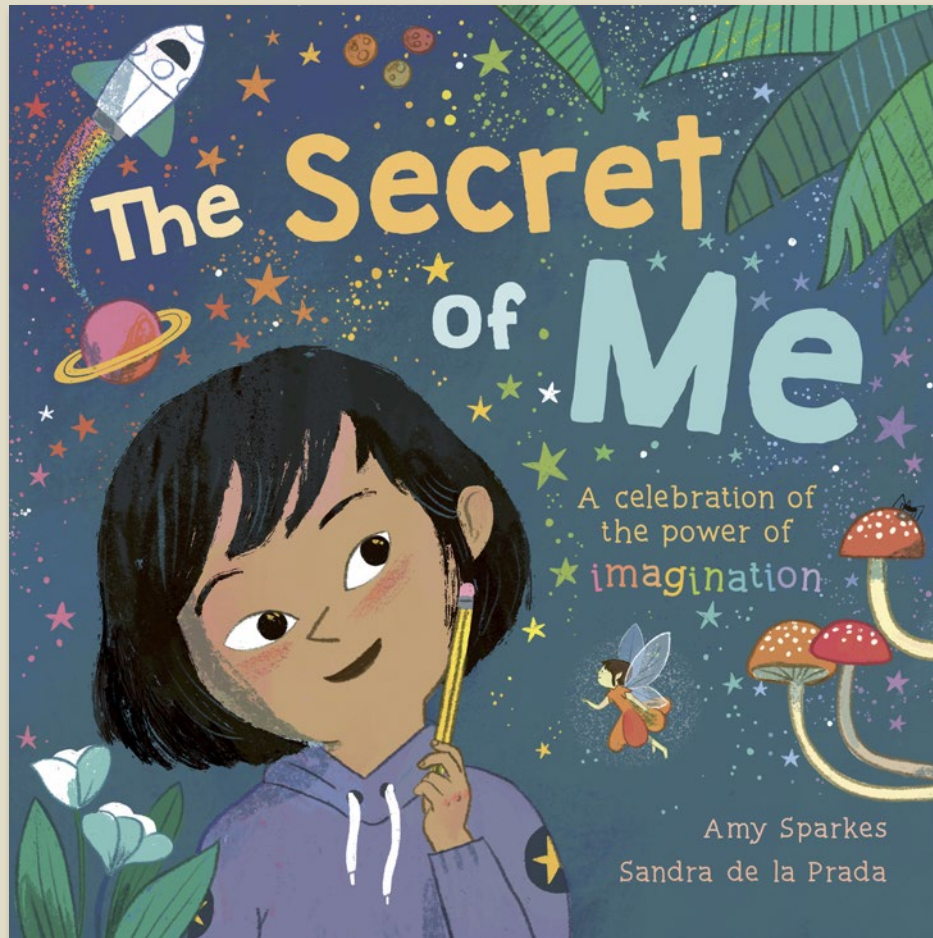
- Written by rising star and picture book author Karl Newson, whose previous titles include *How to Mend a Friend*, *The World at Your Feet*, *I Am A Tiger* and *The Same But Different Too*.
- A fun text to read aloud, which will have young readers joining in with calls of 'Be You!'.
- Taps into universal themes of kindness, resilience and positivity. Important messages for our youngest readers.

Be You!



Pub Date	31/08/2023
Pub Price	£7.99
ISBN	9781800784451
H x W	250 x 250mm
Binding	Paperback
Age Range	5-7 years
Author	Karl Newson
Illustrator	Ela Smietanka
Extent	32pp
Word Count	160 words
Rights Available	World

The Secret of Me



This uplifting picture book follows several children as they dream about what they might become when they are older.

- Celebrates diversity through a fantastic cast of characters.
- The concept of using your imagination and following your dreams will appeal to parents and children alike.
- Amy Sparkes is the author of many books for children, including *Do Not Enter the Monster Zoo*, the *Pirate Blunderbeard* series and the middle-grade series *The House At The Edge of Magic*.

The Secret of Me



Pub Date	07/01/2021
Pub Price	£6.99
ISBN	9781787417304
H x W	250 x 250mm
Binding	Paperback
Age Range	0-5 years
Category	Picture Book
Author	Amy Sparkes
Illustrator	Sandra de la Prada
Extent	32pp
Word Count	150 words
Rights Available	World

The Night the Reindeer Saved Christmas



Find out how Santa Claus met his team of reindeer in this festive, feminist picture book.

- Includes a non-fiction section, explaining the various North Pole creatures encountered throughout the story.
- Carries a feminist message: Santa Claus's reindeer are female!
- Features an ethnically diverse Mr and Mrs Claus, and a cast of elves as you've never seen them before!
- Created by an all-female team: from the author and illustrator to the editor and designer.

The Night the Reindeer Saved Christmas



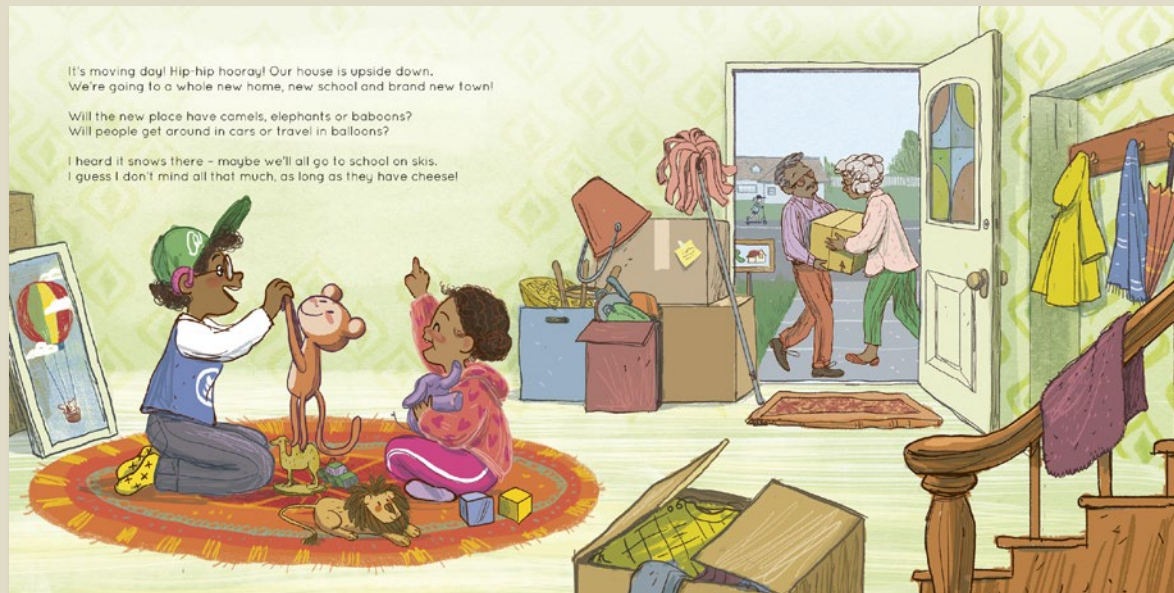
Pub Date	01/10/2020
Pub Price	£6.99
ISBN	9781787417823
H x W	250 x 250mm
Binding	Paperback
Age Range	0-5 years
Author	Raj Kaur
Illustrator	Kasia Nowowiejska
Extent	32pp
Word Count	900 words
Rights Available	World



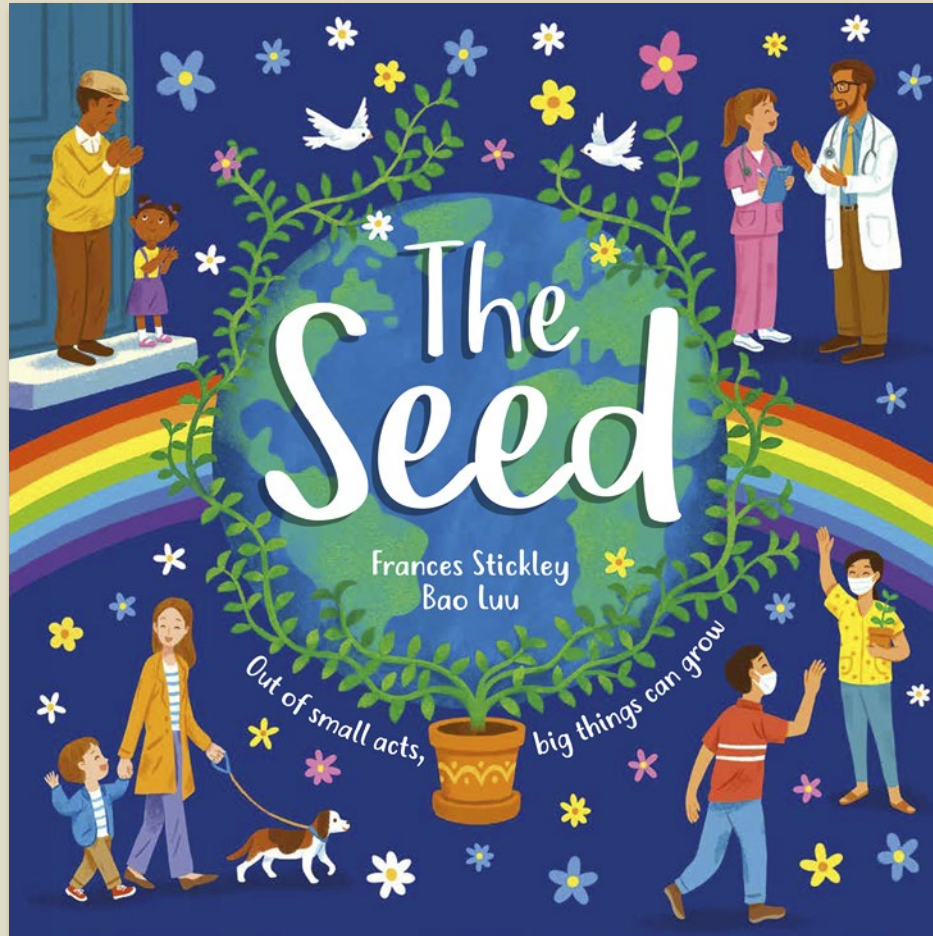
Nine families worldwide move home.

- In the UK, around 100,000 households move each month.
- This book aims to be inclusive, with a diverse range of family set-ups and homes.
- There are very few books available for young children that explore this life-changing event.
- Soft artwork and rhyming text make this a reassuring read, perfect for preparing young children for home moves.

We're Moving



Pub Date	31/03/2022
Pub Price	£6.99
ISBN	9781787419421
H x W	250 x 250mm
Binding	Paperback
Age Range	0-5 years
Category	Picture Book
Author	Adam and Charlotte Guillain
Illustrator	Zeynep Ozatalay
Extent	32pp
Word Count	670 words
Rights Available	World



A reflection on the positive moments of lockdown and a hopeful look to the future.

- Published to mark a year since many people worldwide experienced the first lockdown restrictions.
- A lyrical picture book that reflects on moments of joy during a difficult time.
- Written by Frances Stickley, author of Studio Press' *Daisy's Dragons*.

The Seed



Pub Date	01/04/2021
Pub Price	£6.99
ISBN	9781787419445
H x W	250 x 250mm
Binding	Paperback
Age Range	5-7 years
Category	Picture Book
Author	Frances Stickley
Illustrator	Bao Luu
Extent	32pp
Word Count	335 words
Rights Available	World

Lunar New Year Around the World



International celebrations of Lunar New Year

- Ideal introduction to Lunar New Year, as seen through the eyes of children living around the world.
- Beautifully illustrated non-fiction picture book, packed with fascinating facts.
- Written by the author of *Rise Up*, Amanda Li, winner of the Blue Peter Book Award 2020.

Lunar New Year Around the World



Pub Date	10/11/2022
Pub Price	£7.99
ISBN	9781800782792
H x W	250 x 250 Squaremm
Binding	Paperback
Age Range	5-7 years
Author	Amanda Li
Illustrator	Angel Chang
Extent	32pp
Word Count	700 words
Rights Available	World

The Bird Book



An inspiring introduction to 50 wild birds for mindful post-Covid nature watchers.

- Sample contents: HOW TO SPOT BIRDS; GARDENS - Wren; Robin; PARKS AND URBAN OASES - Mute Swan; Magpie; TOWNS AND CITIES - Swift; Starling; FRESHWATER - Dipper; Mallard; AGRICULTURAL LAND - Kestrel; Buzzard; COASTS - Puffin; Gannet; WOODLANDS - Jay; Pheasant; MOORLANDS AND MOUNTAINS - Curlew; Raven
- Birding has become popular among urban twenty- and thirty-somethings that Conde Nast *Traveller* called it one of the biggest international trends of 2017.

The Bird Book

HOW TO HELP LOCAL BIRDS

AND WHY WE NEED TO

The wild has always been essential to our lives. Open windows, trees and of your door, look up into the sky and celebrate the birds you see there. Wildlife knows no national boundaries, and birds bring the wonder of the wider world up close. The help we can offer to the birds on our doorstep supports populations both at home and far away.

But the numbers of many species have declined in recent years. The IUCN (International Union for Conservation of Nature) has a global database that gives each species a conservation status. From Least Concern to Extinct, this book lists the IUCN status of each bird, as well as giving local conservation information.

In the UK, birds on the Red List are in serious decline. Another in the next most critical group, and Green the least critical. Picking up this book is a great first step towards helping birds survive and thrive. Fortunately, there are many more things we can do to help, and there are a few suggestions.

When humans build on wild areas, and introduce certain agricultural practices, it reduces the space available for birds to nest and forage for food. If you have a garden, or even a window box, a good way of creating a haven for local birds is to give plants that are native to your area. This will provide natural shelter and attract the bugs that birds like to eat. Even better, avoid pesticides in your

garden to help recreate natural habitats and preserve the ecosystem.

If you have the space, build a bird feeding station. Birds' favourite foods include softwood seeds, unsalted peanuts, sunbaked bread, and in the autumn, soft fruits like apples and pears. This will give birds a reliable source of food all year round, and a better chance of survival when natural shortages occur.

Birds need water daily, both to drink and to bathe in. Cold winters can be fatal for them as rivers and lakes freeze over. In hot summers, birds can overheat, and competition for resources can be fierce when migratory species arrive early with the warm weather. Leaving out a shallow dish of water all year round, changing it two to three times a week, can help ease seasonal challenges.

Another way of helping birds is to be mindful of what we consume and how we use. Making sure that our food – particularly fish – is sourced sustainably, reducing waste and limiting light pollution will all have an impact. We can each play our part in protecting the world we share with birds. Conservation organisations (see page 10) explain how we can help the planet and birds in more detail, including how to install water-lovers – out of reach of local cats – and how to maintain feeders.

Once your garden or local area is thriving, you can join with citizen science initiatives to count the birds that visit. As we deepen our understanding of the natural world, and the complexity of bird-behaviour, and as we do what we can to help the birds in our local parks, there is hope that we can protect the dawn chorus for generations to come.

BLUE TIT CYANISTES CAERULEUS

Out of the corner of your eye, if you spot a flash of blue, yellow, white and green, it's likely to be a blue tit. Seeing these little birds zipping back and forth with heads full of seeds is a sure sign that spring is on.

To their credit they add hair, beaks, feathers and even spines! While they may choose holes in trees but are just as happy to use bird boxes. Blue tits usually raise a single brood each year. Eggs hatch in May, and chicks emerge for the world to see about three weeks later.

Blue tits are said to be the most attractive garden bird, but they are more than just a pretty face. They perform an amazing acrobatic display while on the hunt for their food, including their favourite prey: caterpillars. It is these caterpillars that make their feathers a striking colour. They contain high levels of a pigment, known as carotenoids, which produces the bright yellow colour on the blue tit's chest.

These birds are not particularly fussy eaters, and will eat just about anything.

and peewees left out on bird feeders. Those who have their morning walk delivered to their doorstep may observe clever blue tits breaking through the foil bottle tops, drinking the creamy top layer inside!

In winter, blue tits join up with other tit species in wild gardens in large groups in search of food. When they are all together it can be quite challenging to tell them apart. From great tits but look out for their differing bright blue caps – great tits' caps are black – and their smaller size.

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■ IUCN status: Least Concern
■ UK status: Green
■ Visible: All year

■ Sexes: Alike
■ Voice: High pitched 'tup' to 't' call, 'tutting' from their nest song

SPARROWHAWK ACCIPITER NISUS

As you sit in your garden, watching birds dart to and from your feeder, a sparrowhawk appears from behind a hedge or a field of reeds and snags its prey, taking the bird fast and by surprise. These small birds of prey prey on insects and small, and garden are an ideal hunting ground. Their diet is predominantly songbirds, thrushes, starlings, finches – although they will occasionally feed on small mammals.

As with most birds of prey, the female is larger – by up to twenty-five percent, which is one of the greatest size differences between sexes of any bird species. Their colouration is remarkably different too. Females have grey-brown upper parts compared to the male's bluish-grey appearance. Both sexes have much paler underparts. This 'counterchange' levels up the bird's outline against the sky in flight, so their prey is less likely to see them approach with their flag-like flight pattern. A perfectly crafted predator.

Sparrowhawk populations crashed during the agricultural boom that followed

World War Two as more pesticides were used in farming. Once levels of sparrowhawk were low, populations recovered, and sparrowhawks are now one of the most common birds of prey species in Europe.

Once at home on the edge of woodlands, sparrowhawks are now just as likely to be spotted in the suburbs as they are in the countryside. You can see sparrowhawks at any time of the year, but the most nesting time to spot one is early spring, when males perform a territorial 'underwing' flight, diving high into the sky before diving back down again at stomach-churning speeds to ward off rivals and attract a mate.

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CHAFFINCH

FRINGILLA COELEBS

The chaffinch is a frequent visitor to bird feeders all year round, preferring to pick up fallen seeds from the ground rather than feeding from the table itself. As the year progresses, these birds shift from a diet of insects in spring, to one of mainly seeds, and they forage both in trees and on the ground.

Listen out for their vast repertoire of powerful calls. Their song differs depending on their location – chaffinches are one of the few birds with regional accents! Their main call is a short, repetitive trill known as a 'rain call' in the UK, as it was believed to predict storms.

Chaffinches have had a difficult history with humans. Their beautiful song attracted attention, and wild chaffinches were caught and sold as caged songbirds. People would bet on the number of times each chaffinch would repeat its song. Though largely outlawed, the practice still continues with captive-bred birds in parts of Europe.

The male chaffinch is vibrantly coloured and unmistakable. He has a blue-grey cap, with pink or rust-red cheeks and

underparts and white bars on his wings. Females are much duller in colour, covered in pale brown feathers with white bars on the wings and, occasionally, a green or yellowish tone to the rump.

They are abundant in the wild, with a breeding range extending across most of Europe. Breeding occurs from April to June, during which time the female will build a deep, cup nest within the fork of a tree and lay up to five eggs. Both the eggs and nestlings can become prey to crows, squirrels and domestic cats. If you have a garden, planting native trees and shrubs will ensure that these birds have places to hide their nests.



■ IUCN status: Least Concern
■ UK status: Green
■ Length: 14.5 cm
■ Wingspan: 27 cm
■ Visible: All year



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■ UK status: Green
■ Length: 14.5 cm
■ Wingspan: 27 cm
■ Visible: All year

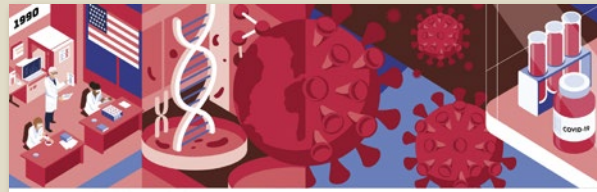
■ Sexes: Differ, see opposite
■ Voice: Song is 'chip chip chip choose choose choose'. Call is a soft, whistled 'tuit'.

Together We Can



40 inspirational stories about teamwork

- Sample contents: **Science** Dark Matter (US), Marie and Pierre Curie (France) **Medicine** Penicillin (UK), Louis and Marie Pasteur (France), **Technology** Apple Inc. (US), **Conservation and Rescue** The Black Mamba Anti-Poaching Unit (South Africa), **Politics and Activism** The Magna Carta (UK), The United Nations (global) **Sport** The Olympic Games (global), The All Blacks (New Zealand), **Culture** LEGO (Denmark), BTS (Korea)
- A fully-illustrated anthology of 40 true stories about what human beings can accomplish when they work collaboratively.
- Includes stories from the fields of science, medicine, technology, conservation, politics and activism, sport and culture.



HUMAN GENOME PROJECT

Genome is the name for all the genetic information. It is the blueprint that contains the information about who we are and how we are made. Genes are the instructions for making proteins. The Human Genome Project was a massive international scientific programme which

aimed to identify all the genes that make up the human genome. The project was completed in 2003. It was the first time that the entire human genome had been sequenced. The project was a massive international scientific programme which aimed to identify all the genes that make up the human genome. The project was completed in 2003. It was the first time that the entire human genome had been sequenced.

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THE 2010 COP18 MINING ACCIDENT

On 5 August 2010 there was a major mining accident in Chile. The mine was called 'Copiapó'. The mine had been operating for many years. It was one of the largest mines in Chile. The mine was owned by a company called 'Codelco'. The mine was located in the north of Chile. The mine was one of the largest mines in Chile. The mine was owned by a company called 'Codelco'. The mine was located in the north of Chile.

On 13 October 2010, the whole world was watching a rescue operation. The Chilean government had sent a rescue team to the mine. The rescue team had to dig a tunnel to reach the miners. The rescue team had to dig a tunnel to reach the miners. The rescue team had to dig a tunnel to reach the miners. The rescue team had to dig a tunnel to reach the miners.



POLITICS AND ACTIVISM CLIMATE CHANGE ACTIVISM

The dangers of climate change are becoming more and more obvious. The temperature of the Earth is rising. The sea level is rising. The weather is becoming more extreme. We need to do something to stop this from happening. Climate change activism is a way of trying to make a difference.

Climate change activism is a way of trying to make a difference. It is about trying to change the way we live and the way we think. It is about trying to make a difference. It is about trying to change the way we live and the way we think.

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SCIENCE CERN AND THE LARGE HADRON COLLIDER

CERN (Conseil Européen pour la Recherche Nucléaire) is the European Organisation for Nuclear Research. It is an international scientific research organisation for the study of high-energy particle physics. There is a huge CERN laboratory on the border between France and Switzerland which brings thousands of scientists from all over the world together to collaborate on groundbreaking

scientific research. Over 12,500 scientists of more than 110 nationalities collaborate at CERN. CERN is the home of the Large Hadron Collider, which is the largest and most powerful particle accelerator in the world. It cost around \$10 billion to create. It is a 27-km (17-mile) ring of superconducting magnets,

Sharing research means that scientists all around the world can collaborate and build on each other's work. CERN is the home of the Large Hadron Collider, which is the largest and most powerful particle accelerator in the world. It cost around \$10 billion to create. It is a 27-km (17-mile) ring of superconducting magnets,

which is big enough to circle the entire city of Geneva. It works by creating two beams of energy, then firing them at each other at nearly the speed of light. When the beams hit each other, tiny subatomic particles smash into each other and break apart, which gives scientists a glimpse of the building blocks of creation. It's incredibly difficult work, as the particles involved are so small. It's the equivalent of firing two needles 10 km (6 miles) away from each other and making them hit in the middle. The Large Hadron Collider has a special cryogenic cooling system to keep it at -271.3°C (-456.34°F), which

means that it is colder than outer space. The Large Hadron Collider was able to confirm the existence of the Higgs boson. The Higgs boson is a fundamental particle associated with the Higgs field, which gives mass to other particles. The Large Hadron Collider is the only place in the world where Higgs bosons can be studied. Previously, scientists had predicted the existence of these particles, but we did not have the equipment to study them. It's a very important piece of scientific discovery and helps us understand not only the past, but also the future of our

universe. Hundreds of scientists, engineers and programmers worked together on the Large Hadron Collider to make this scientific feat possible. While it is one of the most important pieces of scientific research to have ever been attempted, the Large Hadron Collider is still at the mercy of outside influences. Animals have managed to damage the Collider twice. In 2016 a weasel chewed through electrical wiring which meant the power had to stop, and there was another power outage in 2009 when a bird dropped a bit of baguette onto electrical equipment!

We Are Palestinian



Celebrating all things Palestinian!

- Reem Kassis is a bestselling writer and cookbook author, popularising her cuisine with *The Palestinian Table*.
- Full-colour illustrated hardback with gloss lam finish.
- Chapters include: Geography, Cultural Symbols, Creative Minds, Agriculture, Cuisine, Performing Arts and History and Religion.

We Are Palestinian



Geography

There are so many beautiful places in Palestine that it would be impossible to cover them all. So in this section, we're going to explore some of the most famous cities and find out what makes them so special. Some of these cities are now in Israel, but they still have big Palestinian populations, and our culture and rich history flourishes in the landmarks and traditions.



Jerusalem

Jerusalem is one of the oldest cities on Earth, traces of civilisation there go back 3,000 years. In that time, it has been destroyed, captured and reconquered – but it has survived, and remains a very special place. One reason is that it is the holy city for the three major Abrahamic religions: Judaism, Christianity and Islam. The major landmarks for these religions – the Western Wall, the Church of the Holy Sepulchre, the Garden Tomb and the Dome of the Rock and Al-Aqsa – are all in Jerusalem.

Although Jerusalem is a big city today, its core is the Old City of Jerusalem which is surrounded by a giant wall that was built around 2,000 years ago during the Ottoman Empire.

Did you know?
Jerusalem is the most visited city in the world. Over three million tourists go there each year!

Fun Fact
The wall surrounding the Old City is about 3,000 metres long – that's about 19 miles! There's a gate on every side!

The wall has 16 watchtowers and opening gates made of beautiful Jerusalem stone – strong, cream-coloured limestone of volcanic rock. Inside, the city has been divided in different ways over the years, but today it has four quarters: Muslim, Christian, Armenian and Jewish.

The streets are made of massive stone slabs and cars cannot drive inside the city walls. When you walk its streets, you see beautiful artisan crafts and antique stores lining the walls, owned by the same families for generations. You can smell fragrant spices and bagel delicious food, from a lot of shops to kiosk and kiosk. Outside the city walls, Jerusalem is now divided into East and West Jerusalem. The Western side is where most of the Jewish Israelis live, and the Eastern side is where the Palestinians live.



Gaza

Gaza is a Palestinian territory that borders Egypt on one side and Israel on the other. It is made up of five main areas, the largest of which is Gaza City. It is also one of the most densely populated places on Earth. This means that there are many people living in a very small space.

Did you know?
There are about four million people living in Gaza, in about the same size as the city of Beirut, which has a population of 2,500,000.

Most of the people in Gaza are refugees – people who fled their homes because of war. They came from other places in Palestine, like Yaffa and Ramle, and even from north like the Galilee. They hoped they would be able to go back after the 1948 Arab-Israeli War, but have now been displaced for over 70 years.

Gaza was once famous for its beautiful beaches on the Mediterranean Sea and its fishing industry. However, since Israel's control of the waters restricts Gaza fishermen from going far out to sea to fish, which means it's increasingly difficult to make a living as a fisherman. Unfortunately, Gaza is also practically sealed off from the rest of the country, making it almost impossible for anyone to visit or leave it.

While these things are sad, the people of Gaza are strong and hopeful, and we can learn many lessons from them about how to live life in the face of hardship. Famous artists like Malik Maftah (p. 56) who paints beautiful pictures, and musicians like Mohamed Assaf (p. 84) are from Gaza. On a day-to-day basis, the people of Gaza do the same activities people across the world do, like going to school, working, cooking, even singing and dancing.

Supported and empowered by their families, their faith and by each other, the people of Gaza continue to live their lives.



Jericho

People believe that Jericho is the oldest city in the world. It is also the lowest city on earth, sitting 258 meters below sea level. To understand what that means, picture yourself walking away from the beach and hiking down a valley – you would have to go down about 80 flights of stairs to reach Jericho.

Did you know?
When archaeologists explored Jericho, they found remains of early settlements going back 11,000 years!

The name of the valley it sits in is Wadi Qelt, which itself sits in the larger Jordan Valley in the West Bank.

People have always lived in Jericho, from the age of hunter-gatherers to the present day. It's also one of the first places in the world to have agriculture and probably where irrigation, the process of supplying water to plants, was invented. It is the kind of city you call an oasis, or a fertile land in a desert environment. Ein es-Sultan (or The Sultan's Spring), which produces about 1,000 gallons of water per minute, is what waters the whole area.

Jericho can get hot in the summer, but its winters are quite mild, rarely dipping below 10°C. This pleasant weather makes it a very popular place to visit for

both Palestinians and tourists. People from all over the world visit Jericho to see its rich history, and visit landmarks like Hisham's Palace, an ancient castle built over 1,200 years ago during the Umayyad Dynasty.

Fun Fact
More than 40,000 people visit Hisham's Palace each year.

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Illustrator	Noha Eilouti
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Bedtime Book for Bump



A beautifully illustrated pregnancy keepsake with pages to personalise.

- Hardback keepsake book with an arlin and foil cover finish.
- Includes an introduction by Dr Kimberley Bennett (creator of “The Psychologist’s Child”), backed by research, on the importance of reading to baby in utero.
- The perfect gift for parents-to-be.
- Written in an inclusive manner, to encompass same-sex and single parents.
- Secure envelope affixed to the interior back cover to keep scan photos and other treasured memories.

Bedtime Book for Bump

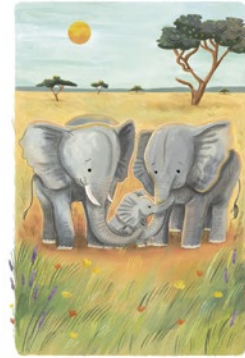


Little One, this book's for you,

I'll read it loud and clear.



For though we
haven't met you yet,
I know that you can hear.



Your mother's beating heart
Makes up the music
of your day,



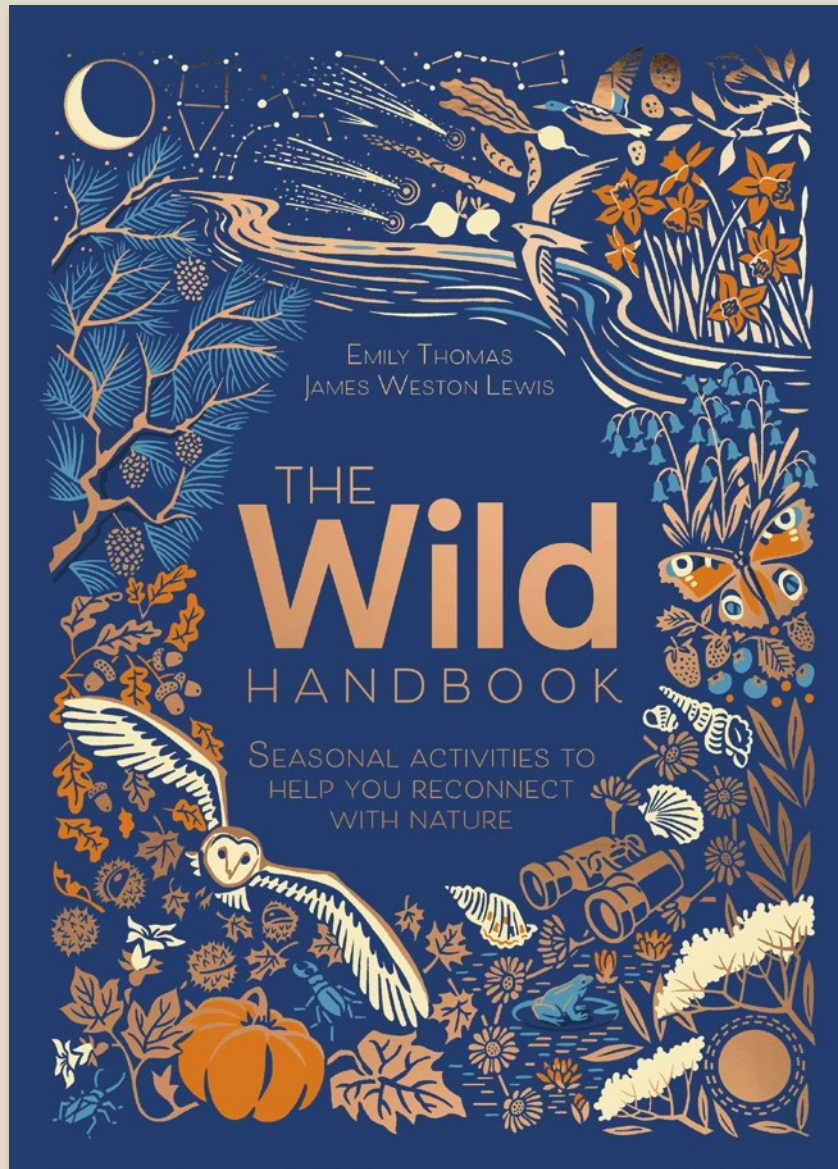
And when I sing,
you listen in:

You wriggle and you play.



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Pub Price	£12.99
ISBN	9781800784277
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Author	Ruth Symons
Extent	48pp
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Rights Available	World

The Wild Handbook



A beautiful, illustrated book full of ideas to get you back in touch with nature.

- Sample content: make a seasonal wreath, go forest bathing, try wild swimming, become a nature conservation volunteer, stargaze, treat yourself to essential oils, celebrate the winter solstice.
- Illustrated by the hugely popular James Weston Lewis, whose other books include *Planting for Honeybees*, *Planting for Butterflies* and *The Natural Gardener*.
- The benefits of spending time in nature include reduced stress, lower blood pressure, lower risk of asthma, allergies, diabetes and cardiovascular disease. It can also help support mental health and increase life expectancy.
- A beautiful hardback gift book with copper foil cover.

The Wild Handbook

THE POWER OF BLUE

Walking through a bluebell wood is widely believed to reduce one's level of cortisol – the stress hormone – and to boost the immune system. And the colour of bluebells contains an even special property, as this is a wonderfully soothing and stress-busting colour.

Bluebell woods can be found everywhere, so you likely won't have to travel far to find one. In Britain, there is a small window of time for you to see bluebells, ranging from early February to the end of March, depending on how long and cold the winter has been. A cold February will see bluebells bloom and stretch early, while an extended cold may mean they will come up later. Keep an eye on the weather, and be prepared for a dampness. Bluebell wood! 🌸

DAFFODIL LOVE

The Common Daffodil, also known as the Trumpet Narcissus, is common in Northern Europe. Its genus comprises all the wild and garden daffodils. One of several yellow daffodils are the classic symbol of spring. Author A.A. Milne referred to them as 'sun buttons' and poet William Wordsworth saw a connection of their uplifting powers that never grows. 'Memories Look on a Cloud' is a homage to them. If you visit Britain's Lake District in spring, you'll see why it has been inspired by the images they are glorious and abundant. Daffodils can also be eaten fresh, containing yellow flower petals and even orange. Soup and tarts of these berries bring an extra kick for ground as they are so common. Make it a mission to seek out the different varieties, photograph them and add them to your botanical spring journal. You can grow your own, and they will even thrive on an urban window ledge if you don't have a garden. They thrive in the autumn, and watch them bloom in late winter or early spring. The world can't touch the most pinkish red touch, though, as they can cause an allergic reaction.

BLOSSOM WATCH

There isn't much that beats the sight of blossoms after months of winter's bare trees and subdued colours. Blossom is a signal of new life, and it's not long above when a garden's full of it. In parks, in streets or in your back garden. There are many different types, from apple and cherry to hawthorn and alderflower – and, of course, the morning glories. Blossom is something when our feet feel an extra, something to walk to. In Japan, blossom is something that the ritual calendar of 'Hana no Utsuri' – 'flower viewing' – with a focus on cherry blossoms and the belief that contemplating and appreciation of blossom has a reciprocal effect on our souls, increasing our happiness.

Blossoming trees are not just up on the eye – they support wildlife and insect pollination, and they herald blossom in the warmth of spring, which fills up their petals and encourages birds to sit among their branches. Keeping a blossom journal can be an uplifting spring activity. You could maintain a dedicated photo record of these natural sun-dappled, and their own state of mind, as spring progresses.

THE SEA, THE SEA!

It's no secret that spending time by the water has a marked effect on how we feel. It's with surprising frequency that you'll find yourself walking along a beach, or a quiet bay, or a riverbank. There's a lot of science behind it, and a lot of research that shows that an exposure of water such as a river or the sea results in a rise in our mood, and a decrease in our stress levels. It's not just the water itself, but the sound of waves crashing against rocks, the smell of salt in the air, and the sight of the horizon. It's all part of the experience. The sea is a powerful force, and it's something that we can't ignore. It's a reminder of our place in the world, and it's a reminder that we are not alone. It's a reminder that there are other people out there, and that we are all part of the same world. It's a reminder that we are all connected, and that we are all here for a reason. It's a reminder that we are all part of something bigger than ourselves, and that we are all here to make a difference. It's a reminder that we are all part of the same world, and that we are all here for a reason. It's a reminder that we are all connected, and that we are all here for a reason. It's a reminder that we are all part of something bigger than ourselves, and that we are all here to make a difference.

It's not just the sight of waves that soothes us and brings us back into the moment, it's the sounds and smells, the wildlife that frolics to it, too. The Victorian often saw the sea as a place of escape, and it's something that we can't ignore. It's a reminder of our place in the world, and it's a reminder that we are not alone. It's a reminder that there are other people out there, and that we are all part of the same world. It's a reminder that we are all connected, and that we are all here for a reason. It's a reminder that we are all part of something bigger than ourselves, and that we are all here to make a difference.

HOW TO PREPARE FOR YOUR 'WATER THERAPY'

1. Consider a suitable weather app ahead of your trip, to make sure that your expectations match the actual weather. A forecast of a sunny day with a light breeze is ideal, but a hot sun and a strong wind can be a bit of a disappointment. It's also a good idea to bring a hat and sunglasses, and to wear a long-sleeved shirt and trousers to protect your skin from the sun.
2. Think about the weather. It's a good idea to bring a hat and sunglasses, and to wear a long-sleeved shirt and trousers to protect your skin from the sun. It's also a good idea to bring a water bottle, and to wear comfortable shoes. It's also a good idea to bring a towel, and to wear a swimsuit or a wetsuit. It's also a good idea to bring a first aid kit, and to wear a life jacket if you're going to be in the water.
3. If you're going to the coast, you'll probably be able to buy snacks there, but if you're heading somewhere more remote, it's a good idea to bring your own. It's also a good idea to bring a water bottle, and to wear comfortable shoes. It's also a good idea to bring a towel, and to wear a swimsuit or a wetsuit. It's also a good idea to bring a first aid kit, and to wear a life jacket if you're going to be in the water.
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BERRIENDING OUR BEES

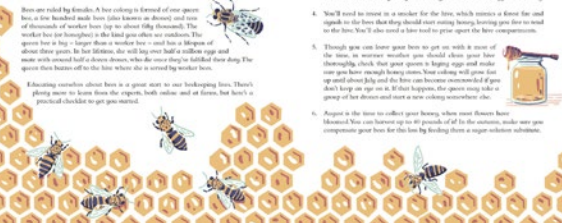
At one point or another, many of us have shared bees in parks, streets with a healthy buzz that we want to get more from. But don't all sharing now that we know how an endangered? They play a vital part in nature, and in all our lives, they are super pollinators of fruit, veg and vegetables, and without them our food supply is threatened. We need bees, and they need us. In returning them to our cities, we're supporting our mental health, making them that look-up-together-together-connection. The anxiety, depression and even PTSD it reduces stress and increases our community and environmental spirit.

Bees are a highly interesting species and it's accessible for all ages and budgets. If you're nervous about getting involved, you can start by giving a visit to a nearby beehive. These can be found in urban areas such as parks, or in more rural areas. Observe the tongue of the bees, and marvel at the communication and social hierarchy of these important insects.

Bees are called by friends. A bee colony is formed of one queen, a few hundred male bees (also known as drones) and tens of thousands of worker bees (up to about fifty thousand). The worker bees are responsible for the hard work of the hive. They are responsible for getting in on the honey, and for making sure that the queen is safe. They are also responsible for taking care of the young bees. They are also responsible for cleaning the hive. They are also responsible for defending the hive. They are also responsible for making sure that the hive is a safe place for the queen to live. They are also responsible for making sure that the hive is a safe place for the young bees to live. They are also responsible for making sure that the hive is a safe place for the queen to live. They are also responsible for making sure that the hive is a safe place for the young bees to live.

WHAT TO KNOW ABOUT BEEKEEPING AND HONEY FARMING

1. If you're willing and able to create your own beekeeping facility, you'll need to buy a hive. The best and simplest one to begin with is known as a National, and resembles a brown cardboard box. If you're after one that looks more like a traditional beehive, the WBC hive offers a double layered white box, which is a little more complicated to work with.
2. You'll need protective clothing, gloves, a veil and footgear. Check online for a variety that represents of these essentials – there are plenty of affordable options.
3. You'll need bees, of course! Check out your local beekeeper's association, they will often, or you can buy bees in a variety of ways – just search the internet, ask for the next open season. If you're a beginner, it's important to remember that bees, like humans, come with different temperaments. So, before buying bees, ask the breeder to find you a gentle colony, rather than one aggressive colony.
4. You'll need to invest in a smoker for the bees, which emits a fine mist of smoke to the bees that they should start using honey, leaving you free to tend to the hive. You'll also need a hive tool to give you the best communication.
5. Though you can have your bees to get on with it most of the time, in warmer weather you should check your bees thoroughly, check that your queen is laying eggs and make sure you have enough honey stores. Your colony will grow fast up until July and the bees can become overcast if you don't keep an eye on it. If that happens, the queen may take a group of bees from the hive where she is raised by worker bees.
6. Agree on the time to collect your honey when most flowers have finished. You can harvest up to 100 pounds of it in the autumn, make sure you compensate your bees for the loss by feeding them a sugar solution substitute.



EARTHING

Earthing, or 'barefoot healing' is a real thing! It's a no-lose way to boost health, and a great introduction to nature exploration. Earthing is thought to be beneficial to our physical health, and it encourages mental and emotional equilibrium, too.

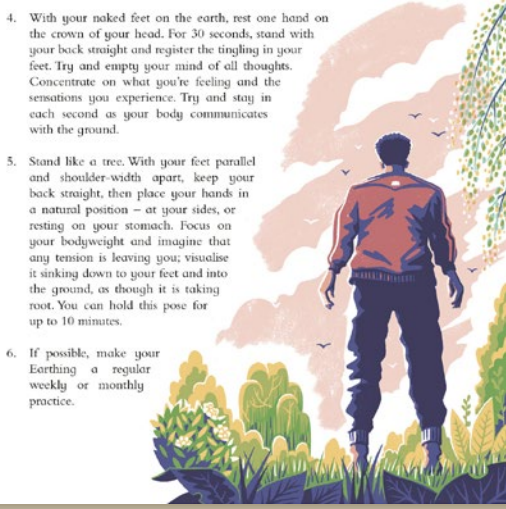
After the rigours of winter, our bodies need some respite from months of going head to head with common cold and flu viruses, and working hard to keep us warm and protected against the harsher temperatures. Through our close connection to the earth, we are treating ourselves to the equivalent of a spring clean, rebooting our tired immune system for the new season.

Earthing works when we connect bare feet to earth and allow nature's electrical charge to rebalance our own atomic electricity. This is important for our immune system's defence against injury and illness, much as antioxidants are. There are myriad reasons why we can be thrown off electrical balance: too much hand exercise, cardiovascular illness or issues, winter hibernation, lapses in good diet, stress and anxiety and emotional trauma or distress. All of these life or lifestyle challenges can drain our natural battery, and require us to recharge. Earthing helps us to heal, reduces pain and inflammation, and wakes us up.



HOW TO ACHIEVE OPTIMUM EARTHING

1. Find a tranquil space outside such as a garden, park or beach. Set out early to limit social contact, but take a friend if you like. Make sure you dress for the weather, with easily removable socks and shoes.
2. Check that the ground is safe to walk on barefoot. Try and choose areas where the grass is short, or the sand is dense, flat and smooth, and where hidden dangers, such as glass, sharp rocks or stones and any other nasties are visible and so avoidable.
3. Take off your shoes and socks, and start with some playful exploration; try running or walking barefoot across the grass or sand.
4. With your naked feet on the earth, rest one hand on the crown of your head. For 30 seconds, stand with your back straight and register the tingling in your feet. Try and empty your mind of all thoughts. Concentrate on what you're feeling and the sensations you experience. Try and stay in each second as your body communicates with the ground.
5. Stand like a tree. With your feet parallel and shoulder-width apart, keep your back straight, then place your hands in a natural position – at your sides, or resting on your stomach. Focus on your bodyweight and imagine that any tension is leaving you; visualise it sinking down to your feet and into the ground, as though it is taking root. You can hold this pose for up to 10 minutes.
6. If possible, make your earthing a regular weekly or monthly practice.



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Fix Your Fashion



Fashion that won't cost the earth.

- The pandemic has highlighted a huge amount of waste and inequality in the fast fashion industry, and consumers are looking for new ways to shop.
- Living sustainably is a trending topic for 2021, as consumers become increasingly planet-conscious.
- Contents: What's Wrong With Fashion?; Your Fashion Mindset; Clearing Out Your Closet; Garment Care; Shopping Smart; Shopping Alternatives; Fabric Focus; Mending; Making Clothes; Momentum Moving Forward
- Author Laura Strutt is a journalist and former magazine editor with a passion for crafting clothes and sustainable living. She has written 14 books.

Fix Your Fashion



CHAPTER 1

WHAT'S WRONG WITH FASHION?

WHAT IS FAST FASHION?

We all want to look our best without breaking the bank. But, at the same time, we don't want to support an industry that doesn't respect our planet or its workforce.

'Fast fashion' is now the most common way people buy clothes. So most of us are already playing a part in supporting practices that we would rather not be encouraging. But we aren't here to play the blame game. The concept that evolved into today's fast fashion business model has been around for decades. It redefined the industry to such an extent that it is now difficult to avoid.

We can trace the roots of fast fashion back to the launch of a number of household brands, which introduced collections of limited availability to keep the production costs down. Shoppers were encouraged to snap up clothes as they came in store and to pop back more frequently to check for new items. To keep up with the fast turnaround, brands often took control of the entire supply chain, from overseeing the sewing to running the shop floor. New designs were hitting the racks as often as every two weeks. Many brands started to offer the latest trends at lightning speed and, importantly, at purse-friendly prices. This quick-response style of making and selling clothes took off and soon became the norm.

Before this, clothing was made in a very different way and the entire process was much slower. It could take months to create a design, source the fabrics and produce the finished piece. The fast fashion business model sources cheap materials and uses low-cost labour to turn high-end style into inexpensive garments in record times.

With new collections being promoted more frequently, consumers were encouraged to shop for clothing more often, making purchases based solely on trends rather than our needs. We have been told to 'shop it or drop it' from an ever-changing selection of affordable collections. And of course when you look great, you feel great, so it's no wonder that the phenomenon caught on and changed our shopping habits.

If it has crossed your mind that having affordable new clothes each month sounds too good to be true, then you are right. According to United Nations News, the fashion industry is the second most polluting industry in the world and is a supporter of unsafe working practices. Fashion consumption has changed rapidly in recent years but by making an effort to change our habits, we can make a positive impact on the fashion industry.

SPEEDY SERVICE

In December 2020, the Financial Times noted that Zara's super-fast supply chain could take products from design to sale in just four to six weeks, developing a whopping 24,000 products a year.



DID YOU KNOW?

It takes around 7500 litres of water to make a single pair of jeans. That equates to the average amount of water we drink over seven years.

PLANET PROBLEMS

Looking at your favourite pair of jeans, it can seem strange to think that the trousers that never fail to make you feel fabulous might be having a negative impact on the planet. Figures reported in 2018 showed that the fashion industry was responsible for emitting an estimated 1.2 billion tonnes of CO₂ equivalent (CO₂e) per year. This is more carbon than is produced by all international flights and maritime shipping combined. As reported by the UN Environment Programme, the fashion industry is responsible for a staggering 8 percent of global carbon emissions.

The key to solving the entire climate crisis may not be stuffed inside our closets, but one look at our bulging collections might act as a catalyst to bring about positive change. Glossy magazines and catwalk shows give us a sense of well-to-do glamour, showcasing perfectly crafted models and collections that inspire, excite and ignite our senses. So it's no wonder we are practically picking our jaws off the floor when told that this is one of the most polluting industries, with the fast fashion sector being a primary contributor.

So why are our clothes such big culprits when it comes to climate change? The production process impacts the environment at every stage. Most garments require vast quantities of water to produce and many fabrics use harmful chemicals in the production process. There are also huge amounts of energy and resources needed for garment production, transportation into stores and, ultimately, the disposal of clothing at the end of its short lifespan. It's true that almost everything we do has an environmental impact of some sort, but the big problem here is the rate at which the production process has been growing.

Activists have been challenging us to think in a new way with 'circular fashion' in mind. Circular fashion means designing and producing clothes in an ethical and sustainable way, using them for as long as possible, before disposing of them without harming the planet. Some fashion designers and brands are now following suit, thinking of innovative ways they can become more sustainable.

PEOPLE MATTER

As well as having an impact on the planet, fast fashion affects people, too. The fashion industry is one of the most labour-intensive sectors and the statistics are mind blowing. There are more than 40 million people working in garment factories worldwide. Some 85 percent of those workers are women and the lowest reported wages are just \$3 a day. With eye-opening statistics coming to light in recent years, it's no wonder people are coming together to make a change.

No matter what your style is, you will be familiar with the term 'sweatshops', which refers to garment factories that are cramped to the point of overcrowding and pay workers a tiny wage. Fast-paced schedules and barebones budgets call for

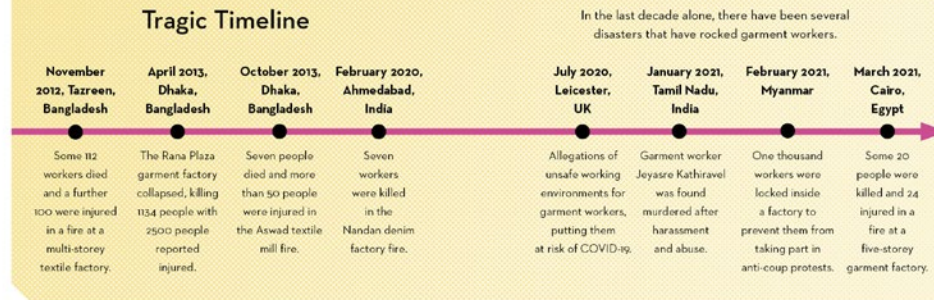
teams that can produce garments at speed, where safety is often of little concern. Those working in unsafe conditions are risking their lives to make our clothes. These workers are part of communities who often find themselves locked in a cycle of poverty, as they need to earn money but have very few options other than the 'opportunities' presented by global fashion labels.

Sweatshops are most common in South East Asia, China, India and parts of Central and South America, but they also exist in Europe and the UK.

In garment factories in the UK, there have been reports of workers earning hourly rates well under the National Minimum Wage, as well as non-COVID-19 safe environments. Allegations of this type show that we shouldn't confuse a label that says 'Made in the UK' with ethical production methods.

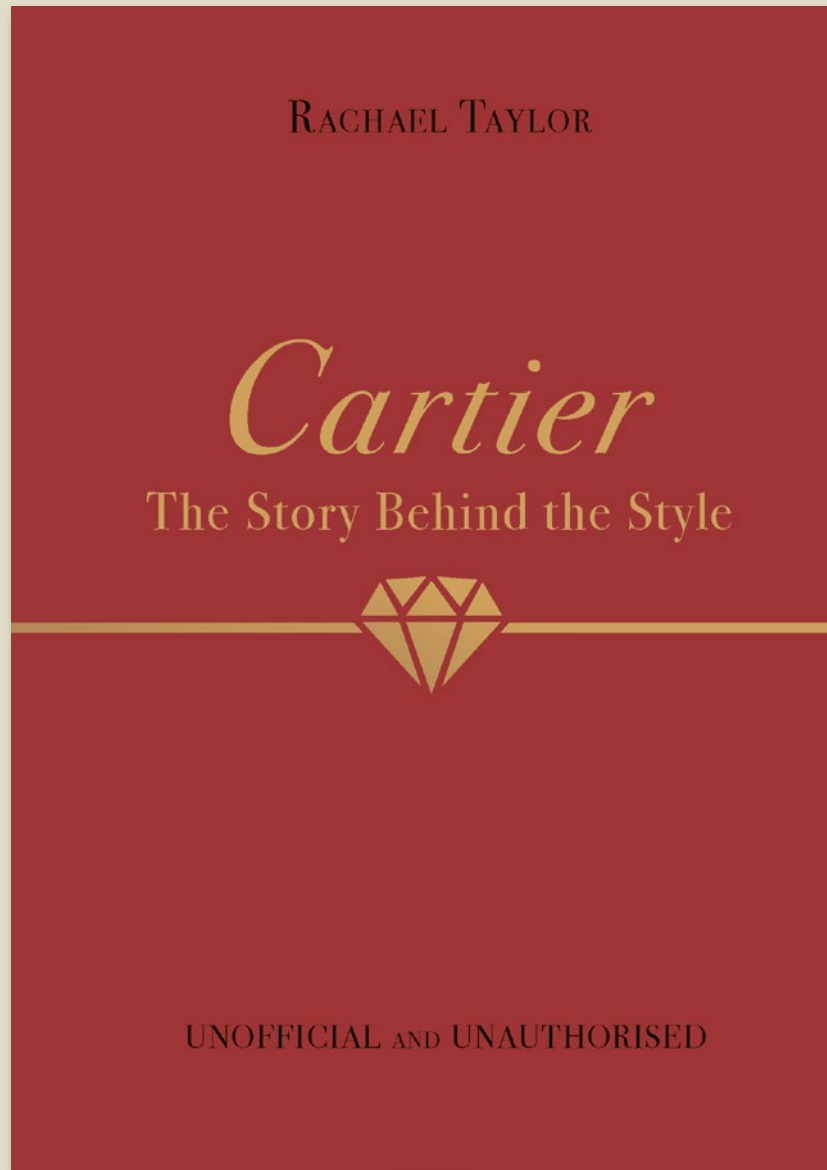
Now is the time to ask the question, 'Who made my clothes?'

Tragic Timeline



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Cartier: The Story Behind the Style



The story of iconic jewellery brand, Cartier

- Sample contents: The Beginnings of Cartier, Royal Affiliations, The First Men's Wristwatch, At the Heart of Art Deco, Inspiration from India, Stars and their Tanks, Mystery Clocks, Cartier's Jewellery Workshops, Glyptics, Fur Setting, Jeweller to the Stars, Red-Carpet Rocks, Love Bracelet, The New York Flagship, Cartier's Famous Red Box, Meet the Bellboys, Philanthropy, Continuing the Legacy, Ethical Supply Chain, Cartier Today and Tomorrow
- Written by Rachael Taylor, a journalist specialising in jewellery who has written for *The Financial Times*, Conde Nast publications and *Retail Jeweller*.
- Illustrated with full colour photographs from the brand's history
- Cover finishes: matt lam and foil

Cartier: The Story Behind the Style



The Beginnings of Cartier

The house of Cartier started with one man, Louis-François Cartier, but it would take a family to make it one of the most recognised and respected jewellers in history.

It was, in fact, Louis-François' father, Pierre Cartier, who set the dynasty in motion, although he could never have imagined the consequences of his actions at the time. Pierre had fought in the Napoleonic wars and spent time locked in the prison ships docked off the harbour at Portsmouth in Britain. When the war ended in 1815, Pierre returned to Paris, destitute and aimless. He would go on to find employment as a watchmaker and have five children with his wife Elisabeth, a watchwoman.

The eldest of the children born into this working-class Parisian family was Louis-François, and when he was barely out of school, his father sent him to work as an apprentice in a jewellery workshop owned by Adolphe Picard on Rue Montorgueil in Paris. It was a tough education – days were long and grueling and order was maintained with a whip – but he stayed and in 1847, at the age of 27, Louis-François bought the business from Picard, renaming it Cartier.

OPPOSITE: Cartier founder, Louis-François Cartier



His makers mark – a symbol hallmark that every piece of Cartier jewellery no matter how small – was his initials, L. C., separated with an arc of leaves playing cool, perhaps as a nod to the financial gamble he was taking. Luckily, the risk paid off and the Cartier business thrived and expanded. In 1866, Princess Mathilde, a cousin of Emperor Napoleon III, purchased one of his jewels, and the Cartier name was suddenly whispered among Parisian high-society, even reaching the international elite. Three years later, Louis-François bought Gillon, a Parisian jeweller better known than his own, and renamed his business Cartier Gillon.

Louis-François' son Alfred Cartier took over the family business in 1874, but it was the arrival of his own three sons – the highly ambitious Louis, Pierre and Jacques – that would really shake up the jeweller and initiate its ascendance to the global brand we know today. The brotherly revolution started with Louis, who joined the maison in 1898. A year later he spearheaded the remaining

INVIOUS: Start of the Cartier business in Paris in 1847.

OPPOSITE LEFT: An illustration of Louis-François Cartier c.1848.

OPPOSITE RIGHT: Pierre Cartier playing golf in 1890.

Cartier garnered a reputation for innovation, and the title of jewellers would later live by a motto, 'Never copy, only create'. One of Louis' most successful experiments in the close of the 19th century was to use platinum in place of gold. This precious metal is now widely used by jewellers across the world, but at the time it was purely an industrial metal and thus revolutionary in the jewellery market. The white metal, which, unlike silver, does not tarnish, is highly malleable and allowed Cartier to create delicate, diamond-set jewels inspired by those created by 18th-century French aristocrats, a stark contrast to the heavier, colourful, Romantic and Nouveau jewels popular at the time. A signature Cartier Gulland style emerged, swirling across platinum stems, necklaces and earrings, that won over well-heeled women, including royals, in Europe and the United States.

Pierre Cartier, the second eldest of the brothers, would be an agitator in his own right, championing the global expansion of the brand's retail empire. He started by opening a Cartier boutique on New Burlington Street in London in 1902, where the brand showcased a new style of geometric, abstract jewels with unusual colour combinations that would lay the foundations for the Art Deco jewellery movement.

The first decade of the 20th century was an important time for Cartier. In 1904, the jeweller received its first royal certificate from King Edward VII of Britain, and soon started to supply many other royal courts including those of Russia, Spain and Siam (now Thailand). In the same year, Louis Cartier created what he believed to be the first ever men's wristwatch for aviator Alberto Santos-Dumont.

Pierre, meanwhile, embarked on a journey to Russia; one that would prove profitable in commissions from its high society, but also as a source of inspiration that would shape Cartier's jewellery designs for years to come.

In 1909, Pierre would focus his wanderlust on America, opening a Cartier boutique on New York's Fifth Avenue; the precursor to its famous flagship store further up the street, the purchase of which he would famously broker a decade later in exchange for a string of pearls. Back in London, his younger brother Jacques stepped in to take over its British branch. That same year, Cartier moved uptown to a prestigious Bond Street address, where it remains to this day.

As Cartier's man in Britain, and, as such, jeweller to King George V, Jacques joined members of the aristocracy on a trip to India for the Delhi Durbar in 1911. It was an event

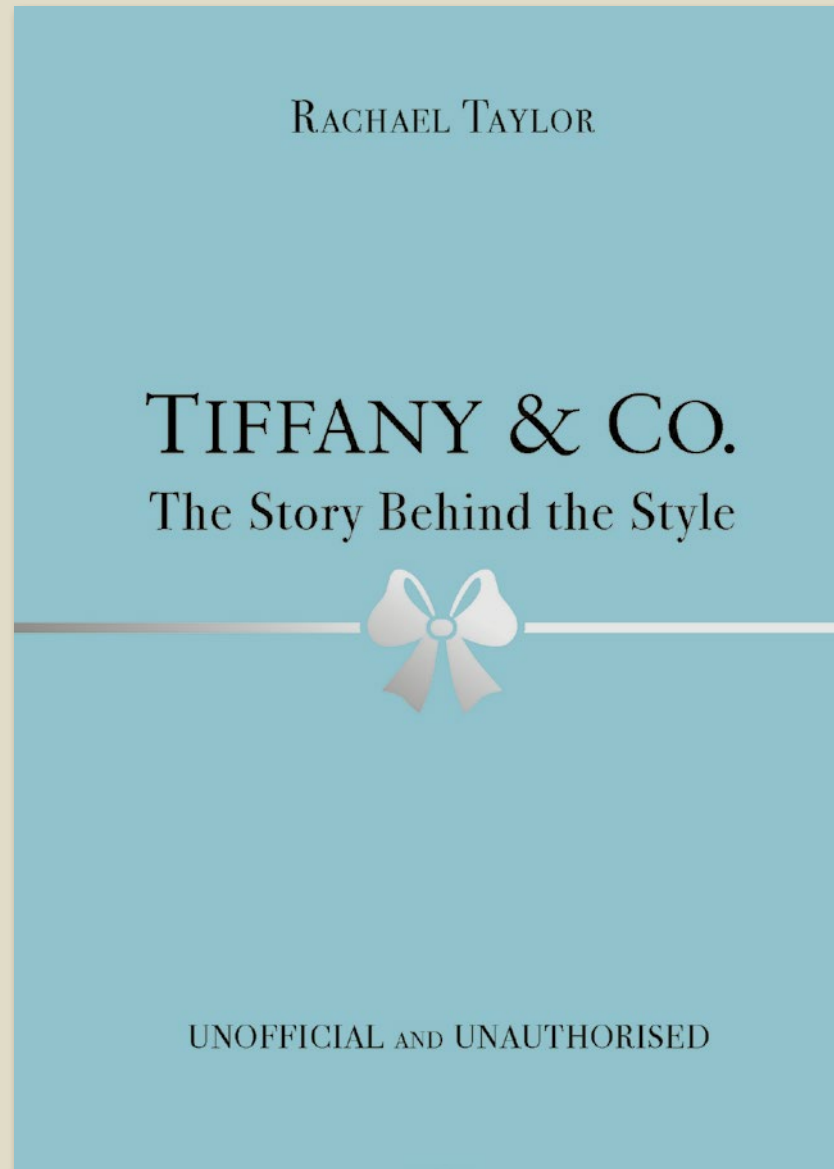


LEFT: Cartier platinum pendant watch set with diamonds, rubies and a pearl, c.1890-1910.

to commemorate the coronation of the King, with two weeks of festivities, during which King George V and Queen Mary would be proclaimed Emperor and Empress of India. This adventure to a new land would also prove to be a seminal trip for the house of Cartier. Jacques' sociable nature and love of travel would win ground-breaking commissions from India's rich, jewel-loving maharajas and inspire a whole new category of jewellery, pioneered by Cartier and much copied by other companies.

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Tiffany & Co.: The Story Behind the Style



Visual history of the iconic jewellery brand, Tiffany & Co.

- Sample contents: Discovery and Innovation, Tanzanite and Tsavorite, Tiffany Blue, Reimagining Engagement Rings, Breakfast at Tiffany's, The Blue Book, Red-Carpet Rocks, The Tiffany Diamond, Designers of Note, Tiffany Setting, Jackie Bracelet, Bone Cuff, Tiffany Keys, Creating Retail Theatre, A Retail Empire, I Do on Fifth Avenue, Blue Box Caf ©, Beyond Jewels, Tiffany for a New Generation, Cleaning up Diamonds, A New Owner, A New Diamond
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Tiffany & Co.: The Story Behind the Style



The King of Diamonds: Charles Lewis Tiffany

Charles Lewis Tiffany, the man who would go on to win the moniker of New York's 'King of Diamonds', did not feel from a long line of jewellers. His start in life was more modest, making his name in high society all the more glittering.

Tiffany was born in 1812 in Canton and Ohio. Tiffany and grew up in the small town of Killbuck, Connecticut. The major business of the town was the production of cotton goods, and the family owned a manufacturing company. Tiffany was educated at local schools in the area before joining his father in the family cotton business.

By 1837, Tiffany felt restless. No longer satisfied by working at home with his family, he began to envision how he could make his own mark in business. He turned up with a school friend, J. R. Young, and the duo set in motion a plan to open a stationary store in New York City. With a \$1,000 loan from Charles' father, the ambitious 25-year-olds made the 150-mile journey north. The store, named Tiffany & Young, opened its doors at 259 Broadway that same year, and on its first day, \$4,987 rang through the till.

Tiffany & Young soon began to expand its remit, stocking glassware, silver, porcelain, clocks and jewelry, and began to develop a

OPPOSITE: Tiffany & Co. founder Charles Lewis Tiffany photographed by James Thomson Beach in 1902.



reputation as a purveyor of fine goods of taste. In 1841, the business expanded with the addition of a third partner, J. L. Ellis, and was renamed Tiffany, Young & Ellis. The trio expanded the store, doubling its size by moving the adjacent site, and continued to increase the quality of the goods they sold, with Young making buying trips to Europe to pick out English and Italian jewelry.

It was, in fact, political events in Europe that would be the making of this American luxury success story. In 1848, the status quo crumbled as republican revolutionaries sought to topple European monarchies and strip aristocrats of their power and wealth. It was a societal upheaval known as the Springtime of Nations. More than 50 countries were inspired by this, but none more so than France, where the monarchy was overthrown and replaced with a republic. Such widespread panic and disruption had an impact on the price of diamonds, and Tiffany, Young & Ellis reaped, by now, the full

OPPOSITE: An illustration of a jewelry store, inspired by the Tiffany & Co. store in New York.

OPPOSITE: A sketch of the Tiffany & Co. store at the Excelsior Hotel in Paris in 1893.

In 1853, Young and Ellis decided to retire from the business, but Charles Lewis Tiffany was far from finished. He found new partners to work with, and the business was, at this point, renamed Tiffany & Company. Tiffany would go on to build his empire, grabbing headlines along the way. By the 1860s, the business was well established as an exponent of choice for the rich and the famous, both for its jewelry and its top-quality silver. In 1862, President Abraham Lincoln purchased a set of pearl necklaces and earrings from Tiffany & Co. for his wife Mary Todd Lincoln, who wore them to her husband's inauguration ball.

In 1870, Tiffany & Co. moved into a large new store in New York's Union Square, marking the beginning of a major decade for the jeweller one in which Charles Lewis Tiffany would earn the title the King of Diamonds. It was a single purchase that would truly justify Tiffany's name: the high-jewellery masterpiece – a 237.42ct rough fancy yellow diamond. When cut and polished, what emerged was a diamond of staggeringly enormous proportions for a rare yellow diamond of that quality: it weighed 128.54ct and was named the Tiffany Diamond.

If the purchase of this rare world-famous stone, which is on permanent display at Tiffany & Co.'s Fifth Avenue store in New York, signalled Tiffany's intention to dominate the diamond market, his groundbreaking creation eight years later sealed the deal. Seeking to

celebrate the beauty of diamonds, Tiffany designed an engagement ring in 1886 that remains a sought-after classic to this day. The Tiffany Setting engagement ring kicked back against the over-fussy designs of the time with a clean, minimalist band and a six-prong setting that lifted the diamond above the ring. The purpose for this innovative setting was to allow light to flow through the stone, and therefore maximise the sparkle. It was a huge hit, and the iconic design has become synonymous with engagement rings.

Just 15 years before his death, Tiffany pulled off a final coup. The aftermath of the French Revolution that had gifted Tiffany an abundance of important gems in 1848 and its early credibility in high-jewellery circles rumbled on. In 1887, the French government was masterminding a plan to sell the crown jewels of its fallen monarchy. Outwardly, it claimed that a democracy such as France had no need for "objects of luxury, devoid of usefulness and moral worth". The rumour mill suggested that it was in fact afraid of a power grab by Bourbons, Orleanists or Bonapartists, who might use ownership of the jewels to claim a right to rule. Tiffany cared little for this political posturing, but he did see an opportunity in it. He travelled to Paris to attend the auction of the French crown jewels at the Louvre. He sat in the audience, ready to make his bids, along with fellow jewellers, including a young Frédéric Boucheron, and Orleanists, members of the French royal family, whose pockets proved too shallow on the day to win back their family heirlooms.

When the final strike of the gavel fell, Charles Lewis Tiffany had in his possession close to a third of the historic crown jewels. He placed them in specially crafted red-leather boxes, embossed in gold with the words *Diamants de la Couronne*, translating from French as Crown Diamonds. Inside, impressed on the silk lining in the lid, was Tiffany & Co. New York and Paris, thus securing Tiffany & Co.'s place in the history books as a purveyor of royal jewels and his own coronation as the King of Diamonds.



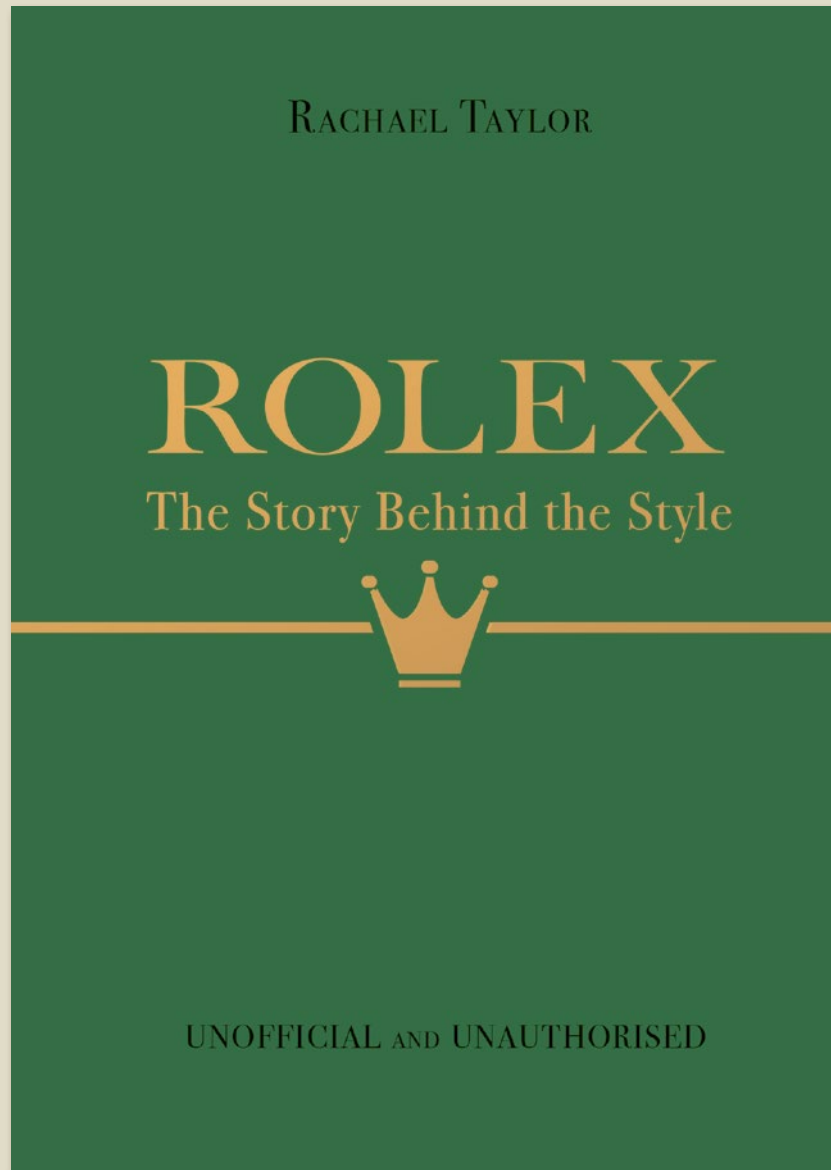
LEFT: The Tiffany & Co. flagship store in New York.

BELOW: A gold, diamond and enamel floral brooch, made by Tiffany & Co. in 1890.



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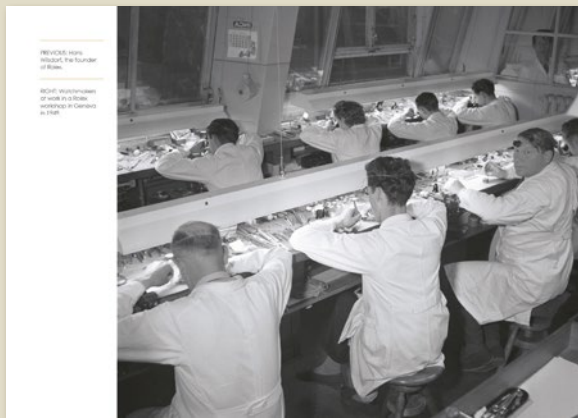
Rolex: The Story Behind the Style



Visual history of the iconic watch brand.

- Written by Rachael Taylor, a journalist specialising in jewellery who has written for *The Financial Times*, Conde Nast publications and *Retail Jeweller*.
- Illustrated with full colour photographs showcasing the brand's history.
- Cover finishes: mat lam and foil
- Comp title *The Little Book of Chanel* has sold in excess of 61k copies TCM.

Rolex: The Story Behind the Style



PROVIDER: Hans Wilsdorf, the founder of Rolex.
RIGHT: Representatives of watch firms in Geneva in 1908.



more wearable product would one day make the larger pocket watch obsolete. He set about trying to change the image of wristwatches.

A fundamental step was finding a manufacturer called Angler in the Swiss town of Bienne that was making precision movements that could fit inside a wristwatch. Wilsdorf placed a large order, and soon Wilsdorf & Davis became one of the leading British wristwatch firms.

In a bid to establish his business as a brand rather than simply a dealer, Wilsdorf wanted to create a new name for the company: a catchy one that would look good on a dial and be easy to pronounce in many languages. He had experimented with many combinations of letters in search of this made-up name but failed to find anything that worked. Then, while riding through London's Cheapside on the upper

deck of a horse-drawn in 1908, it came to him. Or as he would later just "A gentleman whispered 'Rolex' in my ear."

Under this new name, Wilsdorf continued his quest to create reliable wristwatches with quality movements. In 1910, Rolex had a breakthrough when one of its products, powered by an Angler movement, became the first wristwatch in the world to receive the Swiss Certificate of Chronometric Precision – a mark of homological excellence. Four years later, another milestone would be achieved when the Kew Observatory in London awarded a Rolex wristwatch with a Class A precision certificate. This had previously only been given to marine chronometers used for navigation, and it further solidified the reputation of Rolex as a purveyor of precise timekeeping instruments.

In 1916, World War I broke out, and the following year the British government introduced a 33.3% customs duty as part of the war effort. By this time, Rolex's London office, which had a staff of 60 people, was exporting its watches all over the world and the tax change would make that difficult. As such, Wilsdorf made the decision to move the company to Bienne in Switzerland. It already had an office in La Chaux-de-Fonds, which it opened in 1917 for marketing purposes, but this move would remove it from the British watch industry altogether.

And, so, the legacy of Rolex's Swiss-made watches began, with the Swiss company Rolex S.A. registered in Geneva in 1920.

OPPOSITE TOP: A watchmaker operating in Rolex's movement factory in Geneva in 1942. It took four days to make a pocket watch movement.
OPPOSITE BOTTOM: A pocket watchmaker in the watchmaking industry in Geneva in 1908. It took four days to make a pocket watch movement.

The Origins of the Oyster

With Rolex settled into its new home in Switzerland, the company continued to develop its watch offering with a focus on precision and durability, as well as building its brand. Though certainly catchy, the name Rolex had not become an overnight success. Tired of waiting for it to catch on, Hans Wilsdorf launched a major marketing campaign in 1925, pledging to invest at least £12,000 a year – nearly £1 million in today's money. He also increased the number of watches Rolex was producing with its own branding on the dial, as it has been producing both branded and unbranded watches up until that time.

A major leap forward for Rolex's brand was the launch of the Oyster in 1926. This new style of watch promised to be waterproof and dustproof thanks to a hermetically sealed case, proving its durability. It also made it an obvious choice for sporting activities, which would prove to be a rich source of marketing for Rolex in the years ahead.



The Oyster case had a patented system of screwing down the bezel, crown and winding crown against the middle case to seal the movement inside securely. The winding crown, which is made from 10 individual parts, was key in its action as a go-between between the sealed inner world of the case and its functional external elements.

The Oyster case would become the backbone of Rolex. Nearly every watch in its contemporary range features an Oyster case, and the names of all the models reference it. A Submariner is technically named an Oyster Perpetual Submariner and a GMT-Master II is an Oyster Perpetual GMT-Master II, and so on. The only exception is the 1908 dress watch, which does not have an oyster case.

Rolex's iconic fluted bezel is a showstopper in the early Oyster cases. Although these fluted bezels are decorative now, the ridges originally served a purpose to allow a special tool to screw the bezel securely to the mid case.

OPPOSITE: A 1908 Rolex Oyster Perpetual on a brown alligator strap. ABOVE: A close-up of a Rolex Oyster Perpetual case and bezel base.



The World's Most Famous Watch Brand

Rolex has become shorthand for luxury. There is no watch you can strap on to your wrist that will be recognised for the status symbol it is quicker than a Rolex. And for many, this is the appeal.

Yet there was a time when the name Rolex – a word completely made up by the brand's founder Hans Wilsdorf – was not famous. It would take hard work, boundary pushing and a lot of self-belief on the part of Wilsdorf, a German orphan, to jettison the name into the upper echelons of horology; starting with convincing the pocket watch-wearing gentleman of the early 20th century that they wanted to wear the time on their wrist at all.

As you will discover, Rolex won its place in history by constantly questioning what was possible and innovating at all costs. It pioneered so many elements of watchmaking and design that are standard today, such as waterproof watches, placing a date window on the dial, and even removing the need to wind our watches.

It also found its way into some of the most exciting moments in history by placing Rolex watches on the wrists of adventurers and explorers. Its watches have travelled to the world's highest peaks and to the depths of the ocean; they have survived extremes of temperature, speed and pressure.

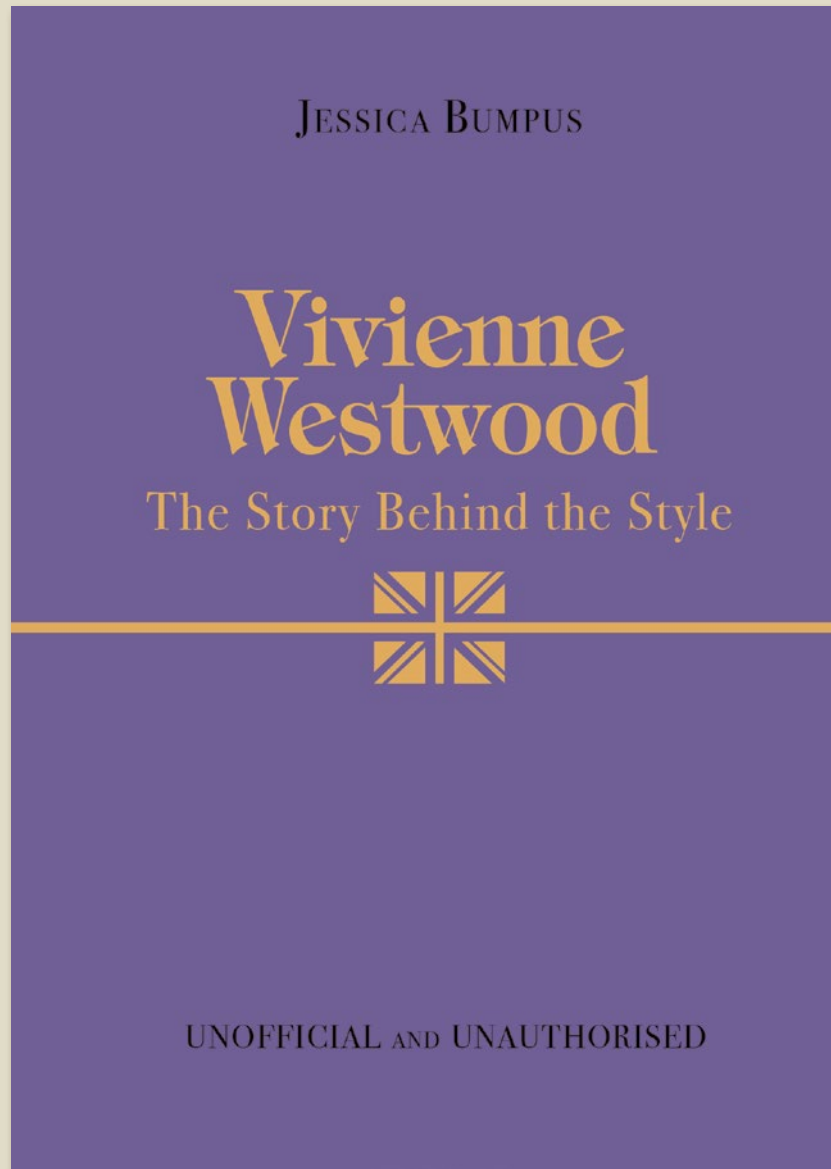
The story of Rolex is so much more than that of its watches. It is one of epic ambition and vision. What started out as a one-man band in London's Hatton Garden would become the epicentre of the Swiss watchmaking industry, and one of the most recognisable and coveted brands in the world.



ABOVE: A Rolex boutique in the GUM State Department Store on Red Square in Moscow.

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Vivienne Westwood: The Story Behind the Style



Visual history of the iconic designer.

- Written by Jessica Bumpus, fashion editor, formerly with *British Vogue*.
- Illustrated with full colour photographs showcasing the brand's history.
- Cover finishes: mat lam and foil
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Vivienne Westwood: The Story Behind the Style

Derbyshire Days

Vivienne Isabel Swire was born on April 8 1941 to Gordon and Dora Swire at the Paragon Maternity Home, Glossop. The future fashion revolutionist had one sister, Olga Swire, born 1945, and one brother, Gordon Swire, born 1946. She grew up in the parish of Tintwistle, Derbyshire (which was formerly part of Cheshire until 1974), both during and after World War II, enjoying what has been recounted as a fairly idyllic childhood, living at the more secluded Millbrook Cottage and playing outside until late.

The young Swire clan were encouraged to be creative and make things more than they were encouraged to read. Vivienne knew from a young age that she was good at making things, notably models at school, and she especially enjoyed sewing classes. Her mother would often make their clothes, and worked as a weaver in a local cotton factory.

The young Vivienne – who remembers having a passion for art from an early age – attended Hollingworth and Tintwistle Primary Schools from 1946 to 1952, at which point she passed the scholarship exam for Glossop Grammar School. She continued to be good at art during her time at Glossop Grammar, and considered attending art school.

Among Westwood's most formative fashion memories are the make-do-and-mend philosophy that came to define

Britain in austerity, as well as the coronation of Queen Elizabeth II in 1953, when Vivienne was 12 years old. The influence of these two events can be seen throughout every era of her designs, and the make-do-and-mend philosophy is evident in the motto "Buy Less, Choose Well, Make it Last", which the brand still promotes to this day. She expertly blended the elements of customisation, tradition and antiretrograde together to create her own unique brand, which is now contrasted by her husband Andrew: *Konshalee*.



LEFT: Vivienne Westwood wearing a t-shirt sporting the brand slogan 'Buy Less'.

Malcolm McLaren

Westwood met Malcolm McLaren in 1965. An art student and a friend of her younger brother, Gordon, he would go on to become her creative collaborator for almost the next 20 years. Malcolm is an entrepreneur with the punk movement as Vivienne, and their partnership is legendary. He was something of a maverick of marketing rascally and distinction, before such things became commonplace in contemporary fashion. The pair were in a relationship for a time but never seem to have married.

Malcolm was interested in politics and was fascinated by the French Situationists, a creative enclave of writers and artists who wished to eradicate capitalism through acts of everyday life. He was a driving force in bringing politics, provocations, society and culture into Westwood's world. She found him to be charismatic and knowledgeable, but also full of contradictions.

In 1967, they had a son, Joseph Ferdinand Cecil, who would go on to follow in his parents' footsteps and enter the world of fashion. He founded the very successful lingerie company, *Agent Provocateur*.

It was in the early 1970s that McLaren and Westwood began to build their empire. Malcolm, in this period, had left art school and Vivienne was about to quit teaching. The plan had been to sell vintage records together, and there was talk of setting up a stall. But a retail opportunity – via a new

friend – on King's Road was about to arrive.

Tommy Roberts, of the legendary Mr Freedom fashion business, took over the lease of 430 King's Road in 1969. He and his business partner, the fashion entrepreneur Teevee Miller, were well-known for their eclectic and discerning fashion eye which appealed to the glitterati of the 1960s. It was under Miller's control the shop was renamed *Parisian Garage*; the spot was already well-known for fashion.

Vivienne and Malcolm, who were regular on King's Road, ended up leasing the back of 430 King's Road, before taking the whole thing over and rebranding it. It would be known over the coming years as *Let It Beak*, *The Fun To Live*, *The Young To Die* and *Sex and Sublimation*, all of which would encompass the raucous, confrontational and non-conformist nature of McLaren and Westwood. Eventually the shop would come to define the varied-but-defined styles we know as punk today.



LEFT: Malcolm McLaren, teenage son of Vivienne Westwood and Joseph Ferdinand Cecil.



A Revolutionary is Born

There are few British designers, or brands, that have made quite as much of an impact on the fashion landscape as Vivienne Westwood. A fashion designer of both cult and commercial success (which is a rare combination), she was a punk and a pioneer, a rebel and a provocateur, an activist and a change-maker.

Over the course of a career that spanned half a century, Dame Vivienne Westwood would become synonymous with the British punk scene. Punk is what immediately springs to mind for most when her name is mentioned, along with the King's Road, corsets, platforms, tarran, crinolines, pirate boots, sustainability and climate change awareness. The list goes on. Her shows and interviews have become legendary – she is famous for using fashion as a platform to speak out on the issues she cared most about.

There is no doubt that Westwood's affinity for fashion history has helped her designs stand out. They are often historically informed, yet never to the point that they look odd. Where something shouldn't work, it always did, thanks to Vivienne's ability to balance the old with the modern – she was a genius when it came to style mashups. And the original Vivienne Westwood aesthetic rooted in a DIY approach never fully went away. Her designs feel intrinsically British and perfectly eccentric.

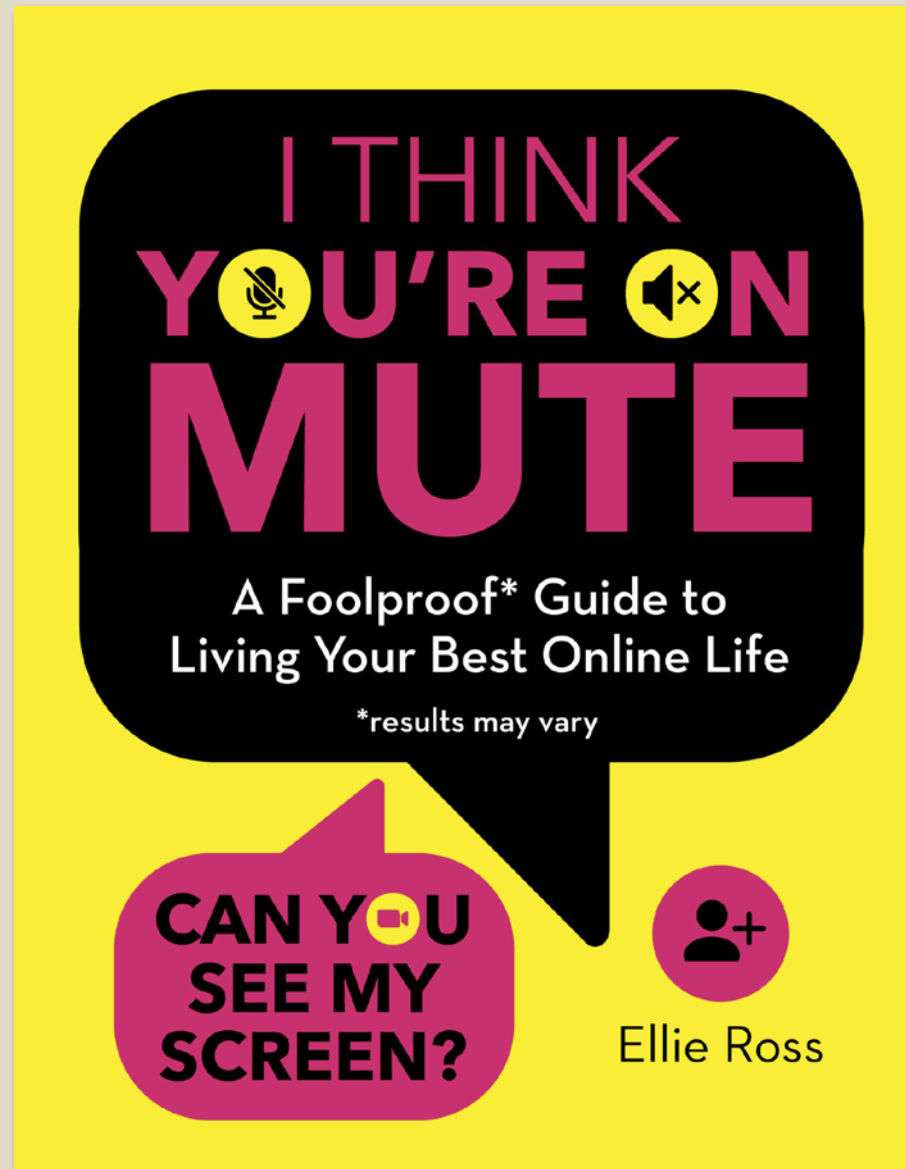
Westwood was the original multi-hyphenate and, in many ways, light years ahead of her time. She has inspired generations of designers that came after her, whether established and successful or aspiring and eager. Fashion critics even noted whiffs of her spirit at the London Fashion Week collections of autumn/winter 2023, which took place in February 2023, after her death. It's no wonder that her name is up there with the likes of Yves Saint Laurent, Christian Lacroix and the late great Karl Lagerfeld.



ABOVE: Vivienne Westwood takes her bow at the spring/summer 2018 London Fashion Week Men's collections, June 2017.

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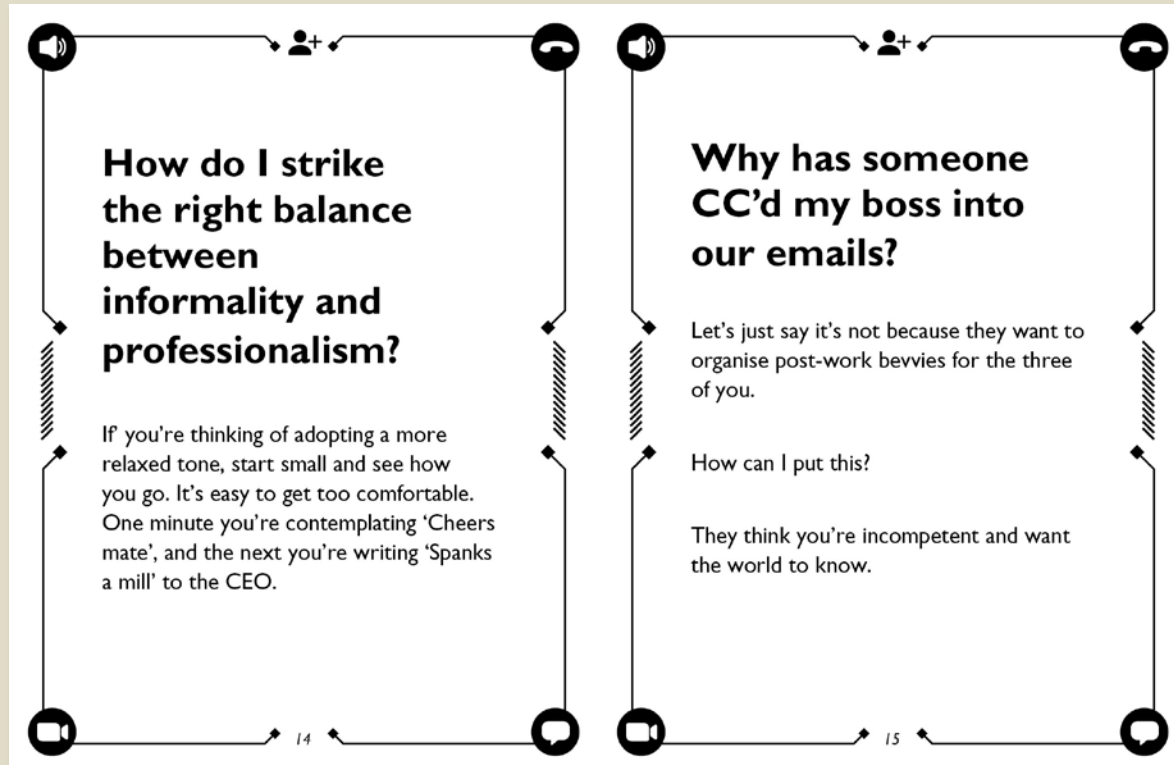
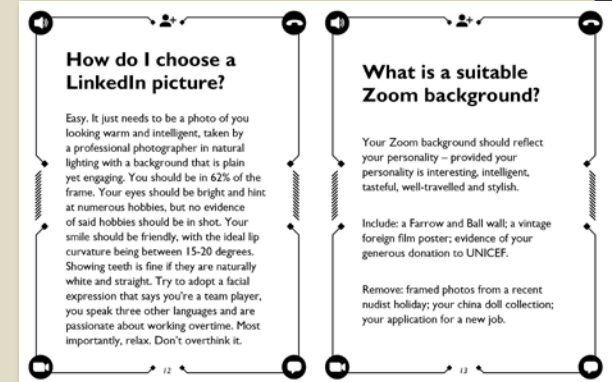
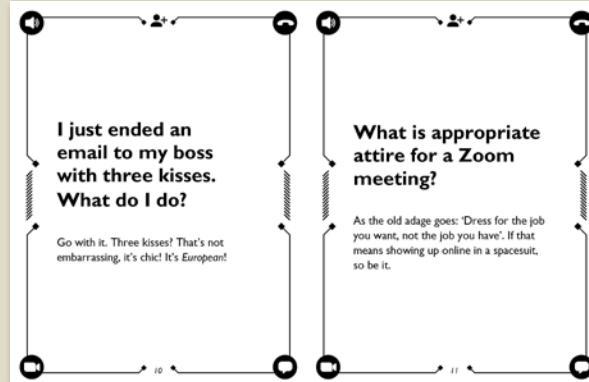
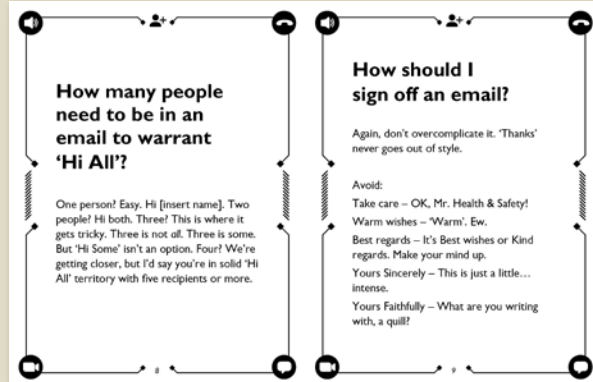
I Think You're on Mute



An outrageously funny foolproof 'guide' to digital interaction.

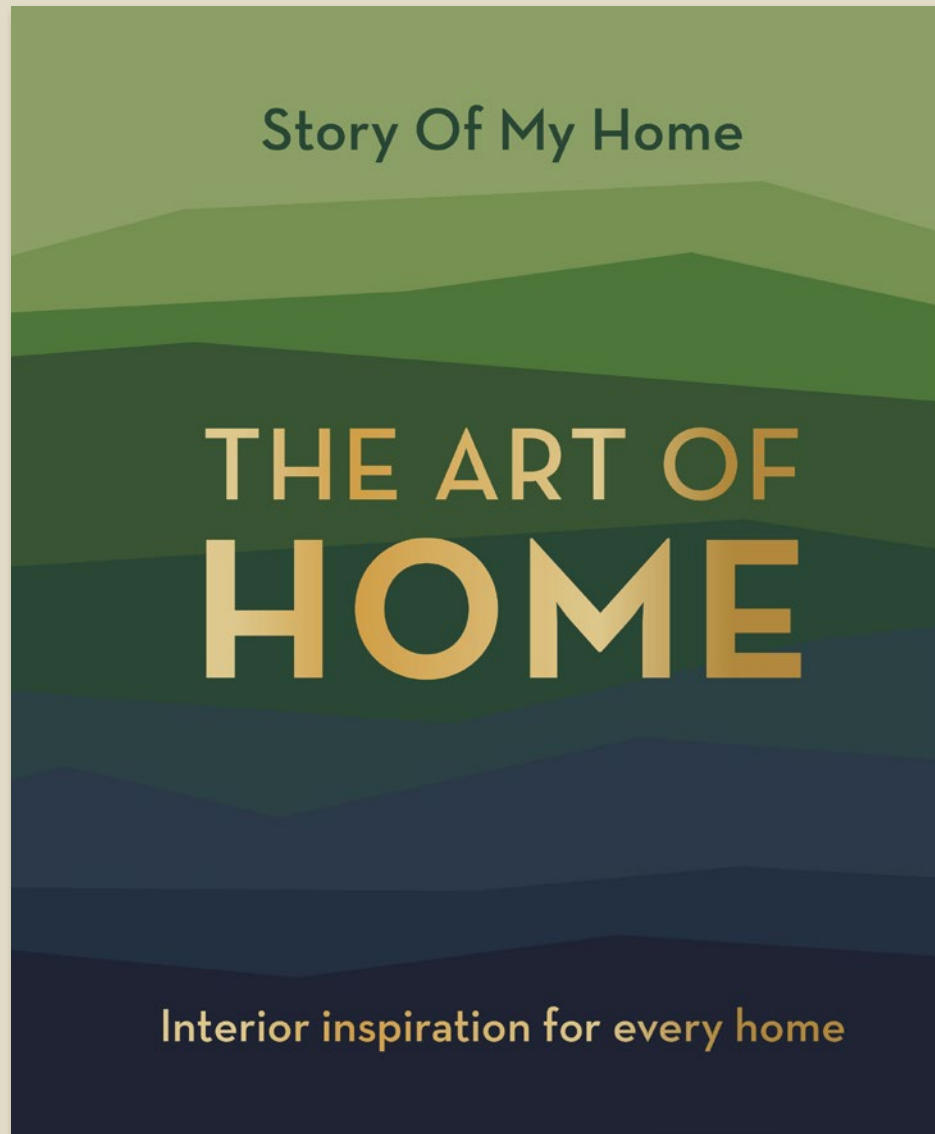
- Written by stand-up comedian, comedy writer and author of *More Classic Art Memes* and *Life According to Guinea Pigs*, Ellie Ross.
- This hilarious, laugh-out-loud 'guide' pokes fun at and satirises digital etiquette - in an attempt to overturn pandemic anxiety around social media interaction & show us how to deal with the 'new normal'!?!?!
- Small gift format - perfect till-side purchase
- Includes a matt lam and spot UV finish

I Think You're on Mute



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Author	Ellie Ross
Extent	112pp
Word Count	10000 words
Rights Available	World

Story Of My Home: The Art of Home



A fun, vibrant home interiors book.

- Contents: Welcome; The Front Door; The Hallway; The Living Room; The Dining Room; The Kitchen; The Bedroom; The Office
- Taps into the current interiors trend which is hugely popular on Instagram. The popularity of interiors has only grown since the events of 2020 left us all spending more time at home.
- An interior design book for the many, not the few - all styles and budgets are catered to.
- Illustrated throughout with photos of the very best Instagram interiors, as showcased on the @storyofmyhome account.
- The @storyofmyhome team have 65k Instagram followers and growing.

Story Of My Home: The Art of Home



THE FRONT DOOR



"My front door makes a powerful statement, so we want it to be a positive one. It's a gateway to our home - our sanctuary - and it's what we close when we want to shut the world out."
Maz

"An insight into the people within."

"A smart front door can make your house more saleable. However, this is your home and you'll also want to feel cheerful every time you put your key in the lock, so don't compromise your style."
Joanne

"If you're in an apartment block, shared housing or on a modern housing development with leasehold rules, never fear! I've experienced all of these, and there are still ways to give your door a glow-up."
Jack

FIRST IMPRESSIONS

First impressions count for a lot, and getting your front door aesthetic right is the key to giving the world some insight into the wonderful living that awaits behind it. So take time to pick off a great entrance and make your front door stand out from the crowd for all the right reasons.

When choosing colour, consider the style of your property and the materials from which it's built. The door colour should be complementary to the shade of brick. On the colour wheel, complementary colours sit opposite one another and provide a strong contrast. For example, a brick house will look fabulous next to red brick when a spin blue is likely to clash. This brings next to a point door could look weird, so try to follow door colour trends to create a more dynamic entrance.

"A kick of paint will take you from third and drab to absolutely fab in an instant."
Wendy



Strong, bright colours are not to everyone's taste, however, so if you prefer something a little safer then darker tones are usually a great option. Earthy hues from a neutral palette are classic and timeless.



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@homeasthemat

The aspect of your door will have an effect on the way your chosen colour appears, so get a tester pot before jumping in headfirst. Apply it to a piece of paper and observe how different light levels change its appearance throughout the day. This will give you a good idea of how well your chosen colour will work in practice.

"I'm not an overly superstitious person, but since I bought my last house I've tried to encourage good fortune by painting my front door in a colour that Feng Shui experts suggest is beneficial. My current door faces west, which means I should choose earthy tones. It's currently painted in Farrow & Ball Lichen: a calm, muted green which works well with nature."
Maz

If your door is made from a composite material or aluminium, there are many products available that allow you to alter the colour of your door easily. A quick online search or asking at your local DIY store will usually yield some good advice on which products to use.

"Any door worth its salt deserves to be furnished with a beautiful doorknob and knocker, and to be adorned with a bold number, house name or even your own blue plaque!"
Joanne



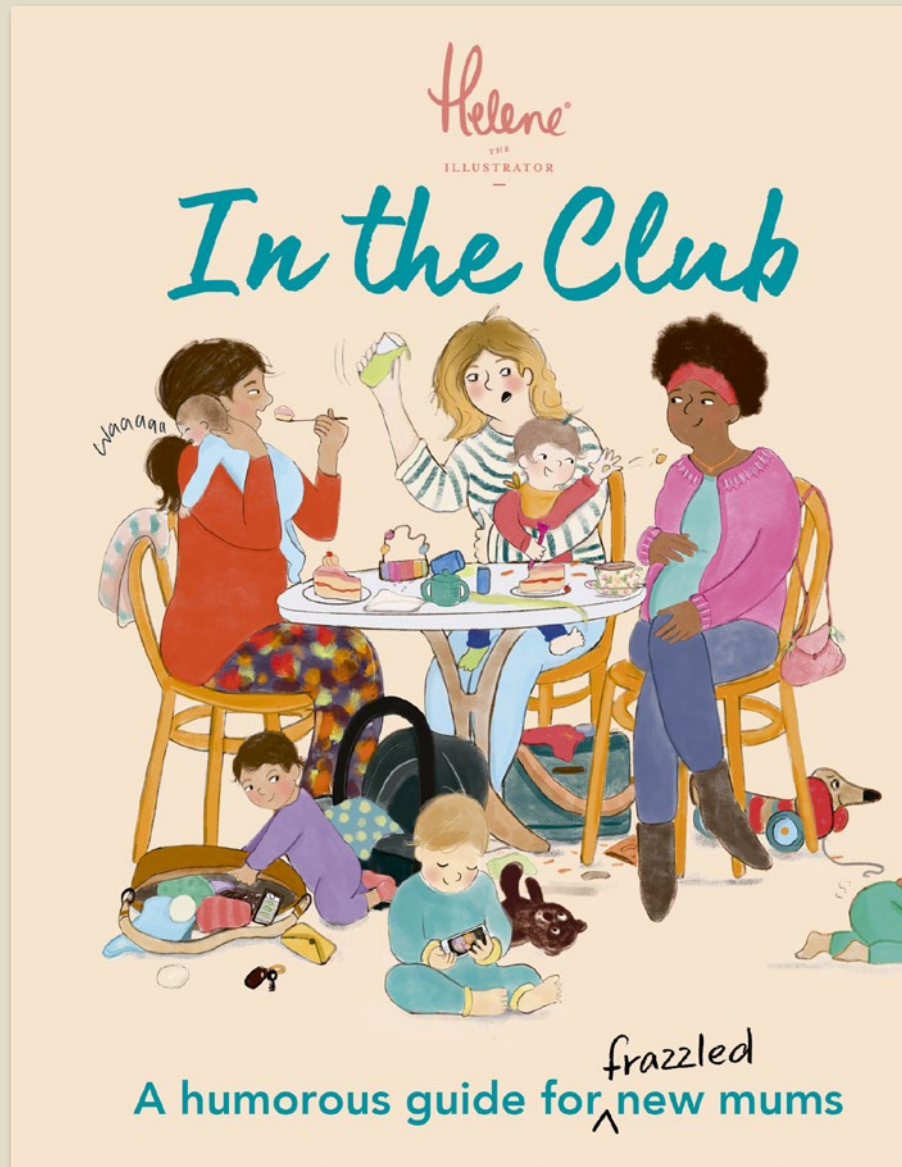
@broomfieldhouserenaion



@making_walford_magical

15

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Extent	160pp
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Rights Available	World



Honest drawings of the first year of parenthood.

- Written and illustrated by Helene Weston, aka Helene the Illustrator, who has over 74.3K followers on Instagram
- Helene has worked with Marie Curie UK, Kicks Count, Channel Mum, Touchnote, Edx Education as well as midwives, doulas and maternal health advocates across the UK.
- This fully illustrated book offers a much-needed middle ground between the factual titles about birth and beyond and humour titles which paint parenthood as something to endure and not enjoy. Helene's illustrations are praised for their supportive yet honest nature.
- Chapters: Early Days, Sleep... What's That?, It's Definitely a Phase, Is this Normal? and A Brand New You. Be sure to check out the "Five things" at the end of each chapter.
- Cover finish: mat lam and spot UV

In The Club

You Did It!

No matter how you gave birth, you should be so, SO proud of yourself and your body... You bloody did it!

Maybe you got the birth you wanted or maybe you didn't.

You might have feelings about the birth you'll need to work through later, but right now enjoy that soggy hospital toast and stewed cup of tea. You are a goddess (albeit a bloated, sweaty, exhausted one).

Some mums feel that overwhelming surge of love, some don't - and that's okay; it doesn't mean you won't.

All I remember thinking was 'Thank fuck that's over, can I go to sleep now please?'

In these first few days, everyone always asks about the baby. Remember to look after yourself too. You've just been through a monumental thing and your body probably won't feel like your own for a while, so be kind to it.



Until... Pop! The Bubble Bursts

The first few weeks (months) of being a new mum are relentless. You've been riding high on adrenaline and then you suddenly feel like you've been hit by a double-decker bus.

I remember sobbing on the phone to my mum in the first few weeks that I couldn't do it, that I felt so out of my depth and just physically and mentally exhausted.

You'll cry A LOT and worry about things you never knew you could. I was terrified that I would drop her, that she would get ill and I wouldn't know what to do, that the room was too hot, or too cold.

With all the stress and hormones, being a new mum is an emotional rollercoaster. Best assured that every first-time mum feels overwhelmed. For most, it's the hardest thing they've ever done.

You probably won't believe it, but you're doing so well and every day will feel a tiny little bit easier.

Brighter days are coming.



If Looks Could Kill

Sometimes, new mums have this built-in function that makes them wake up at the slightest noise from the baby. We can go from the deepest sleep to *PING* wide awake in an instant.

Some people could sleep through a tornado. That's all I'm saying.



Five Things You Won't Believe

We were up every hour last night, you!



1. How little sleep you actually need



3. How many times you can try unsuccessfully to leave the house



4. How much you love them

2. That you'd do anything to make them happy



172



5. How fast it goes... WTF how is she one already?!

173

Pub Date **03/02/2022**

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Author **Helene Weston**

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Word Count **13500 words**

Rights Available **World**

Culture Wars: Gen Z vs. Millennial

Gen Z out here acting like they invented the middle part as if Millennials didn't live through the 90s.



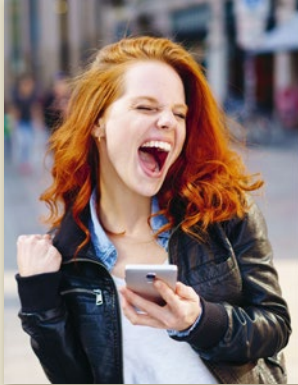
Culture Wars

Gen Z vs. Millennial

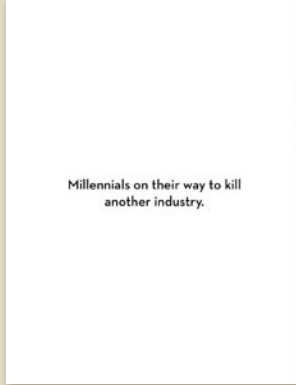
This hilarious book explores the internet's most popular and viral memes.

- The perfect stocking filler for Gen Z and Millennials alike showcasing an appreciation of culture and a cracking sense of humour.
- Small gift format - perfect till-side purchase
- This gift book brings together the internet's best memes and revamps them.
- Accompanied by a beautiful gloss art, matt lam and spot UV finish.

Culture Wars: Gen Z vs. Millennial



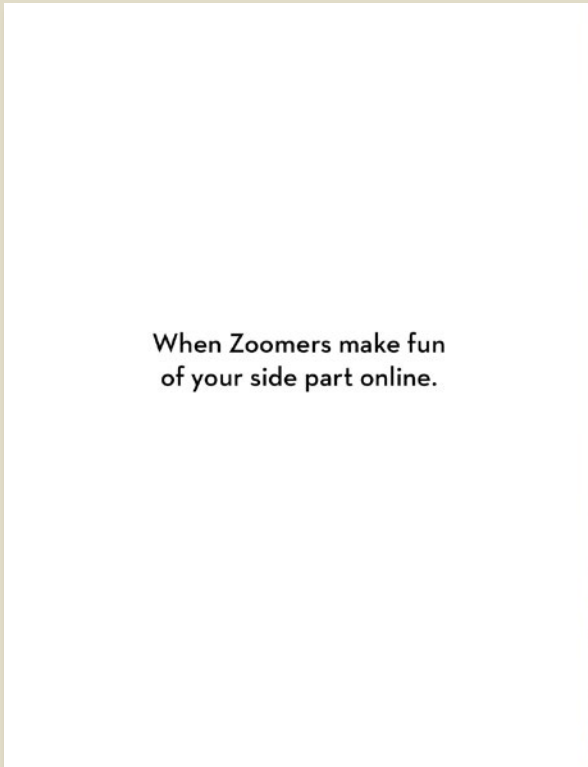
Millennials after adding #girlboss to their Instagram posts.



Millennials on their way to kill another industry.



Gen Z out here acting like they invented the middle part as if Millennials didn't live through the 90s.



When Zoomers make fun of your side part online.



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Binding	Hardback
Age Range	Adult
Author	Nate Rae
Extent	144pp
Word Count	2000 words
Rights Available	World



A book full of ideas, quotes and famous acts of kindness.

- Taps into the #bekind movement, which has 9.6 million posts on Instagram alone.
- Cover finishes: mat lam and spot UV.
- Example content: quotes by Lord Michael Cashman, Emily Dickinson, Maya Angelou and Barack Obama, stories about Princess Diana, Chadwick Boseman, Marcus Rashford and Prince.

Love is like a bibliophile

She's been called everything from the Iron Butterfly to the Smoky Mountain Sargeant and the Backwoods Babe. But to millions of children around the world, she's known very simply as the Book Lady. An offshoot of her non-profit DollyParton Foundation, the Imagination Library was created in 1995 by Dolly Parton from a desire to help youngsters fall in love with reading - a luxury denied her dad, who was unable to read or write. And to the Queen of Motivative parables books off to kids up to the age of five, completely free of charge. As the BBC's *The Morning* in 2020, "I just felt like that if kids can learn to read early on, they're not ahead of it."

Initially launched in Tennessee, the mission blew like an early morning breeze across the US, then Canada, the UK, Australia and the Republic of Ireland; to date, over 135 million books have been hurtling their way through the postal systems. As for her latest nickname, she admits it. "That is one of the sweetest things ever in my whole career," she told CBS. "When the kids get their little books, they always say it's from the Book Lady. So I take pride in that. Whatever it takes to get them to love the books and to learn to read, I'm all about that." In April 2020, during the pandemic's first lockdown, the Queen of Country began a 30-week bedtime reading list called Goodnight with Dolly, to comfort kids during a period of great anxiety. First out of the station was a live stream of *Waltz Paper's* 1930 classic *The Little Engine that Could*. "I think it's pretty clear that now is the time to share a story and to share some love," she said.

Any more examples of Parton's wondrousness? How long have you got? To name a few: her Buddy Program aimed to reduce high school dropout rates during the early 90s through cash incentives. Dolly's *My People Fund* donated \$1000 a month for six months to those who'd lost their homes in 2005's Great Smoky Mountains wildfires, while her annual Dolly Parton Scholarship awards \$15,000 to high achievers in Denver, Tennessee, to help them through college.

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Dolly's true (coat of many) colours have been apparent for a long time. As Sarah Sanchez Parton biography *She Came by if Healer's* details, she's made a habit of being the last of bottom-based paraboles to universally beloved icon status, strutting her stuff in a spotlight where women of a certain vintage have typically been invisible. This is the ultra-hard-working, proto-feminist who forbade Elton to record 'I Will Always Love You' after his ruthless manager Colonel Tom Parker demanded 50% of the publishing royalties.

And then to top it all, in November 2020 it was reported that Dolly Parton had saved the entire planet. Parton, via her own Covid-19 research fund, had donated \$1m to Vanderbilt University in Nashville, Tennessee, who had been working rather more than 9 to 5 in their efforts to find a cure for coronavirus. Dolly had volunteered the sum after her doctor friend Hal Abelson, who had once treated her after an accident, told her all about 'some exciting advancements' they were making. The result was the nearly 95% effective Moderna vaccine. (Our instant shonies all round of "Vaccine, vaccine, vaccine...vacc-issians..." to the tune of 'Jedus').

Her benevolence is beyond compare, with peroxide locks of bright blonde hair. And if the world is to have any kind of real-life superhero, the lady who bounced round the stage like a jumping bean at *Glastonbury* while hawking *Yakety Sax* on a shimestone-studded seesaw surely qualifies for that honour. What a Woman.

.....

If you see someone without a smile today,
give 'em yours.

Dolly Parton
(Twitter post, 2019)

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True colours

In 2005, Spain became only the third country in the world to legalise same-sex marriage. Research in 2015 found a whopping 88% of the population said 'no' to their LGBT+ friends, making it one of the most unappreciated places on Earth.

So it'd be natural to assume that, when it came to Pride celebrations, the rainbow rainbow emblem would be fluttering from every different flagpole. In your dreams, girlfriend! Thanks to a Spanish Supreme Court ruling, only the official flags of Spain, its regions, or the EU flag may fly from council buildings. And while larger cities and towns openly flouted the law without repercussions, that wasn't the case for little Villanueva de Algaidas on the Costa del Sol.

In June 2020, an eight-metre long rainbow flag proudly flew from the town hall, showing solidarity for the LGBT+ community - something it had done to mark Pride Month since 2008. But after just 48 hours, three residents demanded its removal, citing a ruling issued in reaction to the use of Separatist flags - a ruling which was in no way intended to marginalise the LGBT+ community. Nevertheless, local officials had no choice but to order the flag be taken down.

Antonio Carlos Alcázar, a Torremolinos shopkeeper who had grown up in Villanueva de Algaidas, had a beautifully simple solution. "I bothered me that they had to pull down a flag that wasn't hurting or bothering anyone," he told the *Guardian*, having pre-ordered hundreds of flags ahead of Pride. Colour was now cancelled due to Covid; he took to the town's Facebook page to offer them gratis to anyone who wanted to raise one. Responses poured in: "The whole village wanted to put up a flag! Quicker than you can say 'There's no place like home'." His local *juventud* (youth centre) was transformed, instead of co-shed, into a riot of colour. As 500 flags followed brightly from balconies and bars. Meanwhile, the council was that even if they're not allowed to fly the flag, they will always stand for tolerance, equality, open-mindedness and respect.

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Kindness is to stand in the shoes of the outsider, the unfavoured, the stranger, and having stood in those shoes change the world, so it is better for them as well as you. Like different colours in the rainbow flag we exist side by side, different but equally important to the whole. Long before the flag came along we stood together in protest and in celebration, all of us so different yet so alike because we wanted the world to be fairer, and just and decent. Now we stand with those same values and the flag announces us.

Vive la différence!

Lord Michael Cashman
(co-founder of Stonewall, activist, actor, author)

Kindness tip

Use your phone for an original intended purpose: speaking to people! Yep, actually pick up the phone and call a friend. Groundbreaking, right? And a bit scary. But feel the fear and do it anyway. Messages can be so impersonal, or they can get lost in translation or just ignored. All too often, a careless word or blunt tip on social media between friends can also cause serious damage if left to fester - another reason to pick up the phone and talk things over properly. And if you're feeling particularly brave and fine of voice, sing a song down the phone. Encourage the recipient to do the same, making a whole chorus in the process. "Ring a friend" has a certain ring to it.

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Wherever there is a human being, there is an opportunity for a kindness.

(Attributed to Lucius Annaeus Seneca)

Kindness tip

Next time you're entering a supermarket and there's a homeless person outside, ask if you can get them anything. Better still, ask them what they actually need.

And even if you can't contribute financially, perhaps take the time to talk to them.

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It won't break the bank

Hurricane Katrina was one of the most ferocious hurricanes to ever hit the United States; the third deadliest, in fact, in US history. Reaching a windspeed of over 170 mph at its peak, followed by devastating floods, the 2005 Category 5 superstorm was responsible for over 1800 deaths, made millions more homeless in New Orleans, Louisiana, Mississippi and Alabama, and caused an estimated \$100 bn of damage.

Infamously, it also exposed serious failings in the country's disaster response systems. While local, state and federal organisations were widely criticised for their handling of the tragedy, it ultimately led to the resignation of the director of the Federal Emergency Management Agency and did lasting damage to President George W Bush's reputation.

But one unlikely organisation did step up in the hour of need. Hancock Bank, a community bank founded in 1899, had itself been badly affected by the disaster. The head office in Gulfport, Mississippi was completely decimated, along with some 40 local branches. They had no electricity, no customer records, and most ATMs were out of service. Bank staff, too, had suffered their own personal tragedies and losses. But in the immediate aftermath, employees collected the literally filthy lucre from waterlogged banks, casinos and ATMs and quite literally laundered it. They washed and ironed banknotes, set up makeshift tables outside branches and did what they do best: they gave out money. To absolutely anybody who needed it. Whether they were an existing customer or not. With no computer records available, and many people not having access to ID or personal possessions, they operated a trust system, scribbling IOUs on scrap paper with just a name, address and social security number. In this way, the bank gave out around \$42 m. As Hancock employee Gay Todd told CNN, "they looked after the community."

This act of faith was repaid in buckets. When almost all the money handed out was eventually returned, there was a shortfall of just \$300,000. The bank's Chairman, George Schloegel, said, "Basically, people are honest and

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want to do the right thing. And they'll stand by you if you stand by them." George went on to become mayor of Gulfport in 2010 in a resounding victory, taking nearly 90% of the vote. There was another benefit, too: as communities started to rebuild, and life slowly returned to relative normality, grateful recipients put their money where their mouth was. By the following year deposits at the bank had increased by a whopping \$1.5 bn. Kindness, it would seem, is good for business.

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The greatness of a community is most accurately measured by the compassionate actions of its members... a heart of grace and a soul generated by love.

Coretta Scott King
(Address at Georgia State University, 15 February 2000)

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Extent	160pp
Word Count	34000 words
Rights Available	World



Personal finance for working women.

- Contents: Get on the Road to Financial Freedom; You've Got to Make a Budget; Bank Account Basics; Saving; Why Pensions are Free Money; We Need to Talk About Buy Now Pay Later Schemes; Sorting Out Debt; Side Hustles: What You Need to Know; Make Your Money Work for You; Shop Like a Pro; Bills, Bills, Bills; Payslips and Tax Codes; Buying a Home; Financial Wellbeing
- Author Charlotte Burns has worked with Martin Lewis, has won 'financial blog of the year' twice and writes for the UK government's Money Advice Service.
- The economy worldwide has taken a hit after the pandemic and making smart money decisions is more important than ever.
- Young working women are looking for money advice, as shown by the number of Instagram accounts set up and followed by women.

On the Money

1 GET ON THE ROAD TO FINANCIAL FREEDOM

Congratulations on one of the best investments you've made so far – buying this book! Who needs Bitcoin?

Is that statement too breezy? Well, I might be a bit biased but you're not going to regret it when you're living the life you want with total financial freedom. This book is my way of helping you get there.

Choosing to read this book tells me that you're smart enough to understand that when it comes to finances, you have to be proactive. Most people float through life without intention, hitting one unexpected financial problem after another. Often, and usually through no fault of their own, there's a lack of knowledge and zero strategy.

Let me throw some stats at you from research conducted by the Money and Pensions Service in 2021. I think they're pretty shocking.

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ON THE MONEY TO FINANCIAL FREEDOM

In the UK:

- 11.5 million people have less than £100 in savings.
- 9 million people have to borrow money to pay for food.
- 12 million people say they don't have the knowledge to plan for their retirement.

Big yikes, guys.

WHO AM I TO HELP YOU?

I've been a consumer writer and editor for over 10 years and am utterly obsessed with helping people to be better with their money because I know what it's like to have nothing and get back on my (financial) feet.

I graduated from university with a Law degree in 2008 as the financial crash happened. It was shit. People were losing their jobs, homes. We savings and, unbelievably, no one wanted to hire a plucky graduate with a talent for downing £1 pies of Srinakheer.

I moved to London right after graduating because I felt it was my best chance of getting a job and spent a good few years on benefits, before finding a risk being made redundant (twice) and then finding myself on benefits again. This all caused a decline in my mental health and after losing my job and flat, and sofa surfing for too long, I was ready to give up until I spotted a job advert that changed my life.

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ON THE MONEY

You see, while having no money – I'm talking sobbing and crying a storm at the bank because I went over my overdraft and the five would eat me – is my baseline level of no money – I became obsessed with finding ways to save money. It gave me back some of the control I had lost.

If I had free tickets to the cinema, or went out on trips and said that the taxi was discounted so I could buy it for free, or as close to free as possible. I became a pro and was seriously good at bargain hunting.

The job advert was for a debt hunter at Martin Lane's Money Saving Expert. At the job interview, they asked me why they should hire me as I had no journalism experience. In my head I did an impression of Eric Burdon-style speech on how I had no relevant qualifications but there was no one who knew how to save on everyday stuff like me and they wouldn't meet anyone who cared as much as I do. It was probably integrity, but I'm not sure.

I worked there a few years before leaving to become editor at a leading student money website, then I went freelance and set up my blog, LottysEats, two-time winner of Financial Blog of the Year at the Money Awards (the Oscars of the financial industry). I also started writing for national newspapers and magazines.

I'm currently the senior digital editor at the Money Advice Service, which is my dream job. I get to spend a lot of time figuring out what financial problems people really have, work out how they can be fixed and then come up with new and exciting ways to package up that information so it reaches the people who need it.

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WHY MIGHT WE BE A BIT RUBBISH WITH OUR FINANCES

The truth is, we probably have very similar money values and habits to our parents, whether we realise it or not. They got theirs from their parents, who got it from their parents and so on. It's a cycle and as with any family cycle, there can be really healthy aspects alongside ones you want to break. Figuring out where the problems are and then improving them is key.

On top of this, there is little to no financial education taught in schools. Sure, they teach you how to do Pythagoras theorem (I still no idea what it is) that the majority of us will never use in the real world, but not what taxes are and how they work, which we all need.

When I grew up, it's completely normal to have £1,000's worth of debt, live in a rented home and live pay cheque to pay cheque. And no one is breaking a sweat over this at all.

I work for a company that aims to help people with money management skills, sort problem debts and encourage people to make good pension decisions. We don't target people who are well off (though there is a lot of relevant information for them) and don't manually focus on people with hardly any cash but are doing well, because before me, people who are seriously short know exactly what money they have, where their next penny is coming from and what they need to spend it on.

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ON THE MONEY

We spend a big chunk of our time trying to reach people who don't know they need help, which is a lot of people. So many people own expensive items, take yearly holidays, buy fancy cars or finance and so on. From the outside looking in, they seem comfortable, but the reality is that a lot of it is paid for on credit – they have no savings and the smallest thing could send them into a debt spiral.

And now we've had a pandemic to constant with. The world is a tougher place now with uncertain employment, an increased cost of living and rising debt. People who didn't have to worry about money a couple of years ago are now paying for their supermarket shop on a credit card.

Getting on the housing ladder has become close to impossible for many, so it's easier if they just don't think about it. The same can be said when it comes to retirement plans.

I NEED YOU TO STOP COMPARING YOURSELF WITH OTHER PEOPLE

I've worked directly with hundreds of people who are struggling with money and if you're picturing some Oscar Tsai-style action or someone from The Money Girl Show, that's not always the case. It's often the people who wear nice clothes, have good jobs, a good education and are smart who are up the creek.

Don't believe what you see! You might have friends who have a nice car and a big house and wonder how on earth they can afford them.

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ON THE MONEY TO FINANCIAL FREEDOM

If you're. But the likelihood is they're up to their eyeballs in debt, have no savings and no retirement plan. And that's nothing to be jealous about.

So I need you to stop comparing yourselves with the people around you or on social media.

- I don't care if someone earns more than you, it doesn't mean they are, or will be, better off than you.
- I don't care if someone can go on fancy holidays and buy nice things, it's often debt.
- I don't care if someone has bought a house when you can't afford to. There are lots of bad mortgage deals out there and more often than not, money from family comes into play here.

Follow your own path and have trust in the financial strategies you are going to create. Being financially secure is a million times better than going the direction you are. Because here's the truth: you can't enjoy the things you buy if you can't afford them. Not really. There will always be some guilt and anxiety associated with them. Get them the right way.

BREAK THE BAD HABITS

Throughout this book, I'm going to help you break any bad money habits you may have inherited and educate you about money.

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ON THE MONEY

management and planning. I'm going to tell you the truth and challenge some preconceptions.

I've been in this industry a very long time and have learned from the best. I'm not going to tell you to ask the universe for cash, invest in risky schemes or give you empty promises of becoming a millionaire.

I'm not one to sugarcoat things so let me be clear: the things I will ask you to do aren't always fun, and they aren't always (or ever) sexy but they are realistic and do-able, no matter where you are on your financial journey. You don't need a six-figure salary to have financial freedom but you do need to commit to making some changes.

If there's one thing I can promise, it's that if you do the things I suggest, you will be better with money and, therefore, you will have more of it. So buckle up!

MONEY MYTH BUSTING

Before we get stuck in, here are some common misconceptions about money that I want you to shake off:

- If you're rubbish with money, you'll always be rubbish with money.
- You can't gain control of your finances.
- A high income automatically makes you more wealthy.
- You can only save if you earn lots of money.
- It's too late to start saving.

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ACTIVITY

After each chapter, I'm going to set an activity based on what you've learned to help you in a practical way.

Before you go any further, I want you to visualise what you want to achieve by reading this book. The more specific your goals are, the better. For example, 'I want to buy a house' is a very general goal so it will be hard to mark your progress and keep focused. Something like 'I want to save £20,000 towards a deposit in three years' is better – it's specific and has a time frame attached so you can easily measure your progress.

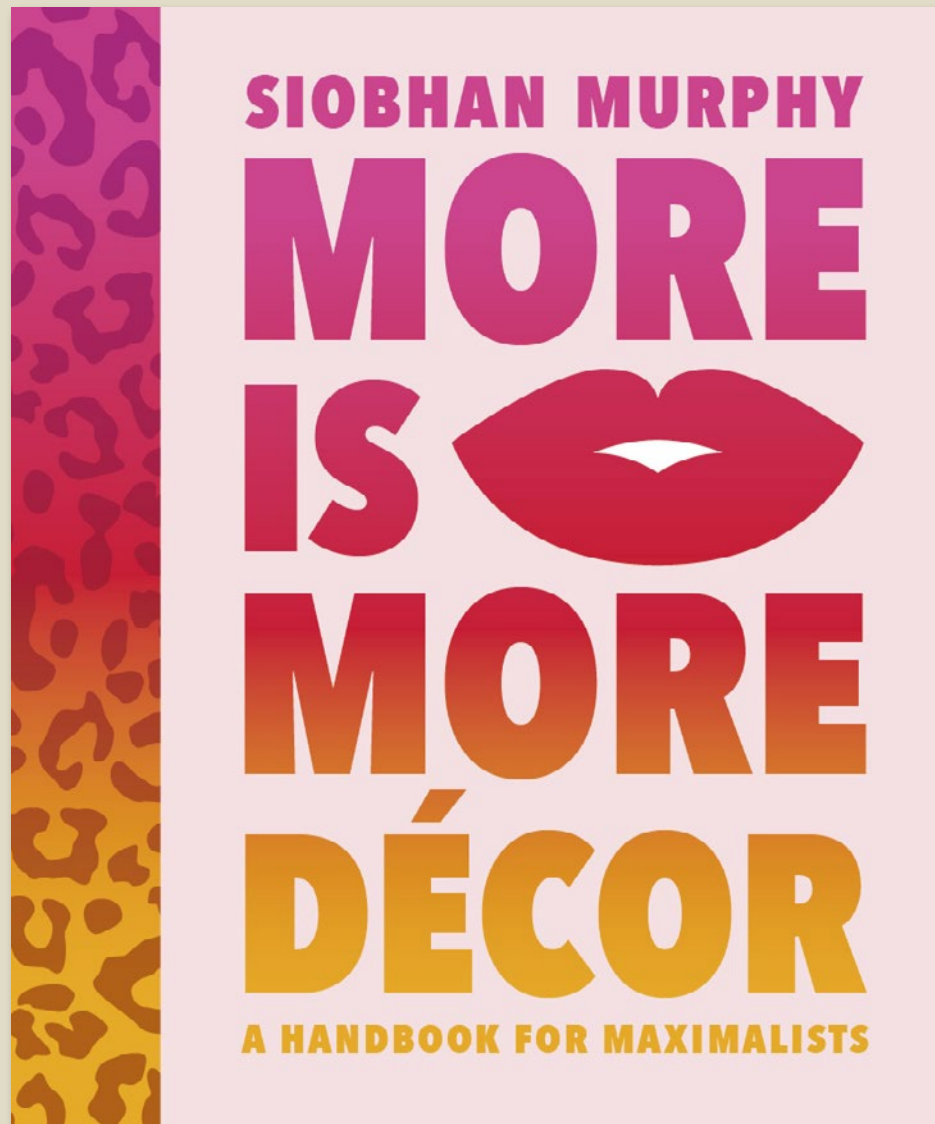
When things get hard, having a clear goal to anchor you is really important. Keeping your goal in mind helps you to stay motivated and reminds you why you're doing what you're doing.

Visualisation techniques are used by the most successful people to help them reach their goals. Your brain is constantly using visualisation in the process of simulating future experiences. This happens naturally and you probably aren't aware of it (unless you have anxiety like me and a brain that likes to imagine every potential

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More Is More Decor - A Handbook For Maximalists



A fearless home interiors handbook.

- Contents list: 1. What Is Maximalism? 2. Inspiration From Places and Things 3. Inspiration From Influencers Past 4. Inspiration From Today's Influencers 5. Playing With Colour 6. Pattern and Print 7. Accessories: The Jewellery of the Home 8. Mood Boarding and Sourcing
- Siobhan is a maximalist style icon on Instagram, straddling both the interiors and fashion communities. She has 109k followers.
- Siobhan was a finalist on season two of *BBC Interior Design Masters* and writes an interiors column for *OK Magazine*.
- Siobhan has starred in an Asda advert and designed her own range of homewares for Freemans. She is also a regular guest on Channel 4's *Steph's Packed Lunch*.

More Is More Decor - A Handbook For Maximalists



WELCOME TO MORE IS MORE DÉCOR!

Maximalism aims with this book to inspire and delight you. I hope that it will be a useful reference as you set about embracing, maintaining, managing your interior, and making your decorating goals realistic. Equally, I hope that it will prove compelling enough to be read from cover to cover.

Your magical journey into maximalism will commence with an exploration of your aesthetic. I'll show you how to identify the colors, textures, patterns and prints that bring happiness into your life, then set about transferring them to your interior. Next, let's explore how your hobbies, collections, interests and passions can inspire your design scheme. A letter from my pick-up artist at a local market, a letter from my grandpa, or even a candle you bought on a day out with your friends, these items can have their own story to tell and deserve to be displayed.

I am inspired by so many talented designers, past and present, and I encourage you to try to find the style of today's maximalists, as well as notable maximalists of the past. Be it the ornate, the full, the bold and intense of these incredible designers, I want to give you the confidence, the inspiration, and the ladder with your own creative eye.

There's time to start playing with colors, patterns and prints. Be the owner who is confident to learn, rather than the first thing to consider reupholstering.

Siobhan x



What Is MAXIMALISM?



SOURCING YOUR INTERIOR TREASURES

I have loved shopping since I was a child. I have a hard time not buying things, and I'm always in the basement browser and drawer for my next treasure. People would think I was indulging in a day of joyful shopping and carefree browsing, followed by the joy of returning your haul when you get home.

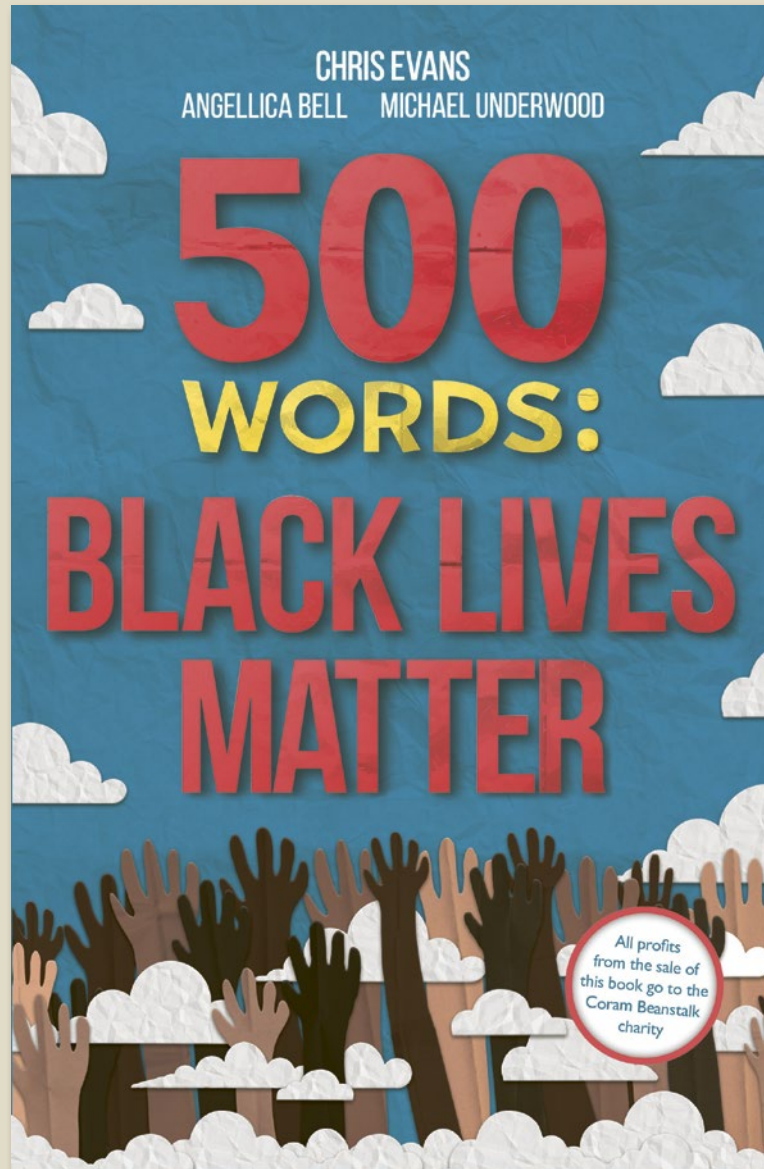
Sometimes I don't have a particular item in mind when I walk into a shopping trip, and end up buying something beautiful or meaningful, with no clear idea of when it will go in my house. At other times I have a list, but then there's usually some distraction. I can get easily distracted by a charming object, especially if it can stimulate a thought or an idea, or how to bring it into a project I'm working on. It can be a wonderful moment, which makes the price tag a mere fraction of its true value.

But where to shop? Many people will mention eBay, and you're right. There's nothing to be said for that. But I'm not talking about a charity shop and online retailers for new items, but the real treasure is a charity shop and online retailers for new items. There's no shame in a charity shop and online retailers for new items. There's no shame in a charity shop and online retailers for new items.

EMBRACE EVERYTHING YOU LOVE

AND THROW THE INTERIORS RULE BOOK OUT OF THE WINDOW.

Pub Date	18/08/2022
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Rights Available	World



A collection of the inspiring, moving and poignant short stories, submitted by children from across the country.

- This collection of short stories is inspired by the conversations that have arisen from the Black Lives Matter movement, providing an insightful perspective from the next generation of storytellers.
- 500 Words is the UK's largest story-writing competition for children between the ages of 5 and 13.
- All royalties from the sale of this book will be matched by the publisher and donated to the children's charity Coram Beanstalk.

500 Words

500 WORDS: BLACK LIVES MATTER 5-9 YEARS

PRaise FOR THE WINNERS

FINALIST: Grandpa's
Emerson Neuman

What the judges said:
"There's a sweet use of language in this and it pays homage to Grandpa beautifully."
— *Melanie Blackmon*

"I really enjoyed the alternative take you took, it's imaginative and creative."
— *Frank Cornell-Boye*

"This really stayed with me, it's such a lovely personal piece."
— *Frances Sims*

"The use of language is so simple, yet so effective and you approached it from a different angle."
— *Charlie Higson*

FINALIST: Love Is Colourblind
Eve Bern

What the judges said:
"I loved this lighter piece, it's refreshing and fun but carries a message."
— *Melanie Blackmon*

"What an ambitious, inventive and bold piece."
— *Frank Cornell-Boye*

"The combination of humour with the serious topic is genius."
— *Frances Sims*

"The last line is very funny, it made us all laugh and I think Boris would too if he heard it."
— *Charlie Higson*




500 WORDS: BLACK LIVES MATTER 5-9 YEARS

The Greatest Gymnast

Safe Brito

"In the code of points, difficulty is very valued now. Of course, this suits African Americans. They're very explosive — look at the NBA, who's playing and jumping there!"
Simone's heart thumped as these words replayed in her mind. Her mind. A mind taught to be strong and fearless. Why did her mind capture these bad words so helplessly? Stabbing and chipping away at her strength like a chisel to stone. These bad words, spoken and quoted by US Coordinator Valeri Lukin recently, brought a sense of injustice and humiliation with it, not just to Simone, but to all people of colour who work hard.

It's my hard work that's brought me to where I am today. Not my African American physique," Simone hissed under her breath as she took two steps forward towards the large blue industrial mat.

She noticed it had more powder on it than usual, reminding her of her childhood in Ohio, Texas. How she giggled gleefully while galloping into her mamma's arms on

the first day of that magical snowfall. Mamma, sitting on the first bench, in between her Coach and Pappa. Mamma's hair looked fizzy today. It glistened through the light reflecting off the beams and strangely matched the leotards of Team Russia. Back and shiny with silver sequins. Catching Mamma's eye, Simone's breathing slowed down as Mamma mouthed lovingly: "My Baby go get 'em."

A sharp crackle pierced the stuffiness of the stadium and the crowd quietened down, shocked from the echo of the microphone which was struggling to push the commentator's voice through.

"Ayyyyy, representin the US of A, Simone Biles. Five times gold medalist, right the-ye-er in Tokyo twenty twenty. No need for introductions. The whole world knows about her: the girl who flossaaaas! Throats were cleared and a few people sniffed nervously.

Now was the time to show supporters in the stadium and millions worldwide, that Simone Biles deserved her sixth gold. But her legs felt like lead, her arms like planks of wood and her mind foggy with Valeri's bad words. Did others agree with Valeri? Were they here in the crowd? At home on their sofas, looking at Simone's body and analysing every inch of her? Believing her success was




500 WORDS: BLACK LIVES MATTER 5-9 YEARS

A Birthday Surprise

Abigail Jackson

Tuesday 14th March 2016

Dear Diary

Firstly before I tell you all about myself I want to tell you what happened when I first saw you.

This morning I was confused why my little sister Zuri was not willing to be picked up, and why my older sister Jibali was asking me to do her make-up (everybody says I do make-up well). Then, I realised it was my birthday!

I excitedly changed into my birthday dress and ran downstairs which was lined with balloons and a huge banner that said HAPPY BIRTHDAY ABIGAIL! When I saw it, a huge smile appeared on my face because I was so happy. Then when I thought things couldn't get better they did. Because when I opened the first present, I saw you for the first time. It was like she dropped a bomb on my head. I thought she was joking or pretending so I played along.

"Where in England are we going?" I asked.

"Hampshire," replied my mum.

Immediately all stateness disappeared because I heard stories about that place, and they weren't particularly good. I'm Kenyan. I heard it was cold even for those who lived there. After that, we went on many trips around Nairobi doing and buying things I've only ever dreamed of. But due to the England bombshell I wasn't able to enjoy the pleasures of my shopping spree.


"Yours,
Abigail."

Wednesday 15th March 2016

Dear Diary

I tried everything but it did not work. Honestly I tried rolling around screaming that I wouldn't go. I tried begging and pretending I had amnesia so I couldn't recognise my parents anymore. I even had the audacity to sleepwalk so that my parents wouldn't dare touch me on the plane. But they didn't believe any of my tricks.

I finally gave in, but I did not like admitting that. While I was feeling defeated, I reluctantly packed my bags and somehow got in the taxi with my family. Got to stop writing now I'm in the cab and sometimes I can get motion sickness from writing or reading in a moving vehicle. I'm not




PRaise FOR 500 WORDS: BLACK LIVES MATTER

"The empathy and observation within these stories is truly inspiring. These children's understanding of the world around us and the changes that need to be made, give me real hope for the generation of tomorrow."

— Nicole Kidman

"The incredible talent on display in these stories is truly impressive. This genuinely moving and authentic writing is a much needed rallying cry for change."

— Mark Strong

"I was so moved by the range of skilful, moving stories featured in 500 Words: Black Lives Matter. These are some seriously talented young writers."

— Colin Jackson

"The standard and quality of the stories are awe-inspiring. They are poignant, moving and some extremely heartfelt. My congratulations to all the finalists."

— Jim Broadbent






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Extent	336pp
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Ultimate Superstars: Beyoncé



Beyoncé's rise to global stardom, retold for young readers.

- Unofficial story of Beyoncé's rise to stardom
- Beyoncé has sold 100 million records worldwide
- Perfect for young fans to find out all about their favourite star
- Spin-off of the bestselling Ultimate Football Heroes books, which have sold 340,000 copies across the series.

Ultimate Superstars: Beyoncé

Pub Date	07/02/2019
Pub Price	£5.99
ISBN	9781787414761
H × W	198 × 129mm
Binding	Paperback
Age Range	9-11 years
Author	Melanie Hamm
Extent	176pp
Word Count	23000 words
Rights Available	World

Ultimate Superstars: Selena Gomez



Selena Gomez's rise to global stardom, retold for young readers.

- Selena Gomez has sold over 7 million albums and 22 million singles worldwide
- Perfect for young fans to find out all about their favourite star
- Unofficial story of Selena Gomez' rise to stardom
- Spin-off of the bestselling Ultimate Football Heroes books, which have sold 340,000 copies across the series.

Ultimate Superstars: Selena Gomez

Pub Date	02/05/2019
Pub Price	£5.99
ISBN	9781787415218
H x W	198 x 129mm
Binding	Paperback
Age Range	9-11 years
Author	Melanie Hamm
Extent	160pp
Word Count	23000 words
Rights Available	World

Ultimate Superstars: Taylor Swift



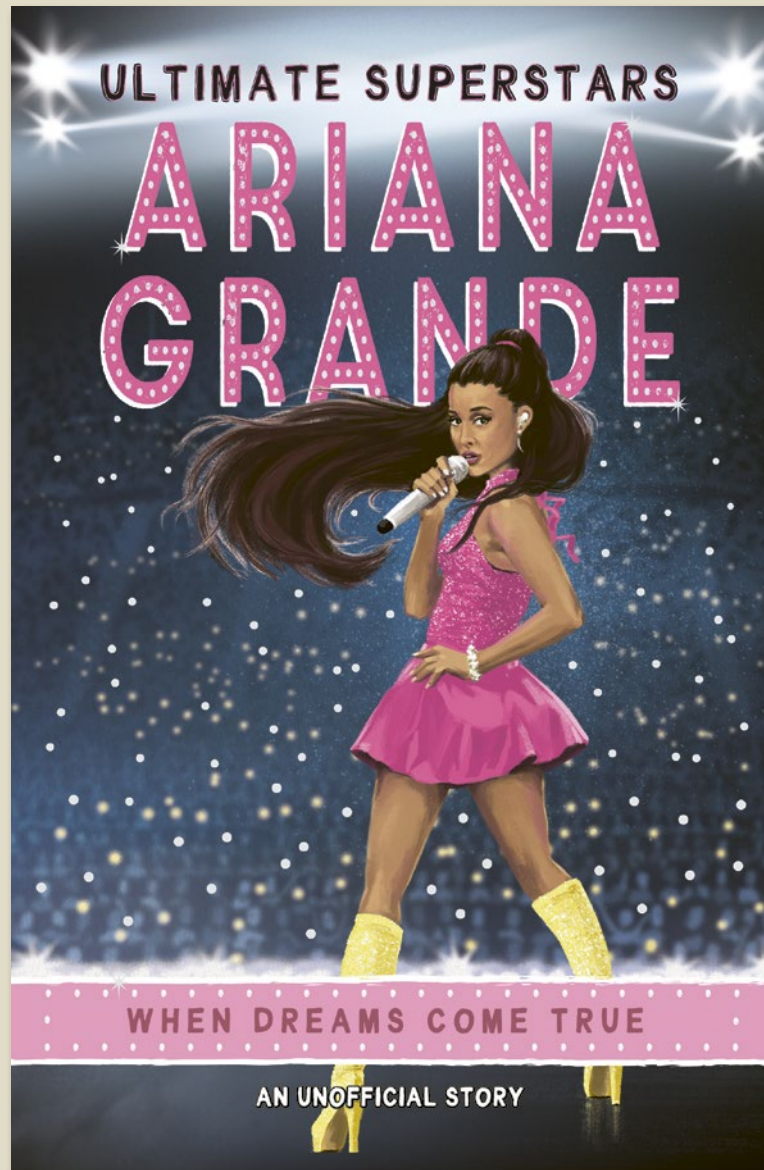
Taylor Swift's rise to global stardom, retold for young readers.

- Taylor Swift has sold 40 million albums worldwide and 130 million single downloads
- Perfect for young fans to find out all about their favourite star
- Unofficial story of Taylor Swift's rise to stardom
- Spin-off of the bestselling Ultimate Football Heroes books, which have sold 340,000 copies across the series.
- New edition featuring the Eras tour.

Ultimate Superstars: Taylor Swift

Pub Date	02/05/2019
Pub Price	£5.99
ISBN	9781787415201
H × W	198 × 129mm
Binding	Paperback
Age Range	9-11 years
Author	Melanie Hamm
Extent	176pp
Word Count	23000 words
Rights Available	World

Ultimate Superstars: Ariana Grande



Ariana Grande's rise to global stardom, retold for young readers.

- Unofficial story of Ariana Grande's rise to stardom
- Perfect for young fans to find out all about their favourite star
- Ariana Grande is a number 1 bestselling artist with a social media following of over 200 million
- Spin-off of the bestselling Ultimate Football Heroes books, which have sold 340,000 copies across the series.

Ultimate Superstars: Ariana Grande

Pub Date	07/02/2019
Pub Price	£5.99
ISBN	9781787414778
H × W	198 × 129mm
Binding	Paperback
Age Range	9-11 years
Author	Liz Gogerly
Extent	160pp
Word Count	23000 words
Rights Available	World



This is the story of one of the world's best heptathletes and her journey to greatness.

- Katarina Johnson-Thompson is one of Great Britain's gold medal hopefuls for the 2021 Tokyo Olympics
- An inspirational story of a female athlete overcoming adversity and setbacks to become one of the greatest heptathletes, winning gold at the World Championships in 2019.
- Katarina was nominated for BBC Sports Personality of the Year 2019.
- Cover finishes: matt lam & spot UV

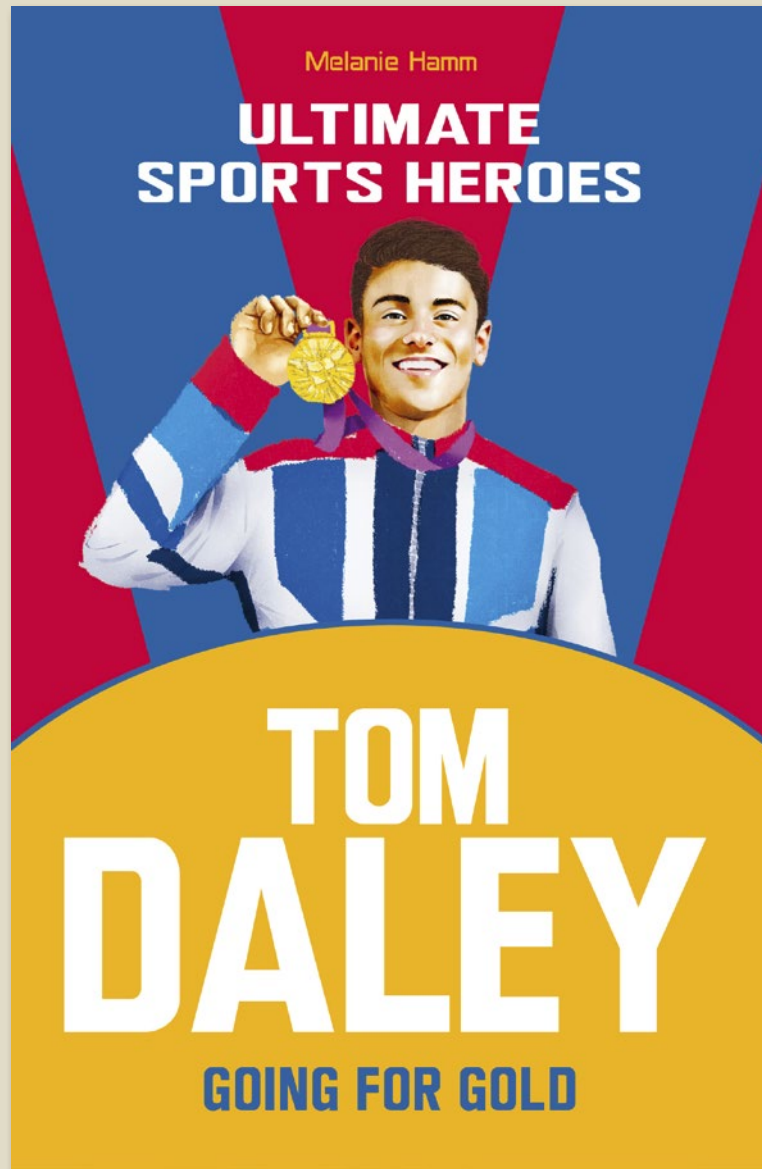
Pub Date	24/06/2021
Pub Price	£5.99
ISBN	9781789463019
H × W	198 × 129mm
Binding	Paperback
Age Range	9-11 years
Author	Melanie Hamm
Extent	176pp
Word Count	23000 words
Rights Available	World



This is the story of one of the world's best gymnasts and her journey to greatness.

- Simone is one of the most successful US gymnasts of all time.
- She is expected to have great success at the Tokyo 2021 Olympics.
- Simone Biles is a great role model for young girls, showing how hard work and dedication can pay off.
- An inspiring story that will engage even the most reluctant readers.
- Cover finishes: matt lam & spot UV

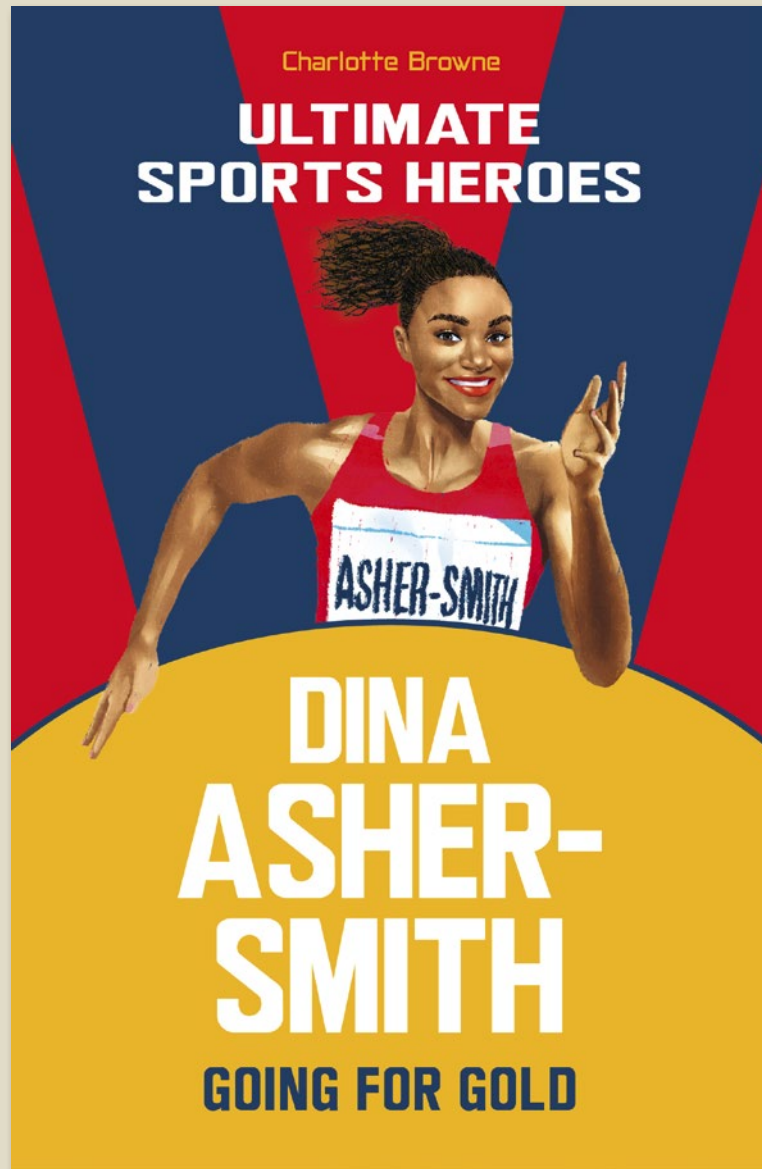
Pub Date	24/06/2021
Pub Price	£5.99
ISBN	9781789463026
H x W	198 x 129mm
Binding	Paperback
Age Range	9-11 years
Author	Charlotte Browne
Extent	176pp
Word Count	23000 words
Rights Available	World



This is the story of one of the best divers in the world and his journey to greatness.

- Ties in with Tokyo Olympics 2021
- Tom Daley is one of the most successful British divers of all time.
- An inspiring story to grip the imaginations of reluctant readers.
- Cover finishes: matt lam & spot UV

Pub Date	24/06/2021
Pub Price	£5.99
ISBN	9781789463033
H × W	198 × 129mm
Binding	Paperback
Age Range	9-11 years
Author	Melanie Hamm
Extent	176pp
Word Count	23000 words
Rights Available	World

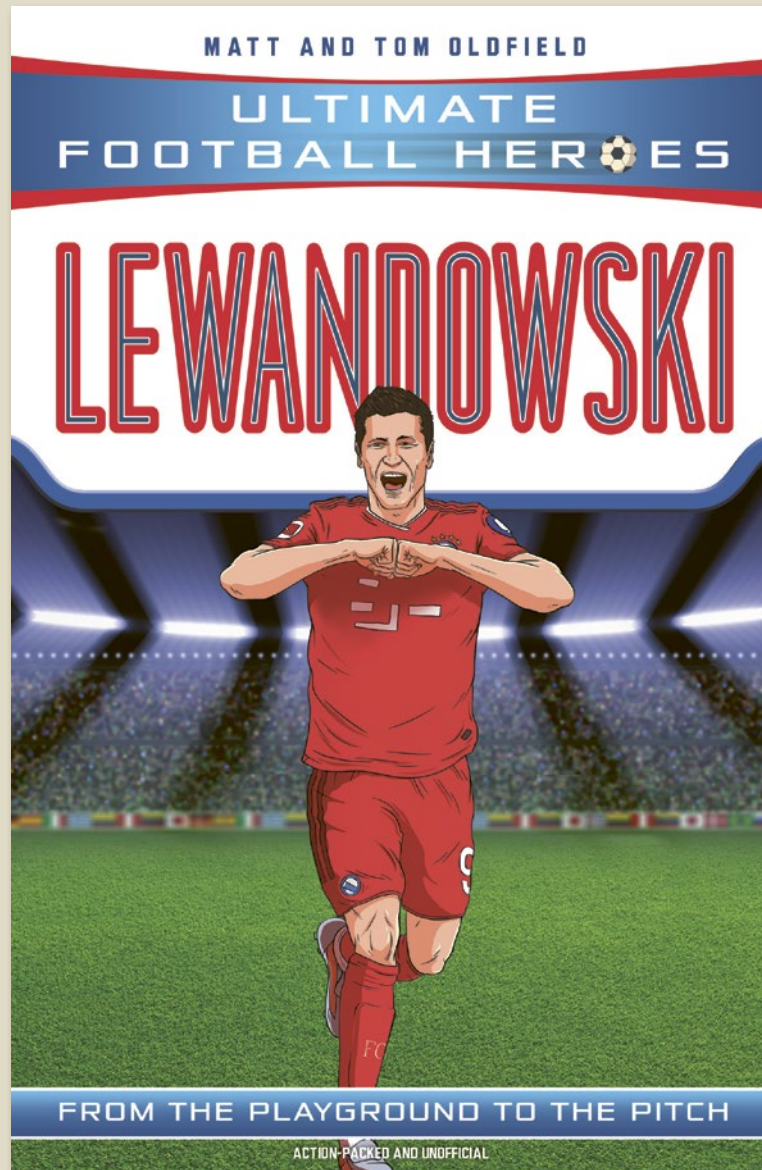


This is the story of one of the world's best sprinters and her journey to greatness.

- Dina Asher-Smith is one of the most prominent British athletes at the moment with a chance of success at the Tokyo 2021 Olympics.
- An inspirational story about hard work and perseverance.
- An engaging story that will capture the imaginations of even the most reluctant readers.
- Cover finishes: matt lam & spot UV

Pub Date	24/06/2021
Pub Price	£5.99
ISBN	9781789463040
H x W	198 x 129mm
Binding	Paperback
Age Range	9-11 years
Author	Charlotte Browne
Extent	176pp
Word Count	23000 words
Rights Available	World

Lewandowski (Ultimate Football Heroes)



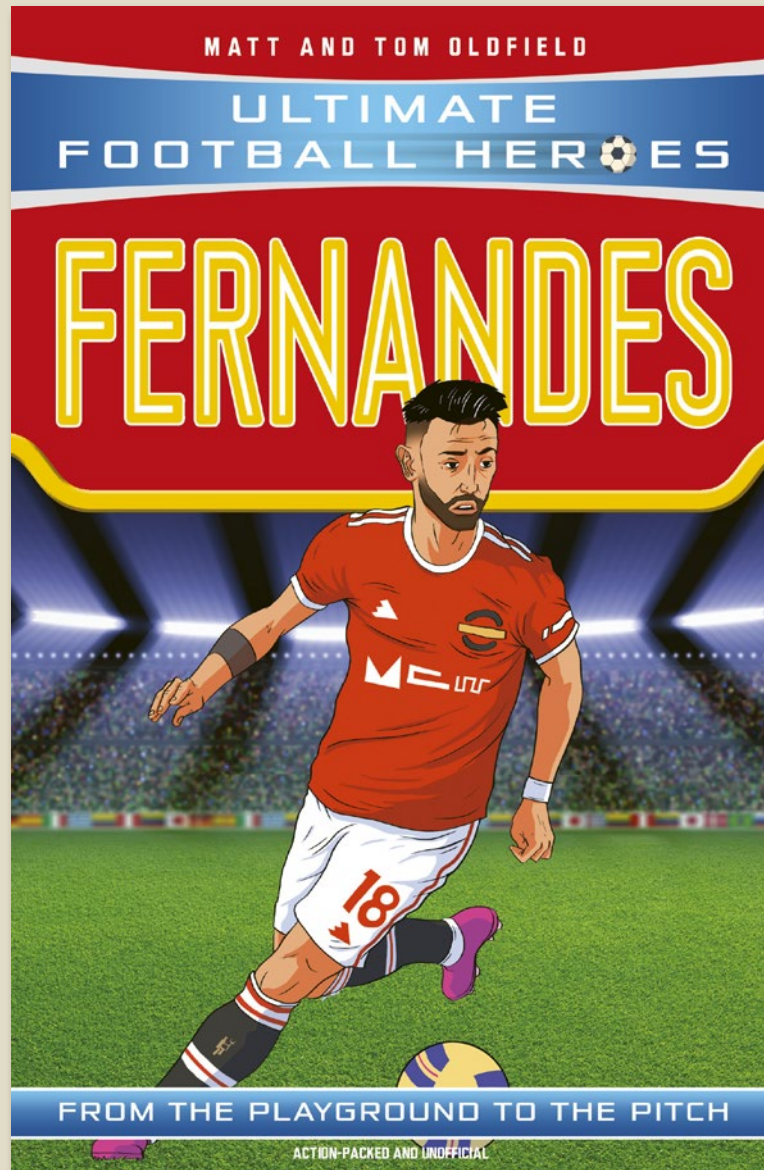
From the Playground to the Pitch, meet Lewandowski.

- Robert Lewandowski is the star striker of Bayern Munich and the captain of the Poland national team. He won the coveted FIFA Men's Player of the Year award in 2020.
- He played a key role in Bayern Munich winning the European treble in 2020 and is one of only two players to do this while being the top goalscorer in all 3 championships.
- Lewandowski won the Bundesliga Player of the Year in 2017 and 2020.

Lewandowski (Ultimate Football Heroes)

Pub Date	27/05/2021
Pub Price	£6.99
ISBN	9781789464535
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Word Count	23000 words
Rights Available	World

Bruno Fernandes (Ultimate Football Heroes)



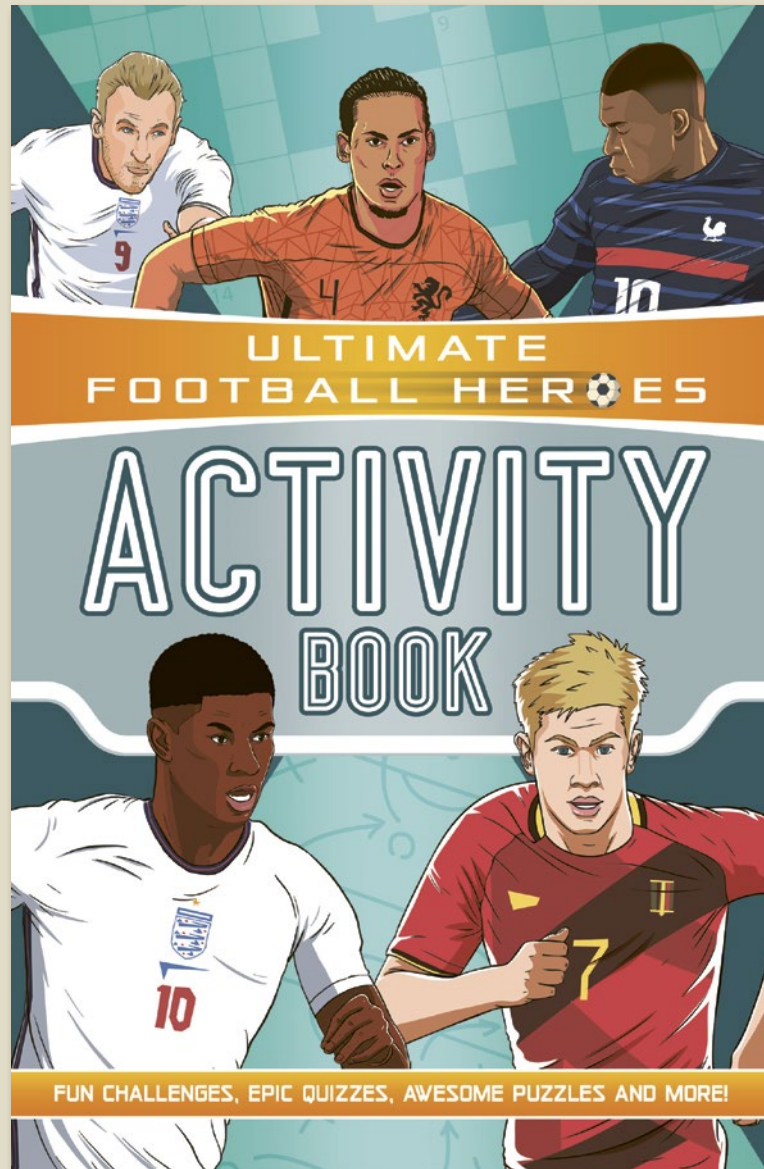
From the Playground to the Pitch, m

- Bruno Fernandes won back-to-back Taças da Liga in 2018 and 2019, as well as the Taça de Portugal, leading to him being named Portuguese Primeira Liga Player of the Year in both seasons.
- In 2018-19, he scored a record of 33 goals in all competitions, making him the highest-scoring Portuguese midfielder and the highest-scoring midfielder in Europe in a single season.
- In June 2020, he became the first Manchester United player to win back-to-back Premier League Player of the Month awards since Cristiano Ronaldo
- Cover finishes: matt lam & foil

Bruno Fernandes (Ultimate Football Heroes)

Pub Date	22/07/2021
Pub Price	£6.99
ISBN	9781789464726
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield
Extent	176pp
Word Count	23000 words
Rights Available	World

Ultimate Football Heroes Activity Book (Ultimate Football Heroes)



The Activity Book for football fans

- **UEFA Euro 2021** falls a day after this book's release.
- Part of the **Ultimate Football Heroes** series, which has sold over 420,000 copies TCM to date across the series.
- Features a range of activities, from geographical to biological, to engage young and reluctant readers.
- A summer holidays activity book that also looks forward to **FIFA World Cup Qatar 2022**.

Ultimate Football Heroes Activity Book (Ultimate Football Heroes)

FOOTBALL JOKES

As someone once said, football's a funny old game, and here's your proof. These football jokes are the best gags we could think of. Do you know any great football-based jokes?

Which team members play best when the pitch is waterlogged? **The substitutes!**

Which Brighton defender, called Lewis, can you dip in your tea? **Lewis Dunk!**

Why was Cinderella dropped from the England Line-ups? **She kept running away from the ball!**

What did the ref say when the striker was tackled by a chicken? **Foot!**

What do you call it when Robert Lewandowski wears a flat cap, a beanie and a beret, and then makes them disappear? **A hat-trick!**

Why did the ref wear two watches to the Champions League final? **He was told that extra time may be needed!**

Why is Old Trafford always so windy on match days? **Because it's filled with 76,000 fans!**

Why does Lionel Messi wear a bib during games? **Because he's always dribbling!**

And here's an old classic... why was Dracula replaced as goalkeeper for the Transylvanian national team? **He was scared of crosses!**

BRAINTEASERS

Some of these crazy conundrums might not be what they seem, so try to be creative and think outside the box when you come up with the answers. And pay attention to how the questions are worded.

1. Neymar is so skilful that he can kick the ball fifty metres and make it come straight back and land on his foot. How does he do it?

2. Before the match kicked off, the brainy spectator said the score would be 0-0. And he was correct. How did he know this?

3. What runs around a football pitch but never moyes?

4. At an under-11s game, the goalkeeper on the home team has let in four goals in the first thirty minutes. "You have to take him off at half-time," the trainer says to the Coach. "I can't," says the Coach. "He's my son. He'll never talk to me again!" But the Coach wasn't the goalkeeper's father. What's going on?

5. Which players in a football team can jump higher than the crossbar?

6. A team played three matches and won one, drew one and lost one. They scored four times and let in four goals, and both teams scored in every game. The game they drew finished 1-1. What were the scores in the other games?

Word: Draw: 1-1
Lost:

FOOTBALL TRIVIA

When it comes to football, there are lots of stats, facts and figures, but some are more important than others! How much useless stuff do you know about football? Let's find out - circle the correct answers.

1. At size 13½, which player today has the biggest feet in football?
A. Romelu Lukaku B. Virgil van Dijk
C. Zlatan Ibrahimovic

2. Why did Man. Utd change out of a grey kit and into a different colour at half-time during a game in 1996 against Southampton?
A. The players claimed they couldn't see each other properly on the pitch.
B. An FA official notified them that it was against the rules at that time to play in grey.
C. They were losing 3-0 and the players said the kit was bringing them bad luck.

3. What was unique about Darren Bent's goal for Sunderland against Liverpool in 2009?
A. The ball bounced off his head while he was knocked out in the penalty area.
B. He ran into the goal with the ball stuffed up his shorts.
C. The ball bounced off an inflatable beach ball a fan had thrown on the pitch.

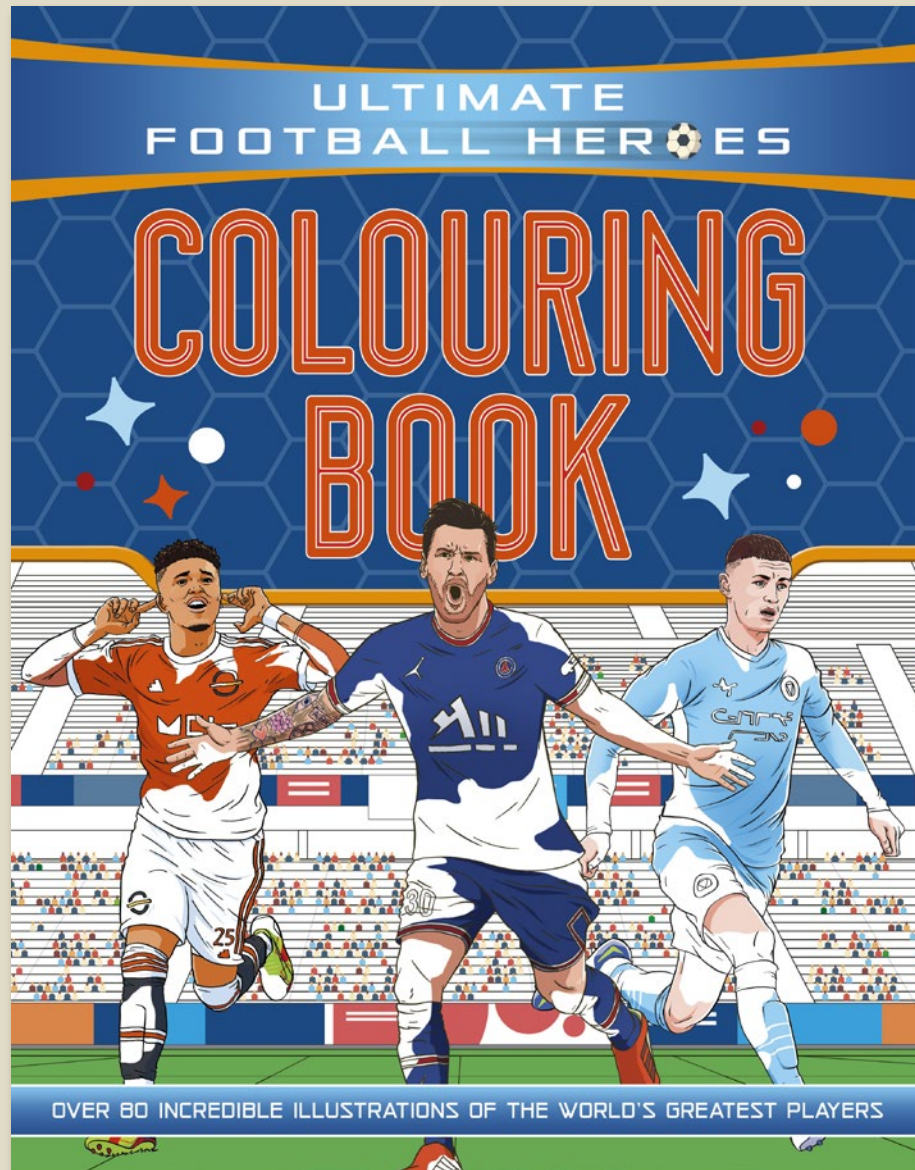
4. Of all footballers, past and present, who is officially the cleverest?
A. Gerard Piqué
B. Frank Lampard
C. Mario Balotelli

SPOT THE DIFFERENCE

The four footballers here look almost the same, but there are six differences between them. See if you can find them all.

Pub Date	10/06/2021
Pub Price	£6.99
ISBN	9781789464863
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Ian Fitzgerald
Extent	144pp
Rights Available	World

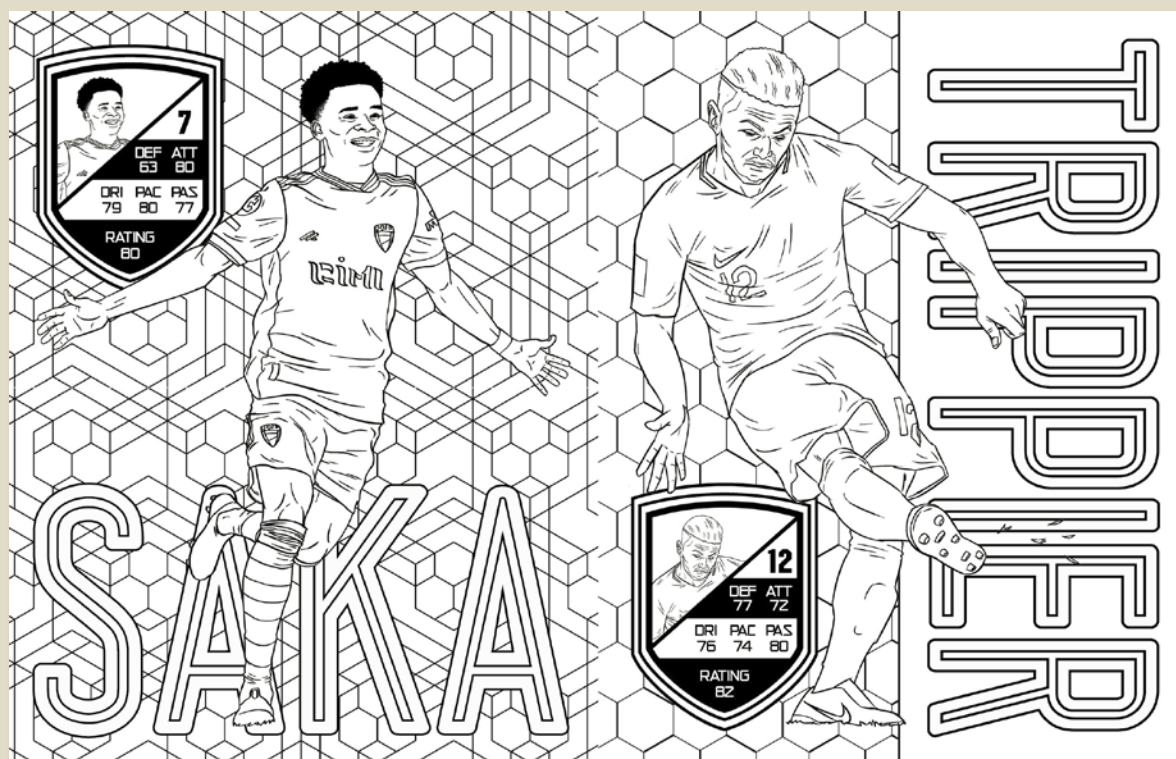
Ultimate Football Heroes Colouring Book (The No.1 football series)



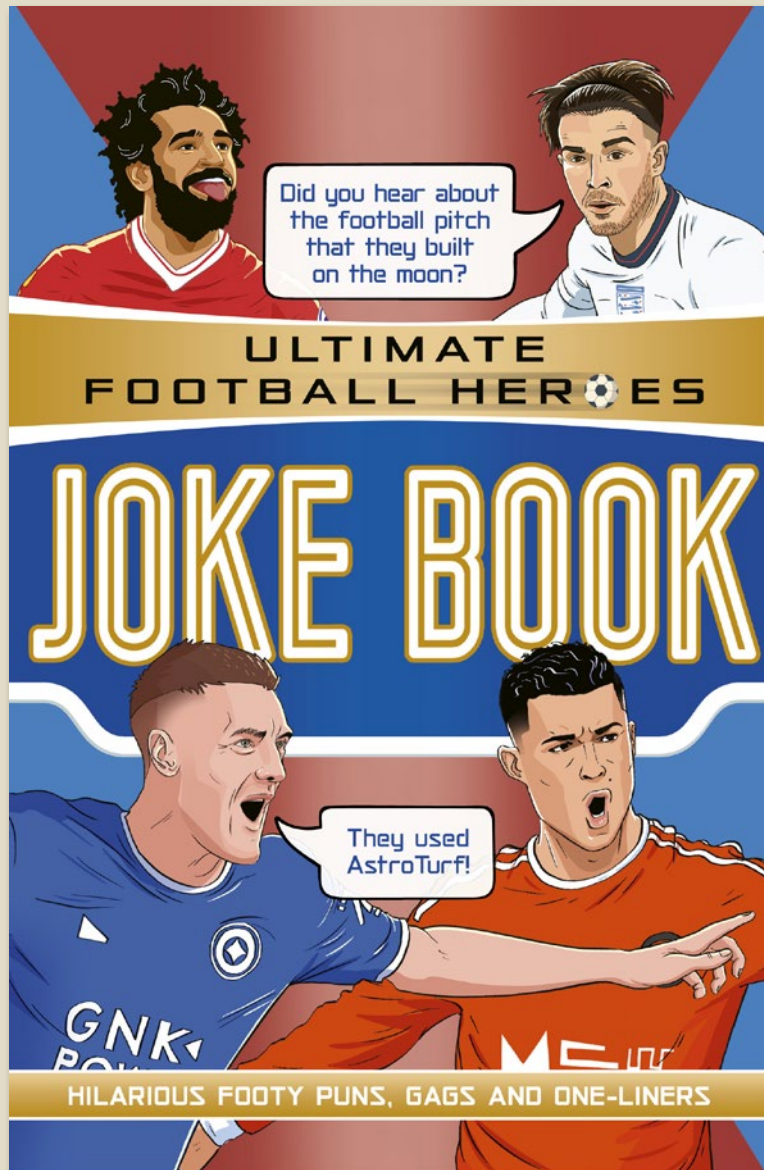
From the No.1 bestselling football series, comes the *Ultimate Football Heroes Colouring Book!*

- With a distinct a quality and finish of the UFH brand, this colouring book will stand-out from the rest.
- Get World Cup ready with this exciting football colouring book.
- Each hero is accompanied by their stellar star stats - making this colouring book the ultimate football purchase!
- Opportunity to build a series of UFH colouring books for collectability. Other titles could include Specifically targeted team colouring books focussing on the 'Big Six' (Manchester City, Liverpool, Chelsea, Manchester Utd, Tottenham Hotspur and Arsenal)
- Matt lam and spot UV finish

Ultimate Football Heroes Colouring Book (The No.1 football series)



Pub Date	01/09/2022
Pub Price	£7.99
ISBN	9781800784017
H x W	276 x 216mm
Binding	Paperback
Age Range	9-11 years
Author	Ultimate Football Heroes
Extent	80pp
Word Count	2444 words
Rights Available	World



The funniest footy puns, gags, one-liners and anecdotes.

- With an Activity book already out and now a football Joke book in the series, there's a moment for UFH to expand its publishing more than ever before and become a standout in the market.
- Releasing a first-ever joke book in the No.1 Footballing series offers a chance to bring in more reluctant readers and expand the audience beyond just young boys.
- Perfect gift for a: birthday present, school's out or stocking filler
- Get summer-ready and tell jokes this whole season!

Ultimate Football Heroes Joke Book

PREMIER LEAGUE PUNCHLINES

It's time to kick off and get stuck into the toughest league in the world!

You're going to have to deal with some head-butting, ankle-snapping, slide-tackling, rib-busting Premier League punchlines. Ready? Let's hope VAR doesn't have anything to say about it...

Why doesn't Burnley Football Club have a website?
They can't string three W's together.

Why were the Arsenal players given lighters?
They kept losing their matches.

What does an Everton fan do after winning the Premier League?
Turns off the games console.

What is the chilliest ground in the Premier League?
Cold Trafford.

8 9

PREMIER LEAGUE PUNCHLINES

Why was Sterling covered in spit?
Because he was always dribbling.

Why do teachers from Liverpool go to Anfield in groups?
So They'll Never Chalk Alone.

What did Conte do when the pitch flooded?
He sent on his subs.

Why do the clergy support Norwich City Football Club?
Because they play at Vicarage Road.

Did you hear about the football pitch that they built on the moon?
They used AstroTurf.

12 13

AND IT'S GOING TO PUNALTIES!

The goalie was described as a player who loved boats, because every time he had the ball, he'd give it a long punt down field.

The other day I heard about this fumbled exorcism. The Goalie just about retained possession!

They say Tottenham's new stadium hasn't got a single flaw. I wonder how any of the teammates play on it.

Spurs are doing so badly that Manager of the Month isn't an award for them. It's an appointment!

David Moyes taught West Ham DIY so they could Hammer their opponents.

100 109

PREMIER LEAGUE PUNCHLINES

How many Everton fans does it take to screw in a lightbulb?
None – they're quite happy living in the shadows.

Why was Richarlison upset on his birthday?
He got no presents, just a red card.

Why did Sam Allardyce bring pencils and sketchbooks into the dressing room before the game?
He was hoping for a draw!

14

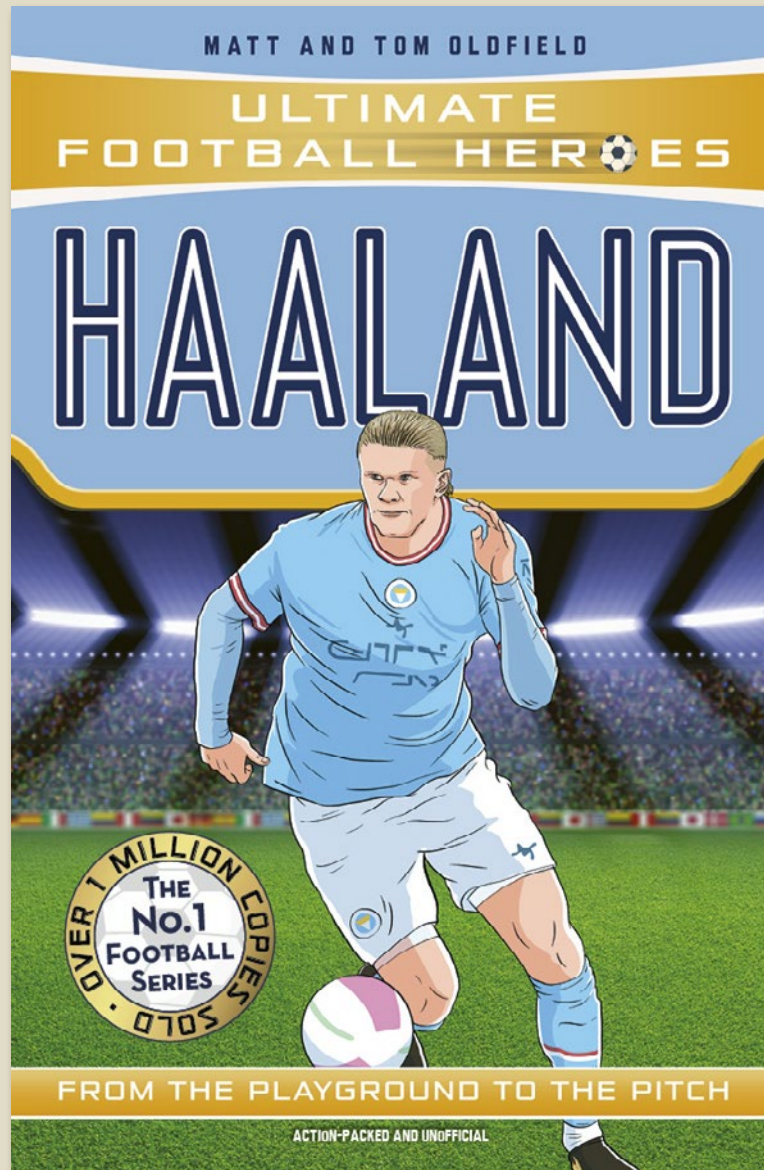
Which team always start the match with a bang?
The Gunners.

What can Diogo Jota never make right?
His left foot.

15

Pub Date	07/07/2022
Pub Price	£5.99
ISBN	9781789465877
H x W	198 x 129mm
Binding	Paperback
Age Range	9-11 years
Author	Ultimate Football Heroes
Extent	112pp
Word Count	5500 words
Rights Available	World

Haaland (Ultimate Football Heroes)



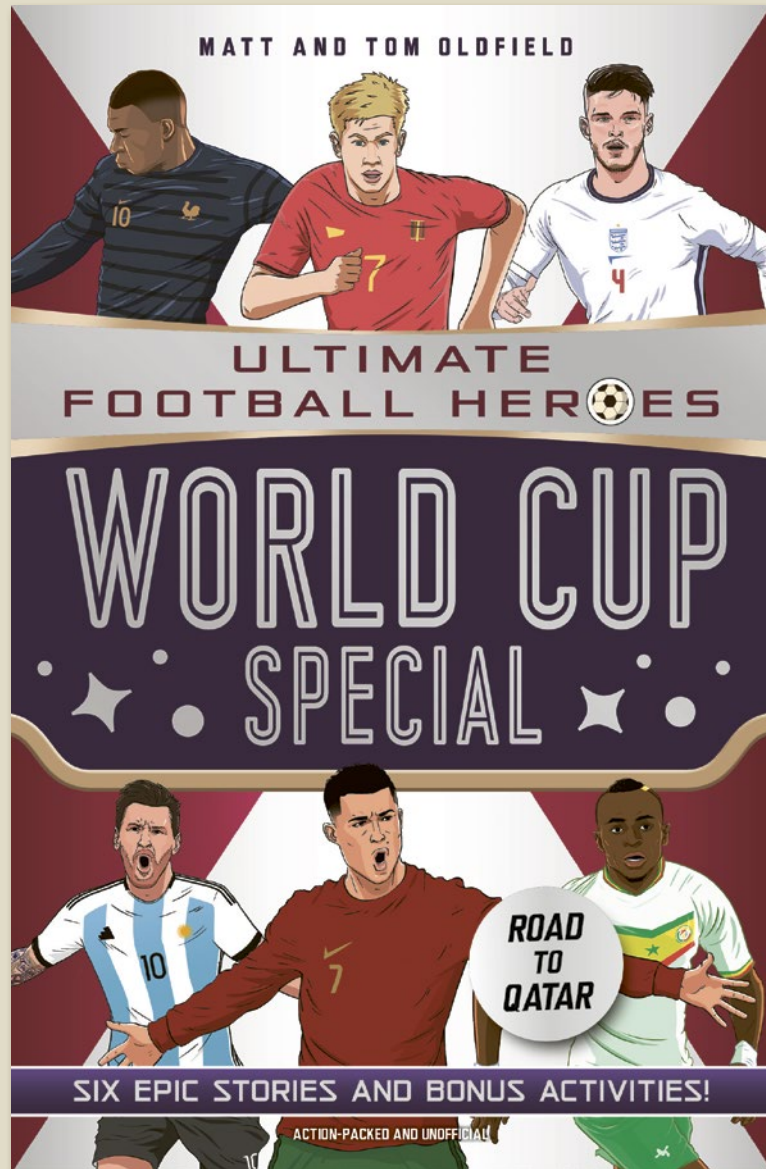
From the Playground to the Pitch, meet Erling Haaland.

- Haaland smashed the record for the quickest player to 20 Champions league goals in history.
- At such a young age he has helped his team Borussia Dortmund to a DFB-Pokal trophy, their first in years.
- With speed, agility, technique and goal-scoring menace - he broke the record of being the first player to score twenty-five goals in twenty-five Bundesliga games.
- Includes a matt lam and spot UV finish

Haaland (Ultimate Football Heroes)

Pub Date	16/09/2021
Pub Price	£6.99
ISBN	9781789464757
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Word Count	23000 words
Rights Available	World

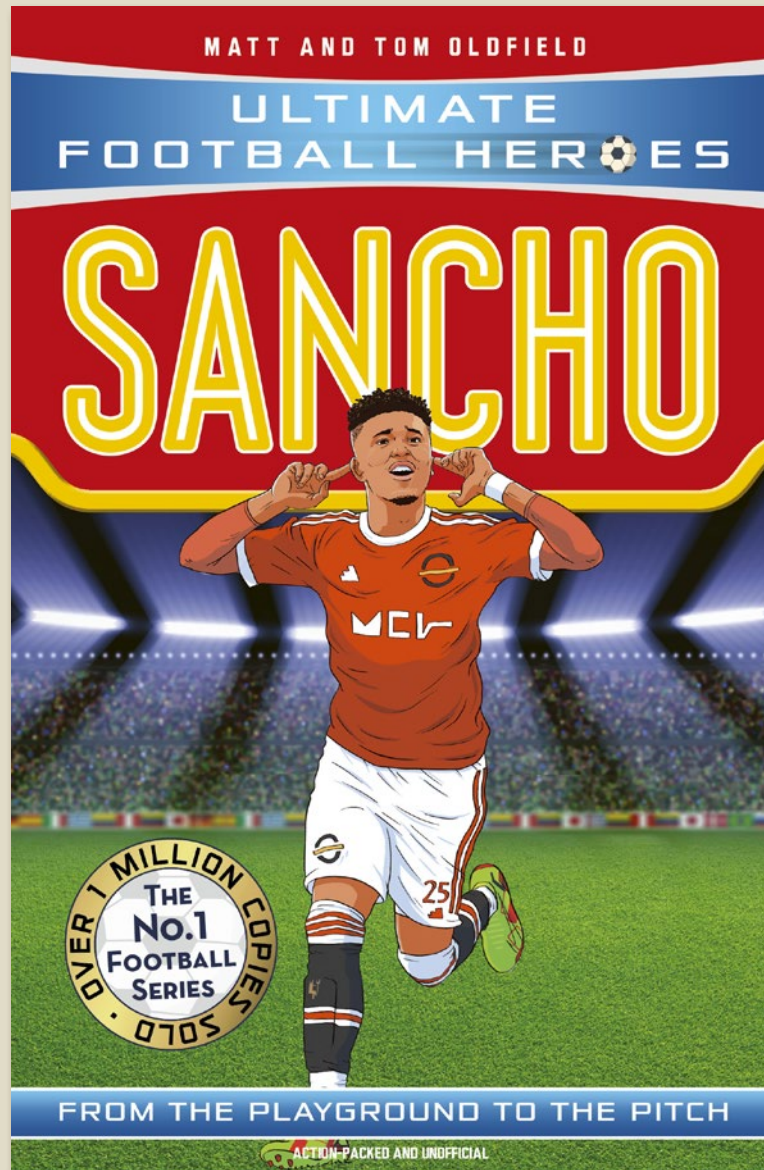
World Cup Special (Ultimate Football Heroes)



Road to the Qatar World Cup 2022

- With the 2022 Qatar World Cup on the horizon sales potential for this highly collectible series is extremely high, and this books will be given special, limited edition branding (foiling) to tie in with the tournament.
- This special edition brings together the stories of six of the world's most high-profile players on their road to the tournament AS WELL AS including puzzles, fun facts and activities at a larger 224pp extent.
- With an average live audience of 517 million viewers during the 2018 World Cup final between France and Croatia, the world's attention will be on this tournament.

Sancho (Ultimate Football Heroes): Collect them all!



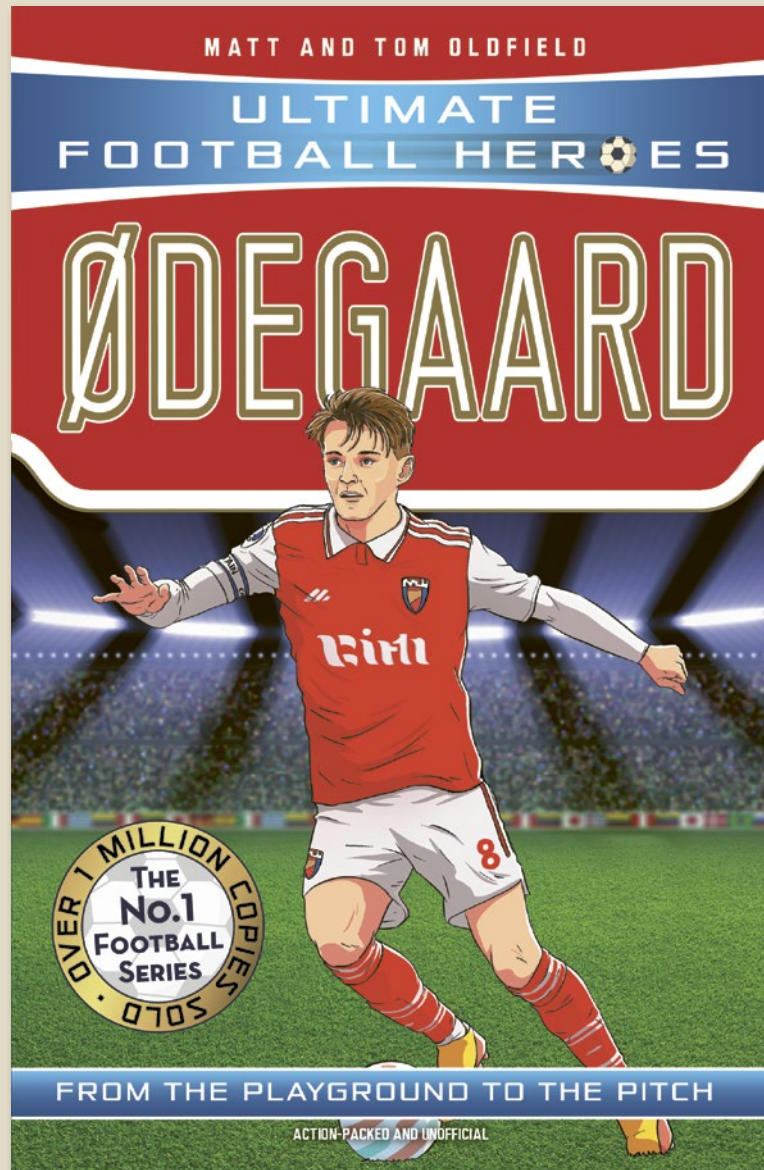
From the Playground to the Pitch, meet Jadon Sancho.

- Sancho was part of the England youth team that won the 2017 FIFA U-17 World Cup and made his debut for the senior team in 2018
- In his second season, he was named in the 2018-19 Bundesliga Team of the Season. In the 2019-20 season, Sancho won his first trophy following the DFL-Supercup victory over Bayern Munich.
- He came runner-up for the 2019 Kopa Trophy and was nominated to the 40-man shortlist for the 2020 Golden Boy. He is also one of the most expensive English signings at \$100 million when he joined Manchester United.

Sancho (Ultimate Football Heroes): Collect them all!

Pub Date	10/02/2022
Pub Price	£6.99
ISBN	9781789464788
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Rights Available	World

Ødegaard (Ultimate Football Heroes): Collect them all!



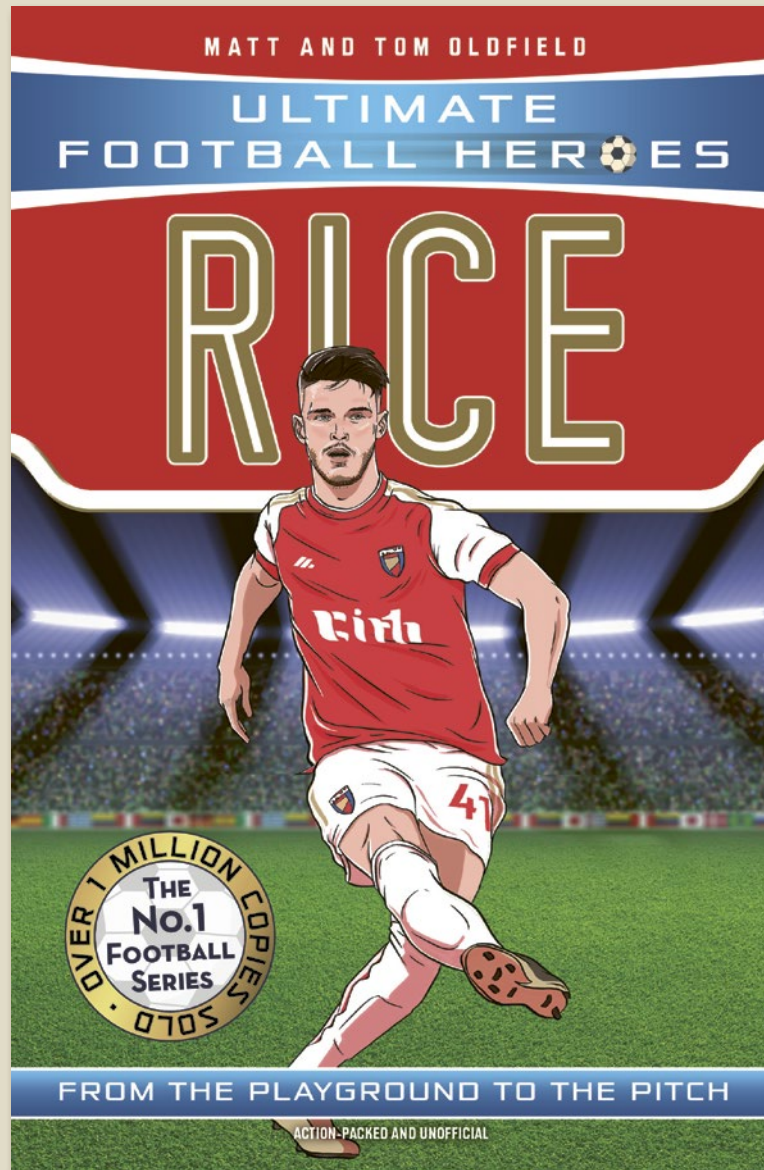
As the son of a former footballer, Martin Ødegaard spent his early years at local Norwegian sports club Drammen Strong and, at the age of 10, joined the youth division at Strømsgodset where he trained with older players.

- As captain of Arsenal, Ødegaard is popular with young fans.
- Matt Lam and spot UV finish.

Ødegaard (Ultimate Football Heroes): Collect them all!

Pub Date	20/07/2023
Pub Price	£6.99
ISBN	9781789464870
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Freight On Board	29/06/2023
Rights Available	World

Rice (Ultimate Football Heroes)



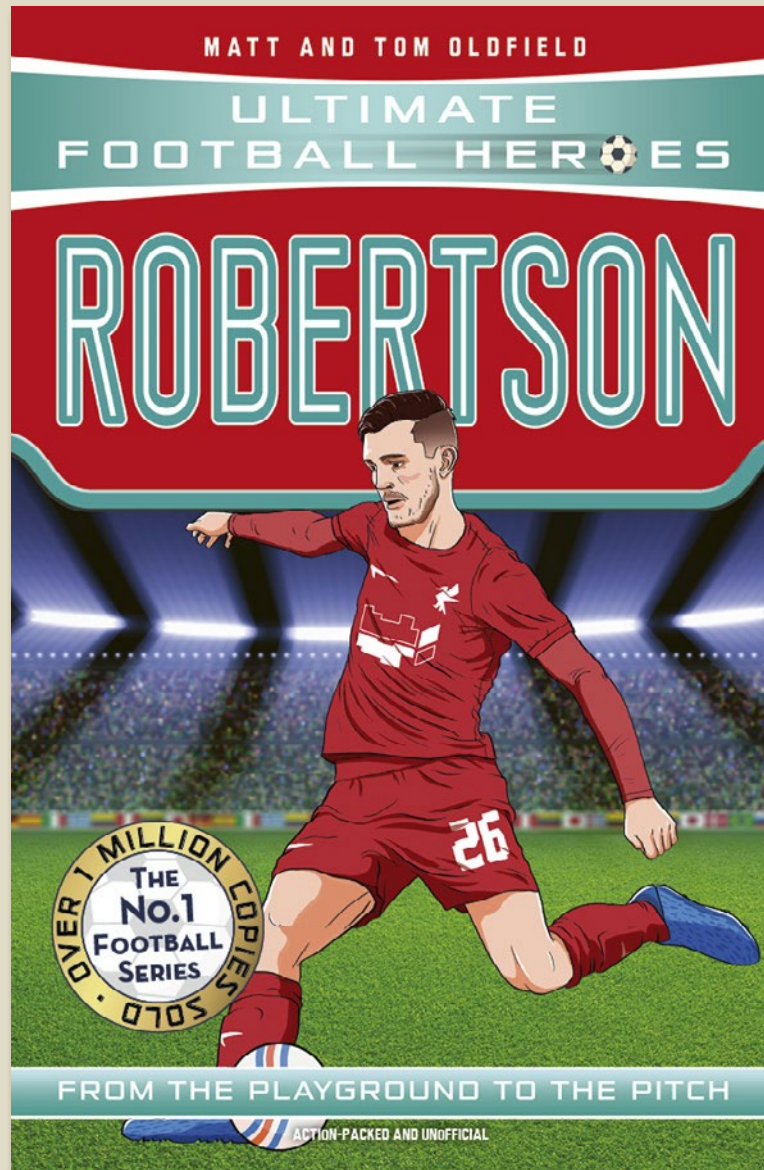
Meet Declan Rice - Ultimate Football Hero!

- Declan Rice's move to Arsenal, for more than a hundred million pounds, has cemented his status as a global star.
- A leader on the pitch, Declan Rice is instrumental to the success of his club West Ham and national team.
- Matt Lam and spot UV finish.

Rice (Ultimate Football Heroes)

Pub Date	18/08/2022
Pub Price	£6.99
ISBN	9781789464887
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Word Count	24000 words
Rights Available	World

Robertson (Ultimate Football Heroes)



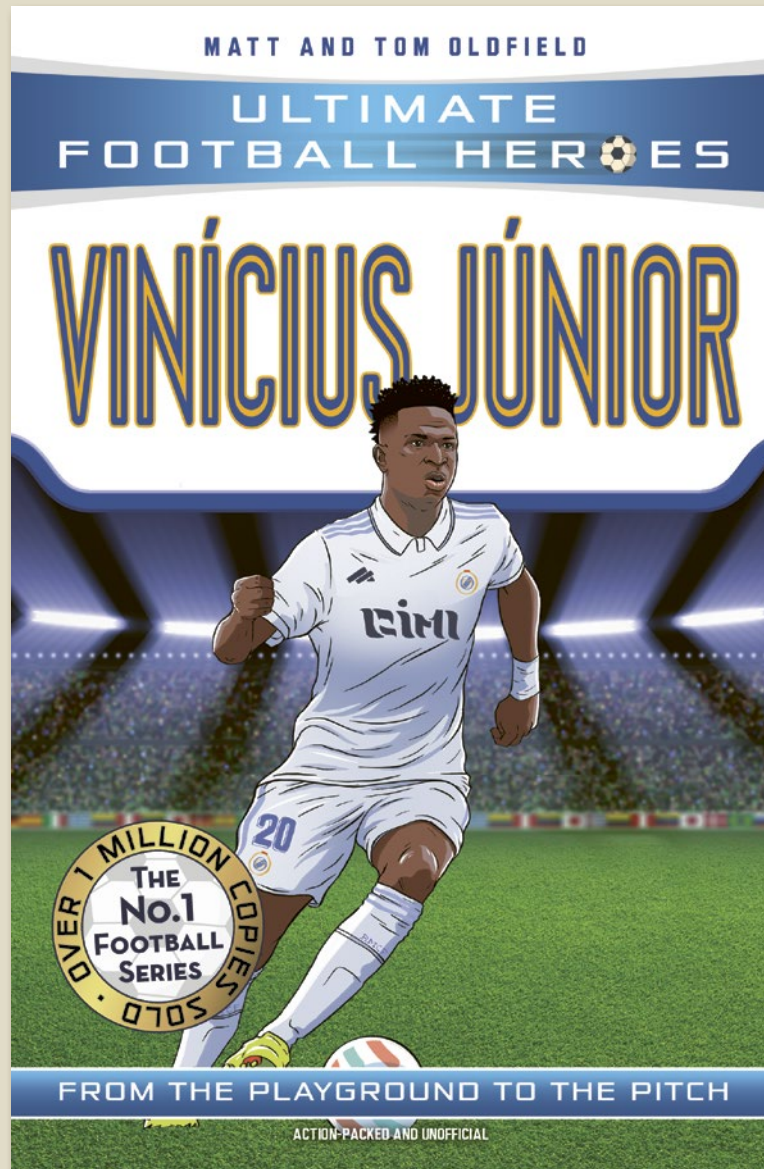
Meet Robertson - Ultimate Football Hero

- With a focus on Robertson, this will be the first Ultimate Football Scottish Hero.
- Robertson has revolutionised his role as a full-back with his unconventional style and many fans regard him as the best in his position.
- Matt Iam and spot UV finish

Robertson (Ultimate Football Heroes)

Pub Date	02/02/2023
Pub Price	£6.99
ISBN	9781789464924
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Word Count	24000 words
Rights Available	World

Vinícius Júnior (Ultimate Football Heroes)



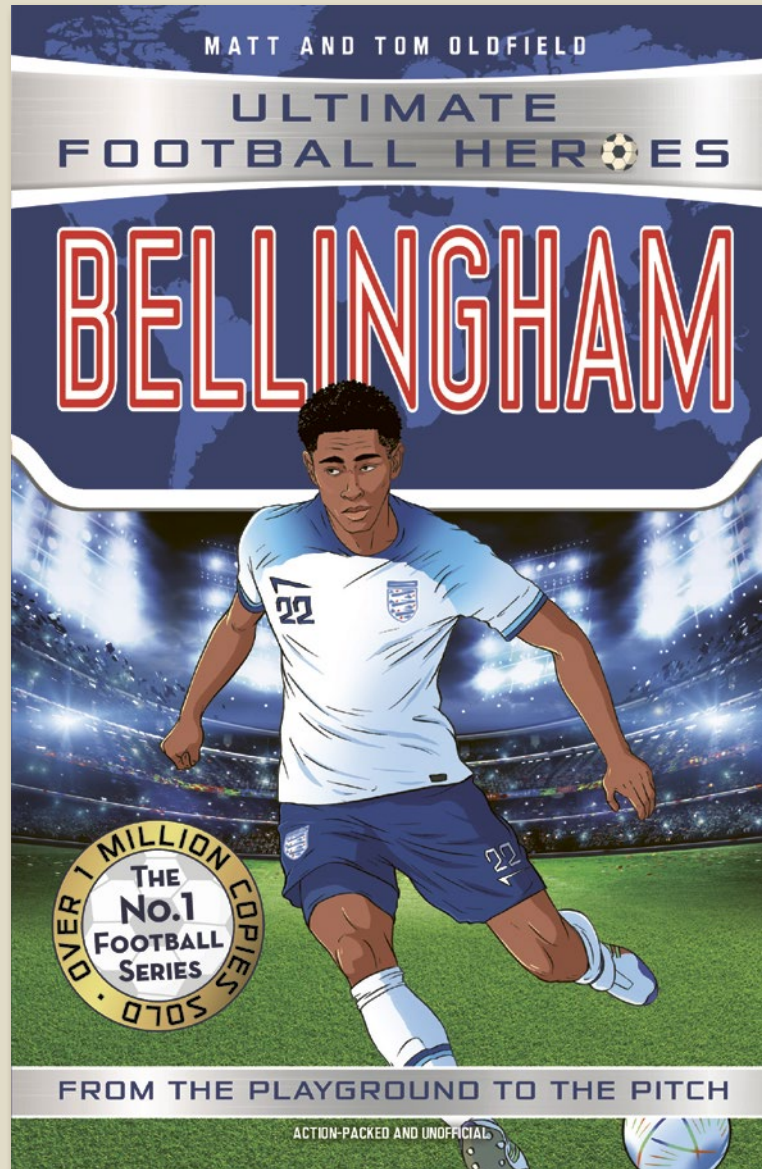
Meet Vinícius Jr – UFH

- Immensely popular with young fans, he is also a FIFA Ultimate Team superstar in the EA Sports game.
- One of the hottest young talents in the world, hailed as the new generation's Neymar.
- Matt lam and spot uV finish

Vinícius Júnior (Ultimate Football Heroes)

Pub Date	30/03/2023
Pub Price	£6.99
ISBN	9781789464931
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Word Count	24000 words
Rights Available	World

Bellingham (Ultimate Football Heroes)



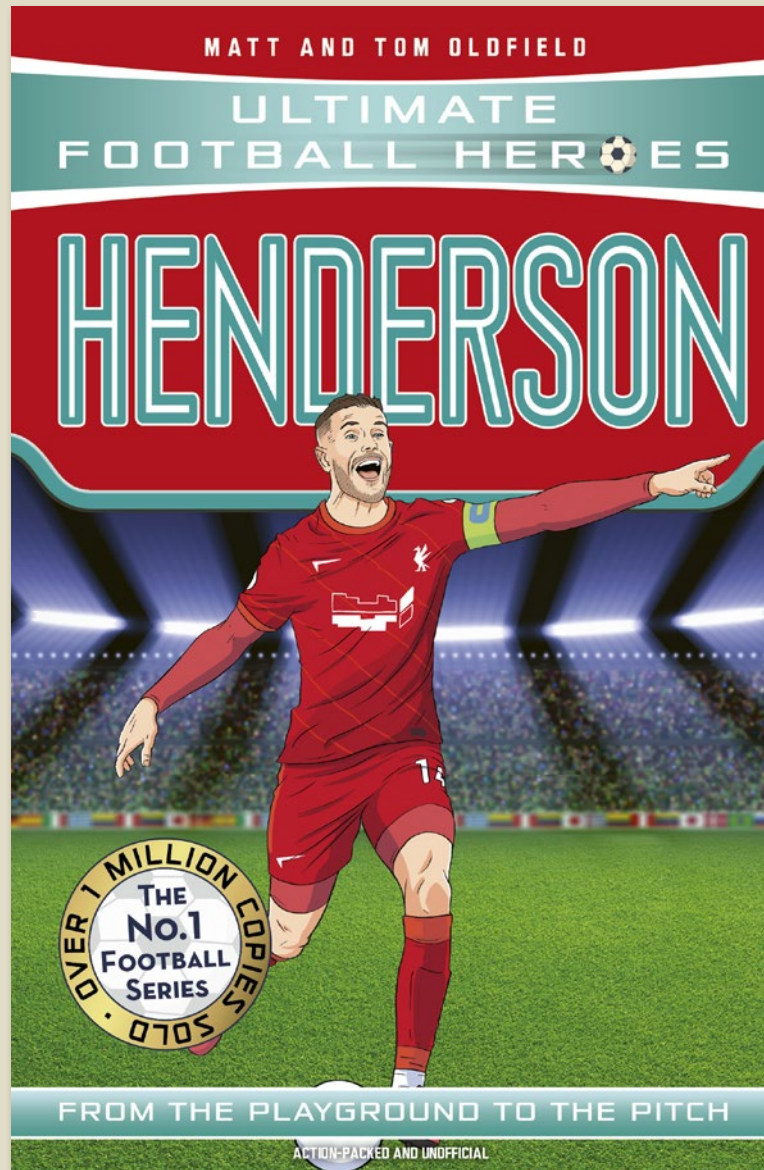
Meet Jude Bellingham - Ultimate Football Hero

- This goal-scoring superstar is popular with young fans. Bellingham is also a FIFA 22 Future Stars Team in the EA Sports game.
- The most valuable player in European Football for the current transfer window.
- Matt lam and spot UV finish.

Bellingham (Ultimate Football Heroes)

Pub Date	11/05/2023
Pub Price	£6.99
ISBN	9781789464948
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Rights Available	World

Henderson (Ultimate Football Heroes)



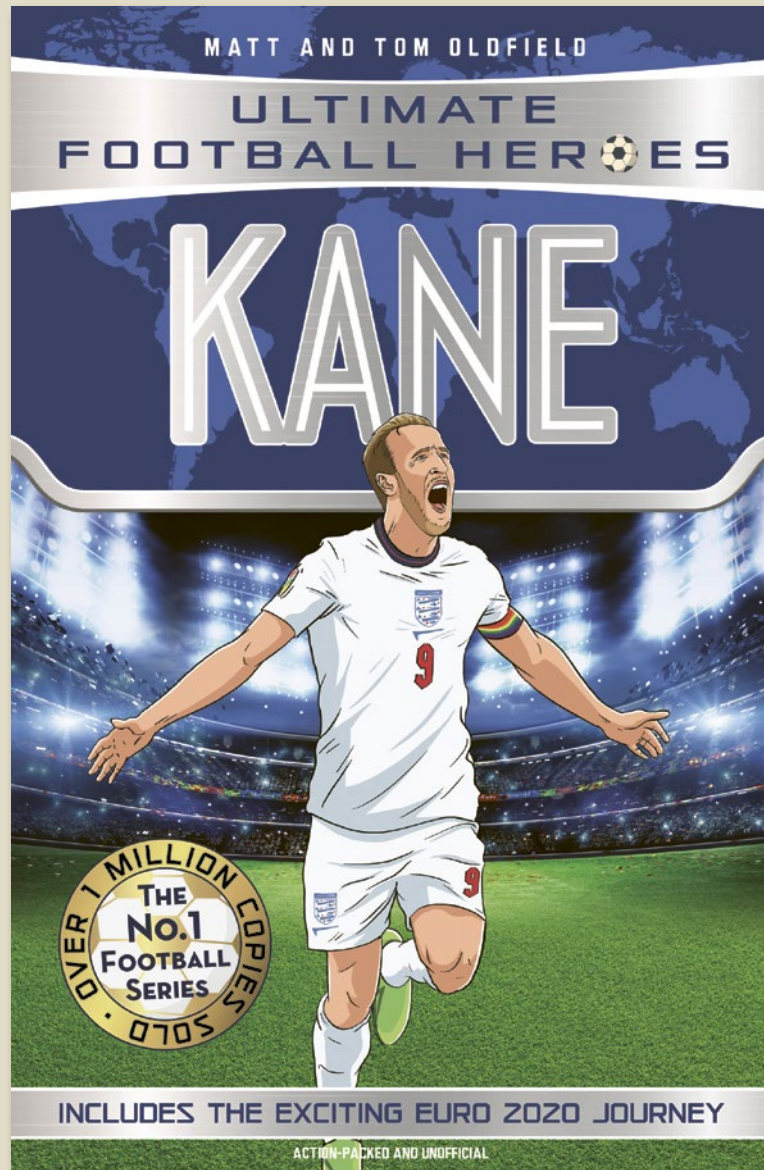
From the Playground to the Pitch, meet Jordan Henderson - Ultimate Football Hero

- Henderson is the first and only Liverpool captain to lead his team to a Premier League trophy
- A leader on and off the pitch, Henderson was pivotal in improving footballer relations during the COVID-19 pandemic crisis.
- Matt Lam and Spot UV finish

Henderson (Ultimate Football Heroes)

Pub Date	31/03/2022
Pub Price	£6.99
ISBN	9781789465242
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Word Count	24000 words
Rights Available	World

Kane (Ultimate Football Heroes) Collect them all!



From the Playground to the Pitch, meet Harry Kane.

- Harry Kane is the captain of England and the joint-leading goalscorer of his national team in major tournaments.
- He has won the prestigious golden boot three times in the Premier League.
- Super popular with young readers.

Kane (Ultimate Football Heroes) Collect them all!

Pub Date	19/08/2021
Pub Price	£6.99
ISBN	9781789465693
H × W	198 × 129mm
Binding	Paperback
Age Range	9-11 years
Author	Ultimate Football Heroes Matt Oldfield
Extent	192pp
Word Count	23000 words
Rights Available	World

England's Heroes



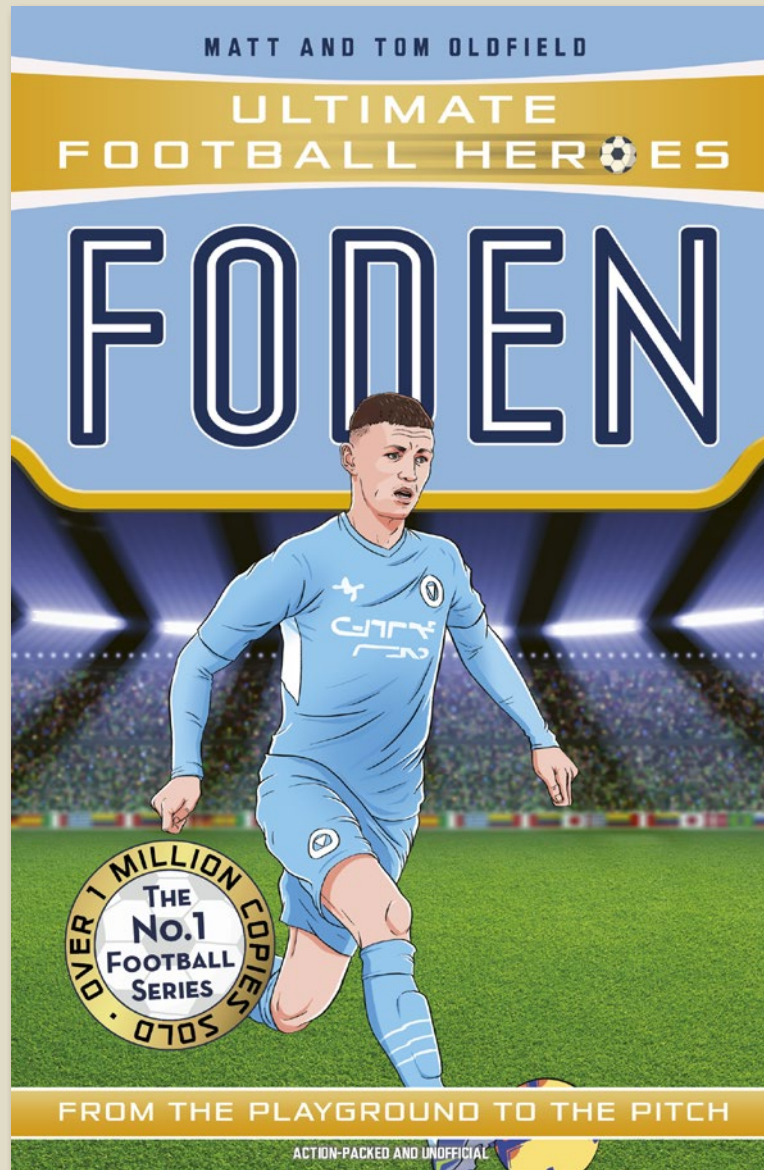
The definitive look at England's epic Euro 2020 journey!

- A very special UFH title that focuses around the epic Euro 2020 England campaign
- Will have the very first 'meet the team' squad feature - looking closer at Southgate's 26 man squad.
- New exclusive material featured on Pickford, Maguire, Sterling and Kane.

England's Heroes

Pub Date	14/10/2021
Pub Price	£7.99
ISBN	9781789465716
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Word Count	23000 words
Rights Available	World

Foden (Ultimate Football Heroes)



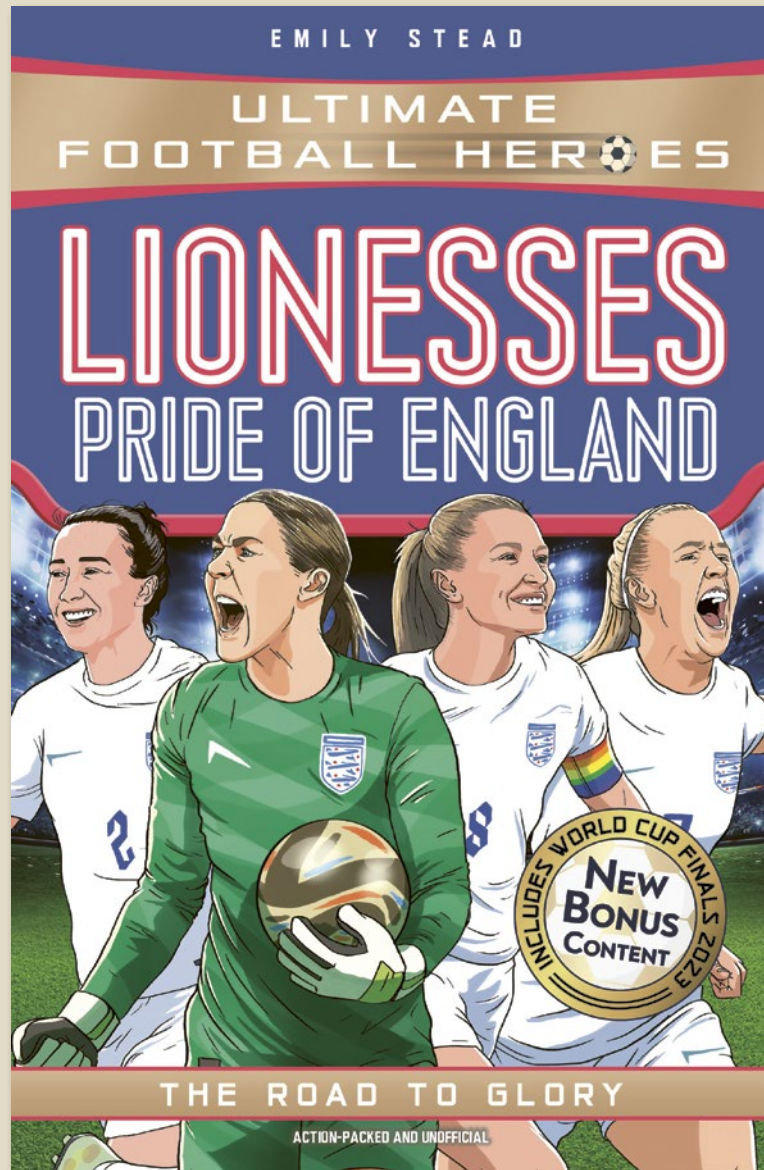
From the Playground to the Pitch, meet Philip Foden.

- In 2021, he was named as the Premier League Young Player of the Season and the PFA Young Player of the Year. He made history in 2022 as the first footballer ever to be named Premier League Young Player of the Season in consecutive years
- Manchester City breakthrough superstar - collectability angle along with De Bruyne and Sterling.
- Matt lam & Spot UV finish

Foden (Ultimate Football Heroes)

Pub Date	12/05/2022
Pub Price	£6.99
ISBN	9781789465723
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Rights Available	World

Lionesses: European Champions (Ultimate Football Heroes)



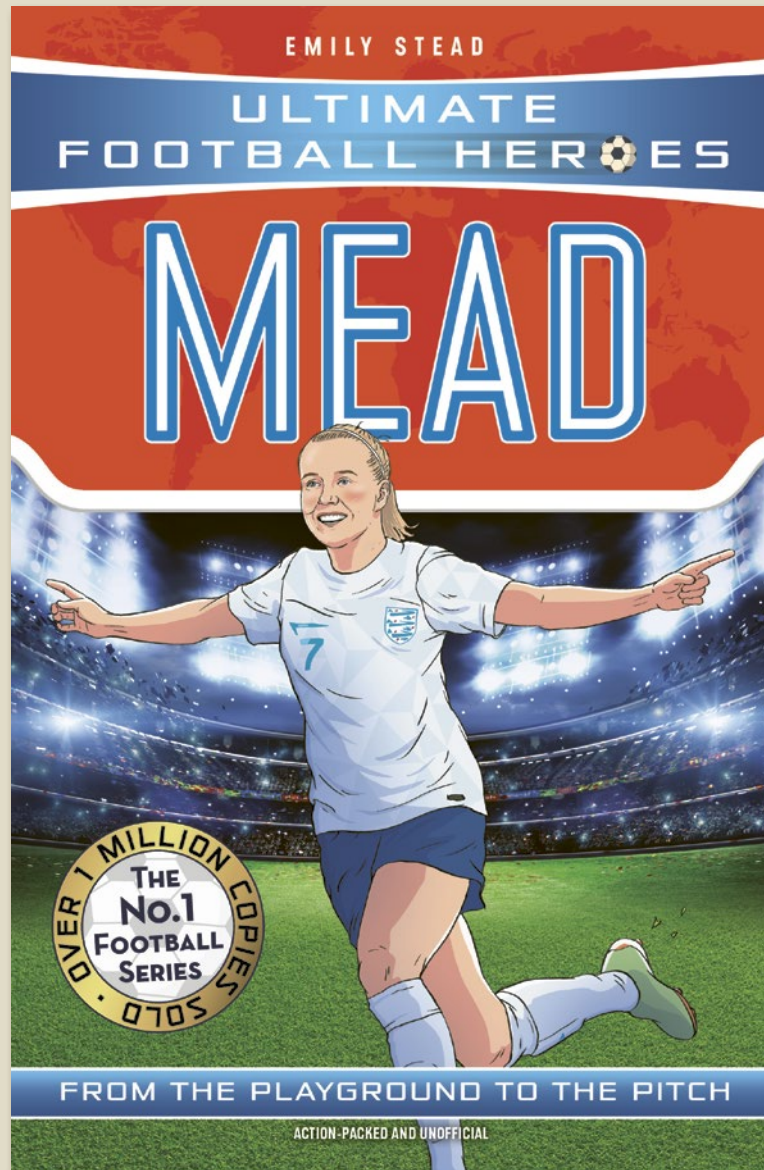
The story of the Lionesses, Champions of Europe!

- Ultimate Football Heroes series sold over 1.2 million copies in the UK with over 750k through the TCM.
- No.1 football series for children.
- Catching the wave of interest in the Lionesses team, this book is perfect for young fans, both male and female.
- Written by Emily Stead who has written various footballing books and is a passionate supporter of female football.
- Follows the journeys of four Lionesses, from their early years playing for mixed teams and local clubs to being selected for Premier clubs and to represent their home country.

Lionesses: European Champions (Ultimate Football Heroes)

Pub Date	29/09/2022
Pub Price	£6.99
ISBN	9781789466881
H × W	198 × 129mm
Binding	Paperback
Age Range	7-9 years
Author	Emily Stead
Extent	176pp
Word Count	21500 words
Rights Available	World

Beth Mead (Ultimate Football Heroes): Collect Them All!



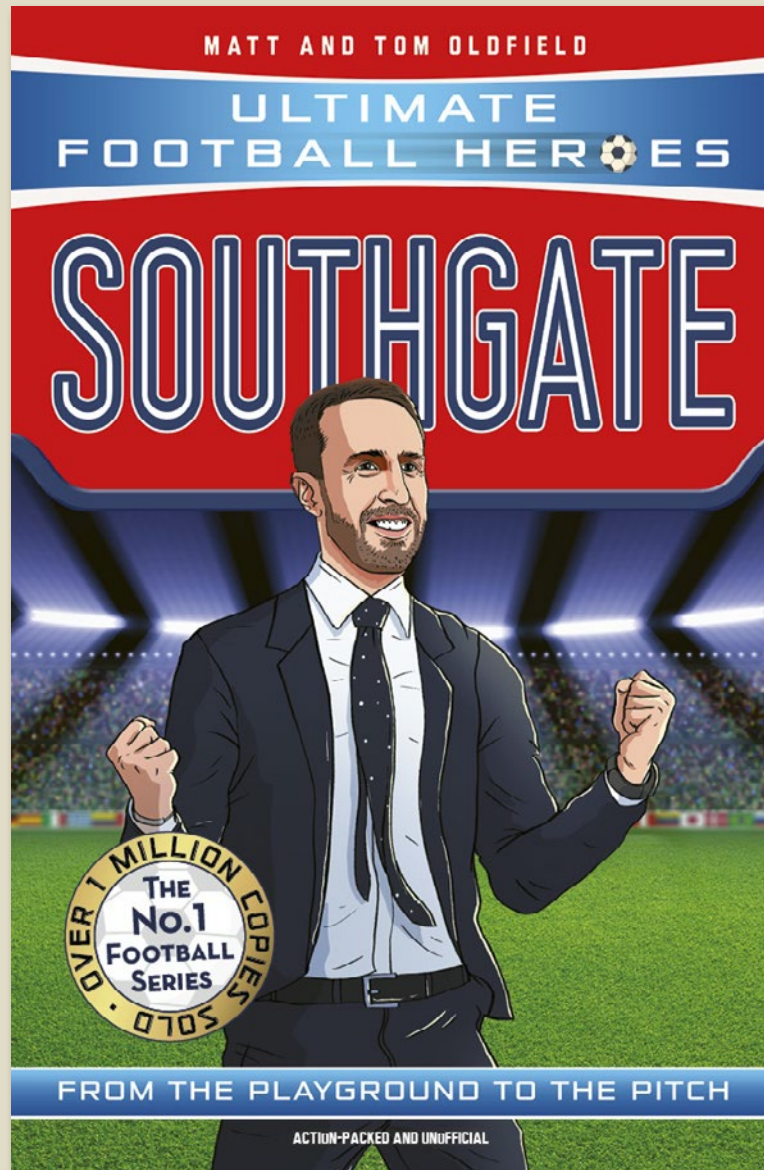
Meet Beth Mead – Ultimate Football Hero!

- The 2023 FIFA Women's World Cup kicks off in July 2023.
- Beth Mead was named the best player at Euro 2022 and was the tournament's top scorer. She has also been shortlisted for The Best FIFA Women's Player for 2022.
- Mead holds many accolades including being named as BBC Sports Personality of the Year 2022. She was also appointed an MBE in the 2023 New Year Honours for her service to football.
- Cover finishes: mat lam and spot UV.

Beth Mead (Ultimate Football Heroes): Collect Them All!

Pub Date	22/06/2023
Pub Price	£6.99
ISBN	9781800786363
H × W	198 × 129mm
Binding	Paperback
Age Range	9-11 years
Author	Emily Stead
Extent	176pp
Rights Available	World

Southgate (Ultimate Football Heroes)



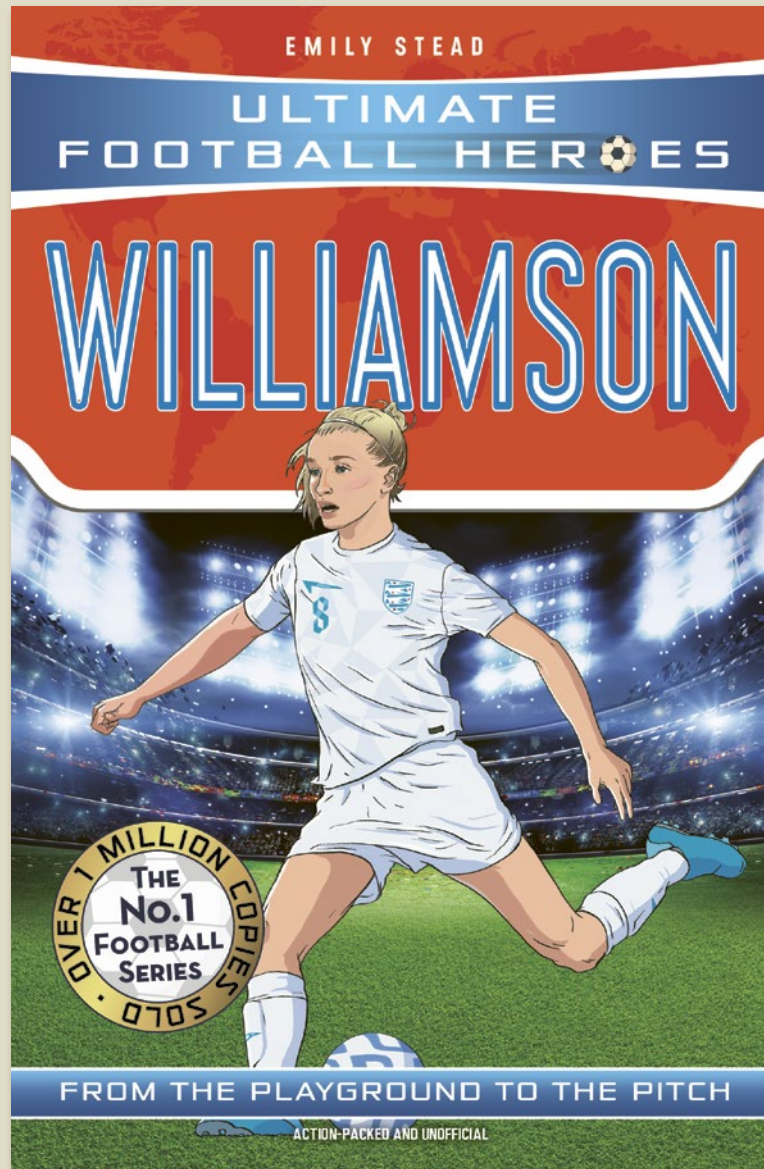
Meet Southgate - Ultimate Football Hero

- First England manager to guide his national team to a UEFA Euro final.
- Guided England to a FIFA World Cup semi-final on an incredible run for the team.
- Matt lam and spot UV finish.

Southgate (Ultimate Football Heroes)

Pub Date	21/07/2022
Pub Price	£5.99
ISBN	9781789465747
H x W	198 x 129mm
Binding	Paperback
Age Range	7-9 years
Author	Matt & Tom Oldfield Ultimate Football Heroes
Extent	176pp
Word Count	23000 words
Rights Available	World

Leah Williamson (Ultimate Football Heroes): Collect Them All!



Meet Leah Williamson - Ultimate Football Hero!

- The 2023 FIFA Women's World Cup kicks off in July 2023 with Williamson as captain of the England National Team.
- Cover finishes: mat lam and spot UV.

Leah Williamson (Ultimate Football Heroes): Collect Them All!

Pub Date	22/06/2023
Pub Price	£6.99
ISBN	9781800786370
H × W	198 × 129mm
Binding	Paperback
Age Range	9-11 years
Author	Emily Stead
Extent	176pp
Rights Available	World



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