

## A dream start: From Top Drawer to New Designers

5 months ago Laura Robinson left her 6 year career in advertising to start her own business as a designer (Laura Alice) and entrepreneur. She debuted at Top Drawer's Spotted in January.

Laura Alice specialises in minimalist icon art, inspired by cities and landmarks. Her first product range features 50 minimalist London icons and includes cushions, bone china, notebooks, gift-wrap and cards.

In January she launched her first jewellery range in collaboration with designer **Esa Evans**.

Laura Alice has welcomed new stockists **Emirates Aviation Air Line**, **Source Lifestyle** and **St Paul's Cathedral**. Her range at St Paul's includes two bespoke card designs for the gift shop and they are the first stockists of her newly designed London City Icon tea towels.

Laura Alice is also in talks with **The View From The Shard**, **TFL** and **London Transport Museum**.

*"Encouraging someone to be the first to take on a range without previous success is one of the hardest first hurdles. Receiving my first order so soon after my launch at Top Drawer gave me great confidence in my range but more importantly in myself as a new designer."*

Laura Alice's welcomes bespoke designs or tailored ranges for different stockists, retailers and organisations as she has mastered the art of creating very minimalist yet recognisable icon designs for any landmark or building.

### Recent commissions and projects

- **Clear Channel Outdoor UK** - Icon design and poster artwork
- **Royal Institute of British Architecture** - Custom notebook designs
- **London Marathon** - Personalised Marathon time prints. £5 of every sale to runner's charity
- **University of Sheffield** - Personalised graduation prints. 20% donation to Sheffield Alumni

### In the pipeline

- **Battersea Power Station** - Bespoke design for product gift range

### Exclusive Launch

- **My Icon Story™** - Laura Alice has developed a new interactive web platform called that enables customers to create their own personalised print using icons. All icons on the site have been designed by Laura Alice and follows her signature minimalist style that you see represented in her London collection. The platform features responsive design to seamlessly work across mobile, tablet and desktop, whilst a simple drag and drop mechanic enables a really fluid and fun user experience. My Icon Story is exclusively launching at New Designers **One Year On Part 2**. Please refer to the My Icon Story press release for more details.



Screen printed cushions with duck feather insert £55.00



18ct Rose Gold plated jewellery from £27.00



A5 recycled kraft notebook pack £10.00



Personalised London Marathon print from £34.99