



**Tatty Devine**  
**PR Coverage 2011 – 2012**

**National and Weekly Press Coverage**

<b>S Magazine</b> Featured crown necklace in Victoria Gray's best	<b>January 8</b>
<b>S Magazine</b> Fine Featured crown necklace in Victoria Gray's best	<b>January 8</b>
<b>You</b> Featured 'fine' in 'It's Darling' style news	<b>January 22</b>
<b>Observer</b> Fine - Chip fork necklace in Lust List	<b>January 22</b>
<b>TNT magazine</b> Selfridge's workshop	<b>January 23</b>
<b>The Independent</b> Featuring the 'fine' collection	<b>January 30</b>
<b>Grazia</b> Featured large Posie necklace	<b>February 7</b>
<b>Metro</b> Interviewed Rosie for the 9-5 story	<b>February 1</b>
<b>Evening Standard</b> Featured the Mega necklace in gift guide	<b>February 7</b>
<b>The Daily Telegraph</b> Corn Dolly Necklace	<b>Feb 8</b>
<b>Time Out Magazine</b> Eley Kishimoto collection	<b>Feb 23</b>
<b>Telegraph Magazine</b> Victoria Bain featured Eley Kishimoto collaboration	<b>February</b>
<b>S Magazine</b> Green print Eley necklace	<b>March 4</b>
<b>Daily Express</b> Featured floral chain necklace	<b>March 19</b>
<b>The Lady</b> Seahorse brooch in Lady Loves	<b>March 23</b>
<b>TNT Magazine</b> Featured cat ring	<b>April 9</b>
<b>Grazia</b> Featured sunglasses in cartoon themed page	<b>April 10</b>
<b>New</b> Featured the fox necklace	<b>April 11</b>
<b>Sunday Telegraph – Life section</b>	<b>April 15</b>

Featured Harriet in her home studio <b>The Lady</b>	<b>April 20</b>
Featured in Jubilee fashion special <b>S Magazine</b>	<b>April 22</b>
Crown earrings in Get This <b>Heat</b>	<b>May 1</b>
Mexican embroidery necklace <b>S magazine</b>	<b>May 6</b>
Mexican embroidery necklace for Get This <b>Sunday Times Style</b>	<b>May 6</b>
Featured the Aarrghhh necklace <b>Grazia</b>	<b>May 15</b>
Featured the sunglasses <b>OK! Magazine</b>	<b>May 15</b>
Posey Chain Necklace <b>All in London</b>	<b>May 16</b>
Blog on bunting workshop <b>Metro</b>	<b>May 17</b>
Featured crown tiara <b>Grazia</b>	<b>May 22</b>
Featured the Jubilee pieces in pay day yay <b>Evening Standard</b>	<b>May 22</b>
Featured the Posie bracelet <b>Shout</b>	<b>May 23</b>
Bunting necklace <b>New Magazine</b>	<b>May 27</b>
Featured Jubilee Tiara (Selfridges exclusive) <b>Now</b>	<b>May 29</b>
Featured pieces on Jubilee page <b>Telegraph magazine</b>	<b>June 2</b>
Featured Selfridges crown <b>Observer magazine</b>	<b>June 3</b>
Featured sunglasses <b>OK</b>	<b>June 5</b>
Featured the crown necklace <b>New</b>	<b>June 19</b>
Featured the sunglasses <b>The Observer</b>	<b>June 24</b>
Jeremy Scott sunglasses in WishList <b>Stylist</b>	<b>June 27</b>
Featured the sunglasses <b>Daily Mail</b>	<b>July 2</b>
News story on the medal necklace <b>Sunday Times Style</b>	<b>July 8</b>
Lashes sunglasses in barometer <b>Time Out</b>	<b>July 12</b>

Featured the name necklace week in events listings <b>Times Luxx</b>	<b>July 28</b>
Featured medal necklace <b>Metro</b>	<b>August 4</b>
Featured the medal necklace <b>Daily Express</b>	<b>August 6</b>
Featured the lobster necklace <b>Metro</b>	<b>August 11</b>
Feature on creative and original British brands <b>Grazia</b>	<b>August 14</b>
Featured the Posie bracelet and necklace <b>Metro</b>	<b>August 16</b>
Featured wooden fox brooch <b>The Observer</b>	<b>August 19</b>
Featured the moth brooch <b>Stella Magazine</b>	<b>August 19</b>
Featured Moustache earrings <b>The Edge (Jewish Chronicle)</b>	<b>August 31</b>
Featured paisley earrings <b>Observer magazine</b>	<b>September 23</b>
Featured mini leopard necklace in lust list <b>Grazia</b>	<b>September 25</b>
Featured the hellebore necklace in Fashion Charts <b>Daily Mail</b>	<b>October</b>
News story re: Halloween <b>The Star</b>	<b>October 2</b>
Featured the leopard brooch <b>New</b>	<b>October 2</b>
Featured the leopard brooch <b>Evening Standard</b>	<b>October 8</b>
News story on Sue Kreitzman exhibition <b>Grazia</b>	<b>October 9</b>
POW and ZAPP necklace in charts <b>Metro</b>	<b>October 18</b>
ZAPP necklace <b>The Guardian</b>	<b>November 24</b>
Holly necklace in Xmas Gift Guide <b>Evening Standard</b>	<b>December 10</b>
Selfridges name necklace as style news <b>Daily Express</b>	<b>December 13</b>
Crackers <b>S magazine</b>	<b>December 16</b>
Christmas cracker images	

**Monthly Magazines**

<b>Betty Magazine</b> Running comp giving away name necklace	<b>January 20</b>
<b>Absolutely</b> Featuring the Words Words Words necklace	<b>February</b>
<b>Fabric</b> Featured Tatty Devine mega necklace	<b>February</b>
<b>Easy Living</b> Fine - featured the crown necklace	<b>March</b>
<b>Absolutely</b> Featured Mum necklace	<b>March</b>
<b>Daisy Green Magazine</b> Featured Eley Kishimoto necklace	<b>March 12</b>
<b>Britain</b> Featured the tiara	<b>April</b>
<b>Vogue India</b> Featured several pieces in main fashion	<b>May</b>
<b>Absolutely</b> Featured the bunting necklace in 10 thinks they love	<b>May</b>
<b>Where London Magazine</b> Featured the bunting necklace	<b>May</b>
<b>Knit Now</b> Featured bunting necklace in Best of British page	<b>May</b>
<b>1883 magazine</b> Featured several pieces in main fashion and shopping page	<b>June</b>
<b>Kensington and Chelsea magazine</b> Featured necklaces on kids page	<b>June</b>
<b>Living etc</b> Featured the crown headband	<b>June</b>
<b>Pride</b> Featured crown necklace	<b>June</b>
<b>The Resident</b> Featuring Jubilee pieces in shopping page	<b>June</b>
<b>Cosmopolitan</b> White seahorse necklace and several pieces in main fashion	<b>July</b>
<b>Marie Claire</b> Small crown Jubilee necklace	<b>July</b>
<b>Betty magazine</b> Featured the sunglasses online homepage	<b>July 10</b>
<b>Cosmopolitan</b> Featured Nicola Roberts in sunglasses with credit	<b>July 9</b>
<b>City &amp; Angel</b> Featured 2 pages on Tatty	<b>July</b>
<b>Absolutely</b> Featured boat brooch	<b>July</b>
<b>Hearst UK</b> Ran discount offer for subscribers	<b>August</b>

<b>High Life</b> Featured parakeet necklace and earrings	<b>August</b>
<b>Make Jewellery</b> Featured the Posie necklace and interview with Harriet	<b>August</b>
<b>Absolutely</b> Featured boat brooch	<b>July</b>
<b>Hearst UK (Elle, Red, Elle Deco)</b> Ran discount offer for subscribers	<b>August</b>
<b>Knit Now</b> Requested image of musical notes earrings	<b>August</b>
<b>High Life</b> Featured parakeet necklace and earrings	<b>August</b>
<b>Make Jewellery</b> Featured the Posie necklace and interview with Harriet	<b>August</b>
<b>1883 online</b> Lobster necklace in editorial	<b>August</b>
<b>The Grove</b> Featured the boat brooch	<b>August</b>
<b>Absolutely</b> Featured Eyelash sunglasses	<b>August</b>
<b>1883 online</b> Featured the hellebore earrings in shoot	<b>August 24</b>
<b>1883 magazine</b> Featured the leopard brooch and the hellebore cluster brooch	<b>August 30</b>
<b>Easy Living</b> Posy bracelet	<b>September</b>
<b>Red</b> Harriet and Rosie featured in story about business Partners.	<b>September</b>
<b>Living Etc</b> Featured paisley necklace	<b>September</b>
<b>Country and Town House</b> Featured black cluster brooch	<b>September</b>
<b>Amuse</b> Featured the skull ring	<b>September</b>
<b>BBC Homes &amp; Antiques</b> Featured Fox brooch	<b>September</b>
<b>Absolute bridal</b> Featured the Posie bracelet	<b>Sept/Oct</b>
<b>Land Love</b> Bird necklace	<b>Sept/Oct</b>
<b>The Resident</b> Featured jewellery and model shot jewellery page	<b>October</b>
<b>The Grove</b> Interview with Harriet and Rosie	<b>October</b>
<b>Absolutely Chelsea</b>	<b>October</b>

Crystal leopard brooch in 10 things we love	
<b>Boutique</b>	<b>October</b>
Louise Gray collaboration in 'Boutique loves' & Quote earrings	
<b>Company</b>	<b>October</b>
Necklace in main fashion	
<b>Easy Living</b>	<b>October</b>
Featured the tiger necklace	
<b>Country Homes &amp; Interiors</b>	<b>October</b>
Featured birdie brooch and autumn leaves necklace	
<b>Bridge Magazine</b>	<b>October</b>
Fox pieces	
<b>Living Etc</b>	<b>October</b>
Featured the willow print necklace	
<b>Instyle</b>	<b>October</b>
Featured the Aarrghhh necklace and eye rings	
<b>Easy Living</b>	<b>October</b>
Featured the tiger necklace	
<b>Country Homes &amp; Interiors</b>	<b>October</b>
Featured birdie brooch and autumn leaves necklace	
<b>Best Scottish Weddings</b>	<b>Autumn</b>
Birdie brooch	
<b>Grove</b>	<b>November</b>
Paisley necklace	
<b>Easy Living</b>	<b>December</b>
Umbrella necklace in gift guide	
<b>Company</b>	<b>December</b>
Paisley head band in main fashion	
Arggh necklace in a shopping page	
Cracker bang necklace	
<b>Coast</b>	<b>December</b>
Anchor necklace	
<b>Country &amp; Town House</b>	<b>December</b>
Lady & dog brooch in Xmas Gift Guide	
<b>Absolutely Chiswick</b>	<b>December</b>
Cracker necklace	
<b>Easy Living</b>	<b>December</b>
Umbrella necklace in gift guide	
<b>Company</b>	<b>December</b>
Paisley head band in main fashion	
Arggh necklace in a shopping page	
Cracker bang necklace	
<b>Coast</b>	<b>December</b>
Anchor necklace	
<b>Grove</b>	<b>November</b>
Paisley necklace	
<b>Black Hair magazine</b>	<b>Dec/Jan</b>

Aarrghhhh & Fishbone necklace	Winter
<b>The Best Scottish Weddings</b>	
Bridesmaid name necklace	
<b>Easy living</b>	January
Cat ring	
<b>Company</b>	January
Willow pattern necklace	
<b>Sainsbury's Magazine</b>	January
Red bow ring	
<b>Easy Jet</b>	Travel issue
Tatty cracker necklace	
<b>Wedding flowers</b>	Jan/Feb
Flower necklace	

### **Blogs and online coverage**

<b>Retro to Go</b>	December 7
Featuring the moustache necklace	
<b>Retro to Go</b>	December 7
Featuring the moustache necklace	
<b>Cosmo online</b>	January 23
A piece on the launch of fine	
<b>Vogue.com blog</b>	January 24
Blog post on the name necklace	
<b>Vogue.com</b>	January 25
News story on 'fine'	
<b>Heart Digital</b>	Feb 22
Tatty Eley in LFW style guide	
<b>55TV</b>	Feb 22
Video interview with Harriet and Rosie	
<b>InStyle blog</b>	Feb 22
Post on the Selfridges workshop	
<b>Fashion Ache Blog</b>	Feb 22
Featured Eley Kishimoto	
<b>Handbag.com</b>	Feb 23
Did a post on the Claire's story	
<b>Sky Living online</b>	March 12
Ran a piece on copyright issues – included Tatty	
<b>Styleable.com</b>	March 16
Featured several pieces in online fashion piece	
<b>Easy Living Online</b>	March 16
Fox brooch in mother's day gallery	
<b>Angie Smith blog</b>	March 23
Ran a giveaway of the cantaloupe necklace	
<b>Crumbsformen.com</b>	April 5
Featured a necklace in gifts for chicks page	
<b>Handbag.com</b>	April 5
Ran a story on the new app	
<b>Lifestyleflash.com</b>	April 5
Ran a story on the new app	

<b>The Fashion Ache</b>	<b>April 6</b>
Featured Devine Creatures	
<b>Typeandtalk.com</b>	<b>April 11</b>
Wrote a blog post on jewellery they liked at the press day	
<b>Beauty Bombshells</b>	<b>April 13</b>
Featured the bow tiara and ring	
<b>Glamour.com</b>	<b>April 13</b>
Featured sunglasses in gallery	
<b>Vogue.com</b>	<b>April 18</b>
Featured tiara and balloon brooch in Jubilee gallery	
<b>Easy Living online</b>	<b>May</b>
Frida brooch and Olympic pieces	
<b>Liberty London Girl</b>	<b>May 1</b>
Featured sample sale on her FB page	
<b>Telegraph online</b>	<b>May 4</b>
Jubilee pieces in online gallery	
<b>The Fashion Ache</b>	<b>May 6</b>
Sample Sale	
<b>Time Out.com</b>	<b>May 14</b>
Featured in wedding guide	
<b>XOJane UK</b>	<b>May 14</b>
Full online feature on Tatty Devine	
<b>MSN</b>	<b>May 15</b>
Requested hi-res of Jubilee pieces	
<b>The Fashion Ache</b>	<b>May 15</b>
Story on tropical pieces	
<b>Obsessive Much</b>	<b>May 24</b>
Featured Jubilee pieces	
<b>Fashion Tribes Blog</b>	<b>May 25</b>
Featured Eyelash sunglasses	
<b>InStyle online</b>	<b>May 29</b>
Featured the mint crown necklace in Jubilee gallery	
<b>Meg Says (Meg Matthews Blog)</b>	<b>June</b>
Mentioned the Jubilee collection in her blog	
<b>HeartFM.com</b>	<b>June 1</b>
Featured the crown tiara	
<b>The Huffington Post</b>	<b>June 1</b>
Featured Jubilee pieces	
<b>Fashion Ache</b>	<b>June 3</b>
Featured eyelash sunglasses	
<b>Joytodworld.com</b>	<b>June 4</b>
Featured the Jubilee and Olympic pieces	
<b>Emerald Street</b>	<b>June 12</b>
Featured eyelash sunglasses	
<b>Huffington Post</b>	<b>June 14</b>
Featured moustache cufflinks in father's day gift guide	

<b>Poshglam.com</b>	<b>June 14</b>
Blog post on Rita Ora sunglasses	
<b>A Shaded View of Fashion</b>	<b>June 18</b>
Featured the sunglasses	
<b>Cosmo online</b>	<b>June 22</b>
Rita Ora in sunglasses story	
<b>Time Out online</b>	<b>June 25</b>
Put name necklace workshop on events list	
<b>Style Bubble</b>	<b>June 29</b>
Feature profile on TD	
<b>The Fashion Ache</b>	<b>July 1</b>
Featured sunglasses	
<b>Katie Broad blog</b>	<b>July 1</b>
Post on the sunglasses	
<b>The London Planner</b>	<b>July</b>
Featured the boat brooch	
<b>The Upcoming</b>	<b>July 12</b>
Blog post on the name necklace workshop	
<b>Emerald Street</b>	<b>July 13</b>
Ran 20% discount until 19 <sup>th</sup> July	
<b>Balladof</b>	<b>July 13</b>
Blog post on the name necklace workshop	
<b>Sparkle Style</b>	<b>July 16</b>
Blogger came to press breakfast and did blog post on name necklace shop	
<b>Miss Style Pink</b>	<b>July 16</b>
Blog on the name necklace she got at press breakfast	
<b>Justbecauseilove.com</b>	<b>July 23</b>
Featured medal necklace	
<b>Belle about Town</b>	<b>July 24</b>
Featured the gold medal necklace	
<b>Elleuk.com</b>	<b>July 24</b>
Featured the gold medallist necklace	
<b>Stylist online</b>	<b>July 27</b>
Featured the medal necklace	
<b>Beauty Bombshells</b>	<b>June 30</b>
Featured the sunglasses	
<b>B. there magazine</b>	<b>July</b>
Olympic pieces	
<b>Wolf Whistle</b>	<b>July 28</b>
Post on the new lilac colour	
<b>Social &amp; Personal</b>	<b>August</b>
Featuring paisley	
<b>Black Paper</b>	<b>August 6</b>
Featured the moth pieces	

<b>Vogue.com</b> Featured the Posie necklace in festival gallery	<b>August 17</b>
<b>Pocket Rocket Fashion</b> Give away of one silver swallow necklace	<b>August 5</b>
<b>Vogue.com</b> Featured several pieces in carnival gallery	<b>August 23</b>
<b>Style Bubble</b> Interview included in story on Mini Mouse	<b>September 15</b>
<b>Black Paper</b> Featured the poisonous flowers pieces	<b>September 17</b>
<b>Fabulous online</b> Online story on the comic book pieces	<b>September 20</b>
<b>Black Paper</b> Story on the poisonous flowers	<b>September 21</b>
<b>What a Fashion</b> Featured blog post on willow pattern pieces and on the Facebook page	<b>September 24</b>
<b>Keep the Wolf</b> Featured the paisley bib necklace on Style Gate	<b>September 26</b>
<b>Stylist.co.uk</b> Featured the willow pattern earrings	<b>September 26</b>
<b>Posh Glam</b> Blog post on comic book cool pieces	<b>October 1</b>
<b>The Fashion Ache</b> Blog post on comic book cool pieces	<b>October 1</b>
<b>Black Paper</b> Online news story on the willow pattern pieces	<b>October 1</b>
<b>Insignia</b> Ran feature on TD with video of name necklace	<b>October 11</b>
<b>Black paper</b> Ran story on TD	<b>October 11</b>
<b>Beautygrl.com</b> Feature on 'How to do headband hairstyles with Flamingo Amy'	<b>October 16</b>
<b>Wgsn.com</b> Wrote about Selfridges concession	<b>October 17</b>
<b>Beautybombshell.com</b> Wrote about Selfridges concession	<b>October 17</b>
<b>Company.co.uk</b> News story about Selfridges concession	<b>October 18</b>
<b>Elle.co.uk</b> Aaarrgghh necklace and ghost cuff links	<b>October 22</b>
<b>Easy living.com</b> News story on Selfridges	<b>November 2</b>
<b>Stylist.co.uk</b> Black cat ring	<b>December 5</b>
<b>Easy Living.com</b>	<b>December 11</b>

Pin of the Day - crackers

### Trade Press

<b>WGSN Blog</b> Eley collection written about	<b>February 3</b>
<b>Boutique</b> Featured campaign shot from 'Fine' collection	<b>February</b>
<b>Boutique</b> Featured the tiara, blue Posie ring and the crown necklace	<b>March</b>
<b>Boutique</b> Featured bunting necklace, crown necklace and melon necklace	<b>April</b>
<b>Professional Jeweller</b> Wrote a piece online about the new app	<b>April 11</b>
<b>The Jeweller</b> Featured medal necklace	<b>May</b>
<b>WGSN</b> Featured sunglasses	<b>May 25</b>
<b>Boutique Magazine</b> Requested high-res of grape brooch	<b>July</b>
<b>Boutique magazine</b> Featured the bow tiara	<b>September</b>

### Celebrity

<b>The Mac Twins</b> Wore several pieces to the Brits and blogged about their outfits	<b>Feb 21</b>
<b>Rita Ora</b> Wore the sunglasses to the Capital FM Summertime Ball	<b>June 9</b>
<b>Azealia Banks</b> Wore the sunglasses at Hackney Weekend	<b>June 24</b>
<b>Cosmopolitan</b> Saturday's in name necklaces (came via our press day)	<b>June</b>
<b>Nicola Roberts</b> Wearing lashes sunglasses at Wireless	<b>July 6</b>
<b>Kate Nash</b> Kate in Eyelash sunglasses	<b>June 30</b>
<b>Nelly Furtado</b> Wore the leopard brooch to several appearances	<b>September</b>

### Bridal

<b>London Bride</b> Feature on all the bridal collection	<b>April 13</b>
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<b>Wantthatwedding.com</b> Ran a feature on the bridal jewellery using the model shots	<b>April 16</b>
<b>Bridal Wave.tv</b> Piece on bridal collection	<b>April 17</b>
<b>Brides</b> Featured the bow tiara in white	<b>July/August</b>
<b>You and Your Wedding</b> Featured the Bride necklace in Editors Letter	<b>July/August</b>
<b>Brides</b> Featured the bow tiara in white	<b>July/August</b>
<b>You and Your Wedding</b> Featured the Bride necklace in Editors Letter	<b>July/August</b>
<b>Best Scottish Weddings</b> Featured bridal pieces in jewellery page	<b>Summer issue</b>
<b>You and Your Wedding Online</b> Featured bride necklace in Bride Candy	<b>June 18</b>
<b>You and Your Wedding</b> Featured the Mexican embroidery and melon earrings	<b>September/Oct</b>
<b>Wedding magazine online</b> Gallery on name necklaces with Q&A	<b>August 28</b>
<b>Want That Wedding online</b> Bridal name necklaces	<b>August 28</b>
<b>Wedding flowers</b> Flower necklace	<b>Jan/Feb</b>
<b>The Best Scottish Weddings</b> Bridesmaid name necklace	<b>Winter</b>
<b><u>TV</u></b>	
<b>Watchdog</b> Claire's Accessories story	<b>April 19</b>
<b>Revlon event</b> Used three pieces in fashion show	<b>May 17</b>