



Cerian Price,
PR & Marketing Co-ordinator,
JL Cardiff, rounds up her favourites
from the Welsh products collective



SELD
Tapestry mug, **£9**
'A modern take on a print of tapestry design'

SELD
Tapestry print canvas bag, **£8**



MELIN TREGWYNT
Mondo Spot coasters, **£21** (set of six)
'A stylish and practical gift idea'



MELIN TREGWYNT
Mondo Spot large purse, **£21**



J D BURFORD
'Bara' bread bin, **£30**
'I love this collection'



J D BURFORD
'Teisen' storage tin, **£20**
'Teisen means cake in Welsh'



CATHRYN WEATHERHEAD
Mouse cushion, **£35**
'This would look so sweet in a baby's bedroom!'



CATHRYN WEATHERHEAD
'Bore Da' mug, **£10**
'This is my favourite product - customers love these'



COLE & CO
Ylang Ylang, Pomegranate scented candle, **£20**
'Lovely fruity scent - my favourite from Cole & Co!'



COLE & CO
Fig and Cassis soap, **£4**
'Such a good price for a really fragrant soap'



Mioko Morris with products from Seld

researching potential suppliers, Hannah found herself presenting the group's findings during a video conference call with John Lewis head office buyers and merchandisers, just six months into her Partnership career.

"When we presented the products, I barely stopped for a breath - I was so nervous! It was really important to me, though, because if we can't shout about being the only John Lewis shop in Wales then our individuality is lost."

Hannah and the team's determination paid off and the collection of Welsh products made

'IT STARTED AS TOURISTS LOOKING FOR SOMETHING NICE TO TAKE HOME WITH THEM AS A SOUVENIR OF WALES'

Mioko Morris

their grand debut in the shop and online last week. Among the five selected brands that are now displayed in a prominent position on the ground floor at John Lewis Cardiff, one of them is particularly close to Hannah's heart: candle and soap makers Cole & Co is actually

her parents' brand. "I was nervous about presenting the brand initially, but it was chosen because buyers genuinely liked the products. It's extremely surreal, though, to see products that were occupying every possible surface in my parents' home while they were being made, now being sold in John Lewis."

Despite Hannah's previous life experience having included running a fine dining restaurant and volunteering as a teacher in Kenya, last week's launch of the products was a milestone for her. "I'm really proud to see all of the Welsh products - especially my mum and dad's brand - on the shelves. My mum cried the first time she saw the product displays. For me, that was a 'this is why we did it' moment and I've no doubt the Welsh products will do well."

Mioko Morris,
Selling Assistant

Mioko Morris has worked in the Gifts department at John Lewis Cardiff for three years and throughout that period there have been six words she's heard often: "Which way to the Welsh section?" It was that recurring question that drove Mioko to call a meeting with former JL Cardiff Head of Branch

'IT'S NOT JUST TOURISTS, THOUGH - WELSH PEOPLE COME IN AND THEY WANT WELSH GIFTS FOR THEIR LOVED ONES'

Susan Monington

Chris Earnshaw in 2012 to find out about the possibility of getting Welsh products into the shop. "People are always looking to buy Welsh gifts as souvenirs but there didn't seem to be anywhere in Cardiff that was offering good quality, stylish products," she says.

Mioko's enthusiasm resulted in the shop trialling Welsh versions of London-based potter Keith Brymer Jones's products as a one-off, which sold well. In the current Welsh assortment, Mioko helped source the suppliers, including Seld - a brand whose owners she knows personally. "It started as tourists looking for something nice to take home with them as a souvenir of Wales. That's now a reality with the products we're offering, which makes me very happy."

Susan Monington,
Selling Assistant

"This is what I've wanted since I joined," says Susan Monington, who's been working at the Cardiff branch since it opened six years ago and has long hoped that the shop would stock Welsh designers. "Cardiff's a university city but we



Susan Monington champions Melin Tregwynt

host so many events, including rugby and football, and people want to buy good quality gifts," she says. "It's not just tourists, though - Welsh people want Welsh gifts for their loved ones."

Before joining the Gifts team,



Cathryn Weatherhead of Cathryn Weatherhead

Susan worked in the Linens department where she noticed lambswool blankets by Pembrokeshire-based makers Melin Tregwynt were best sellers. "People would come in and buy the throws as christening gifts because they're top quality items," she says. Susan was later delighted to see iPad covers by the same company debut in store for Christmas 2014, which sold out in a matter of days. This made the brand an obvious choice for the Welsh product collection.

"I think customers are going to love the products. There's been a strong desire for Welsh gifts in our shop for a long time and it's fantastic to be supporting the makers of these superb quality, well-designed products that have been made in Wales."



TWITTER TALK

TWITTER
@cathweatherhead



The day is finally here! My work is now being stocked in @johnlewisretail @cardiffuk

Welsh produce hits the shelves of John Lewis @johnlewisretail Pop into #JLCardiff to see our new range of Welsh gifts, chosen by Partners from the shop!



@theprinthus MASSIVE congrats to our resident @cathweatherhead. Her designs are now being stocked in @johnlewisretail #whoop

@jdburfordltd J D Burford are very proud to be showcasing a small part of our Welsh kitchen range @johnlewisretail in Cardiff

@ganseld Seld product launch in John Lewis today - lovely display @johnlewisretail



@walesonline Thanks to three Cardiff shop assistants, John Lewis now stocks five small Welsh manufacturers