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SPONSORED



SOPHIE KINNS STUDIO offer playfully designed paper goods to make you smile. Designed by Sophie and made in England all of her stationery is sustainably sourced, 100% recyclable and plastic free. Sophie also provides a bespoke creative and branding service for small businesses capturing the specific needs of the individual. www.sophiekinns.com | @sophiekinns



SOAPSTACK is a small batch brand based in Falmouth, Cornwall. Their handmade artisan geode and terrazzo soaps and candles bring a dash of luxury to the everyday. Their products are vegan, cruelty free and their soaps come packaged in recyclable, biodegradable and compostable glassine bags, with candles in recyclable tins. www.soapstack.co.uk | @soapstack



OSITY is a design led luxury stationery brand making beautiful, useful and functional stationery products. Founder Sarah grew up as part of a family printing business which inspired her to create modern day stationery that has traditional craft skills at its core. Produced using only high quality, sustainable materials. www.osity.co.uk | @_osity



THE MODERN CRAFTER is a design-led craft business by sisters Rachel and Siobhan who design and hand make punch needle and embroidery beginner kits from their studio/shop in Saffron Walden. The duo focus on including sustainable materials in their kits such as their own exclusive 100% British Wool. www.themoderncrafter.co.uk | @the_modern_crafter



Sunshine & Snow

TALKING SHOP

Growing up in beautiful Devon, India Snow saw her parents' entrepreneurial spirit create a thriving business - whilst helping out and learning from them along the way. Her inspiring globally-influenced store, Sunshine and Snow, was a natural next step

Words: Colette Earley | Photography: Stephanie Osmond





TELL US ABOUT YOUR BACKGROUND...

My parents founded a company, Ian Snow, which began as a market stall in 1977, before supplying an abundance of stores and growing into a fully-fledged retailer in its own right. It's now run by my sister Daisy, and we were both heavily involved in the industry from the moment we were born, something which shaped our lives while growing up - travelling to India for buying trips.

I combined the beginning of a degree in international relations with a 6-week trip to south-east Asia, and soon discovered I was going to struggle to juggle studying with travelling the world and trying to work for the company. Soon after I returned, I was offered a space and the opportunity to open my own shop. I decided to take the plunge – and Sunshine and Snow was born.

HOW DID YOU DEVELOP SUNSHINE AND SNOW?

To be completely honest, it was never my intention to run something in the same industry as our family business. However, when we were offered the space and I took a look around the building, I had a gut feeling that I wanted to take it on, and I envisaged how great it could be. I had spent all these years in the homeware industry, mostly working for our wholesale department, so I'd built up a good understanding of what it takes to create a great retail space as I had been inspired by many of the amazing lifestyle stores we supplied at the time.

WHAT WERE YOUR MOTIVATIONS?

My major motive for opening the store was to try and encapsulate everything I had been inspired by on my travels and bring it to the local community. I was used to seeing a very contemporary approach to retail, surrounded by many creative people that would design such beautiful stores. For me, it felt like we were really behind in Devon, and I wanted to try and

shake things up a little. I knew it would be risky, and it definitely hasn't been easy, but I would like to think the local community are appreciative of the space and become inspired and excited by it, too.

HOW WOULD YOU SUMMARISE SUNSHINE AND SNOW?

Sunshine and Snow is a carefully curated lifestyle store, which exists to inspire people and transport people to different areas of the globe. It's a space for creatives to hang out, connect and enjoy, with the addition of a coffee bar, evening workshops and classes. It isn't just a shop that sells people things, it's so much more than that. We want people to go on a journey throughout the store, and only make carefully considered, mindful purchases of things they truly love.

WHAT DOES THE STORE BRING TO THE LOCAL COMMUNITY?

It doesn't really fit in with the local surroundings, it almost doesn't belong there, but that's why it's effective in transporting people to a faraway location. People often come into the store and remark how they would like to move in. I think people find the space a place to escape, connect and be inspired. I've never been interested in simply selling stuff to people and making money, if I was, I definitely wouldn't have chosen this as a business!

IS FAMILY IMPORTANT TO YOU?

Extremely. We work well together as a team and play off each other's strengths. As my mum is now retired, it's just me, my sister and dad working within the business. Daisy runs our main brand (Ian Snow), and I run Sunshine and Snow, while my dad runs his shop in Wales (also called Ian Snow). I've learnt so much from my parents and sister and think that they have given me the best start to life. My mother always instilled the 'anything is possible' approach to life into me, which I am so grateful for - it has given me the determination and motivation to dream big and not let negativity stop me from thinking I can do something.



TELL US ABOUT YOUR SPACE...

The rundown nature of the building really inspired me, and I wanted to celebrate it in my design rather than hide it. It's the soul of the building and I really love the fact it is rough around the edges – it gave me the basis for the whole shop's personality. I didn't have an image of how I wanted the shop to look, the building was the basis for the design and it stemmed from there.

WHAT DOES SUNSHINE AND SNOW OFFER IN-STORE?

I want to curate an offering of product that is not commonly found elsewhere. I have sourced unique pieces from all over the world to be discovered by our local customers. I want the products in my shop to make people feel excited and joyous, or simply solve a need if it is a useful product. I believe you should only have something in your house if you find it beautiful or useful, there is really no other reason for it.

TELL US ABOUT THE WORKSHOPS YOU HOLD...

At the moment, we're just holding a weekly life drawing class held by local artist Fiona Balfour. We were holding a yoga class but have put these on hold until we have a more full-time space available.

Our plan is to convert our top floor, currently a stock room, into a full-time event/workshop space. I have a list of people waiting to hold workshops in the space, from poetry workshops to yoga, breathwork and various art classes. It looks as though the space will be very popular which I am excited about, as it helps bring lots of creatives into the store and I love the energy it creates.

WHAT DO YOU HAVE PLANNED NEXT?

Due to the vast space we have, the possibilities are truly endless. I would like to introduce food into the coffee bar, but I'm taking my time to research and source the best ingredients before launching this. I have a large courtyard at the back of the shop that is overgrown which could be turned into a terrace for the summer, where I have plans to have pop-up dining events. I'm also in the process of attaining an alcohol license so I can sell and serve natural wines and hold cocktail evenings. I want the space to be used to its full potential, and attract creative local people to really celebrate the space and connect with others through food, workshops and beautiful products.

www.sunshineandsnowshop.com
 IG: @sunshineandsnowshop

