

AXEL & ASH

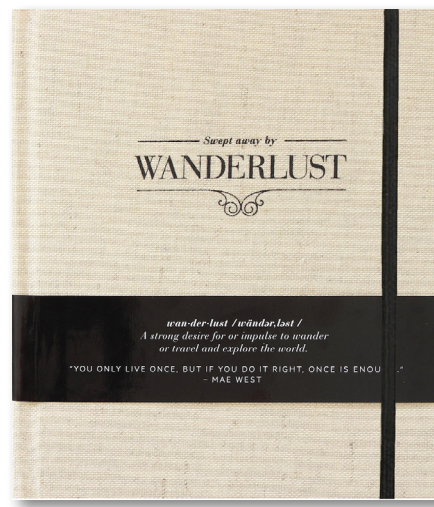
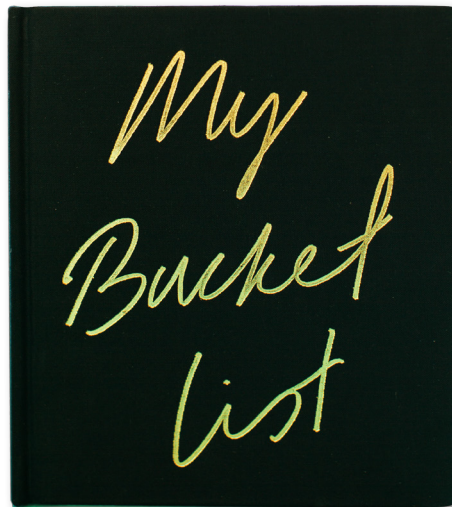
Media Kit



@AXELANDASH

WWW.AXELANDASH.COM





MY BUCKETLIST

Beautifully bound in stylish black cloth, *My BUCKETLIST* is a funky new journal that invites you to decide what you want to do with your one wild and crazy life by collecting all your dreams, desires and ideas in one place. Whether it's to travel Route 66 in an open Cadillac, eat pizza in Naples, ride a zebra or just dance in the rain, this book is buzzing with tips, motivation and everything you need to start your life's greatest adventures. Quirky, individual and so much fun, *My BUCKETLIST* inspires you to live life to the fullest and capture all the incredible experiences and moments along the way.

\$39.99 AUD | \$34.99 USD | £22.99 GBP | €26.99 EUR

SWEPT AWAY BY WANDERLUST

Beautifully bound in an earthy latte-colored cloth, this charming travel journal creates a chic vintage feel suitable for every traveller – from the stylish jetsetter to the novice explorer. With quirky questions, fun writing prompts, witty 'To-Do' notes, list pages to remember the favourites and a bucket list to fill out along the way, it's the ultimate way to capture your travel memories in style!

\$39.99 AUD | \$34.99 USD | £22.99 GBP | €26.99 EUR

LET'S SEE IT ALL

A map for the wanderlusting soul to dream, trace, decorate and remind you of all the places you've seen or yet to explore. The map is interactive and can be painted, dressed with sticker art, drawn on and filled in as wished, or just left blank for a stylish black & white touch to the room. Decorate your office, bedroom or living space as a piece of everyday inspiration to follow that dream and create YOUR story!

\$149.99 AUD (only available in AUS)



As seen in ...

USA

'WHETHER IT'S TO DRIVE DOWN THE PACIFIC COAST HIGHWAY IN A CONVERTIBLE, SCALE THE GREAT WALL OF CHINA OR SHARE A GLASS OF WINE IN VENICE WITH SOMEONE YOU LOVE, THIS BOOK IS BURSTING TIPS, MOTIVATION, PHOTOS AND INTERVIEWS WITH SUCCESSFUL INDIVIDUALS WHO SHARE HOW THEY WERE ABLE TO ACHIEVE THEIR TRAVEL DREAMS'

TODAY

2,522,027 VPM

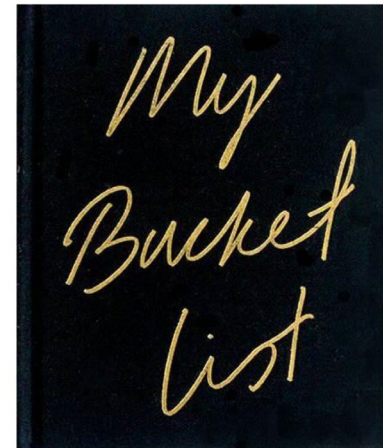


Holiday presents on a budget: 15 stylish gifts for under \$50

Aly Walansky
Dec. 11, 2015

Does an awesome gift have to break the bank? Not at all. We found 15 perfect style gifts great for anyone on your list, and they are all under \$50.

My Bucketlist Journal, \$39.99, [Axel & Ash](#)



USA

AXEL & ASH

'A FUNCTIONAL AND FASHIONABLE JOURNAL... THAT ENCOURAGES YOU TO WRITE ABOUT AND CAPTURE YOUR SPECIAL MEMORIES BEFORE THEY ARE FORGOTTEN'

THE WASHINGTON POST

20,259,310 VPM



'FOR THE GIRL WHO LOVES
TO TRAVEL.'

COSMOPOLITAN

6,898,107 VPM

COSMOPOLITAN

215 Perfect Holiday Gifts for Literally Every Woman in Your Life
This epic gift guide will end all your gifting anxiety.

If you've got a woman on your gifting list and find yourself in need of inspiration, you've come to the right place. Put aside those worries about whether or not she'll like your gift. Get her something from this gift guide and she won't be asking about a gift receipt.

1. For the girl who loves to travel...



USA

AXEL & ASH

COSMOPOLITAN
6,898,107 VPM



"THIS IS THE MOST FASHIONABLE TRAVEL JOURNAL I'VE EVER SEEN."

SHOP GIRL DAILY

Shop Girl Daily

2015 Holiday Gift Guide: Gifts for the World Traveler

This post may contain affiliate links. When you click on an affiliate link and make a purchase, we may receive a small commission. These commissions are what enable us to keep this site up and running. There is no charge to you. For more information, please check out our [privacy policy](#). Thanks for your support!

📅 November 5, 2015 👤 Lisa 📧 2015 Holiday Gift Guide

2015 Holiday Gift Guide



FAB FIT FUN

521,365 VPM



Pack Your Bags for an All-American Road Trip with Axel and Ash

by Jenn Rice | November 11, 2015



Today we're kicking off a new column called Wanderlust Wednesday, which is — you guessed it — all about travel. Our first suspects? Hanna Axelsson and Ashleigh Powell, the aussie brains behind our favorite bucket list and wanderlust journals from [Axel & Ash](#). They recently took an epic roadtrip from Hawaii to New York City in order to meet with potential new shop retailers along the way.



'THEY ARE LIKE THE GROWN UP VERSION OF A DIARY...PRETTY ENOUGH TO STAND ALONE ON ANY COFFEE TABLE.'

ALLURE MAGAZINES

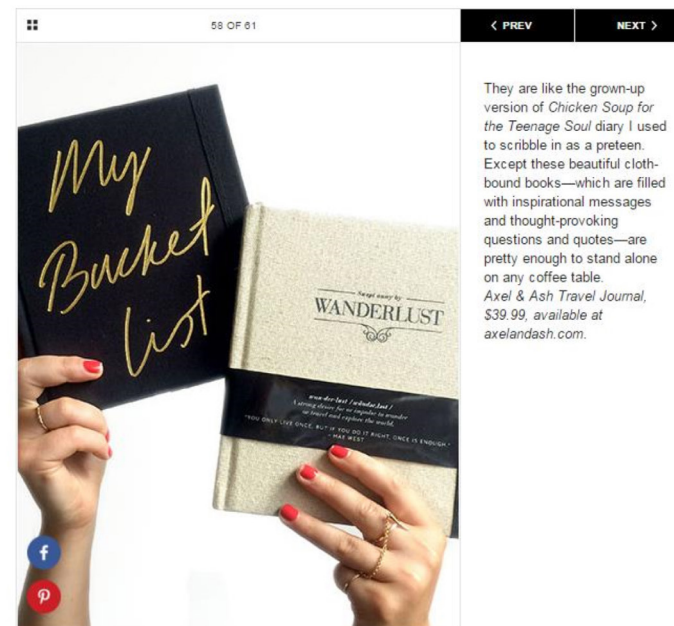
4,029,253 VPM

THE BEAUTY EXPERT
allure

Here's Everything On Our Holiday Wishlists This Year

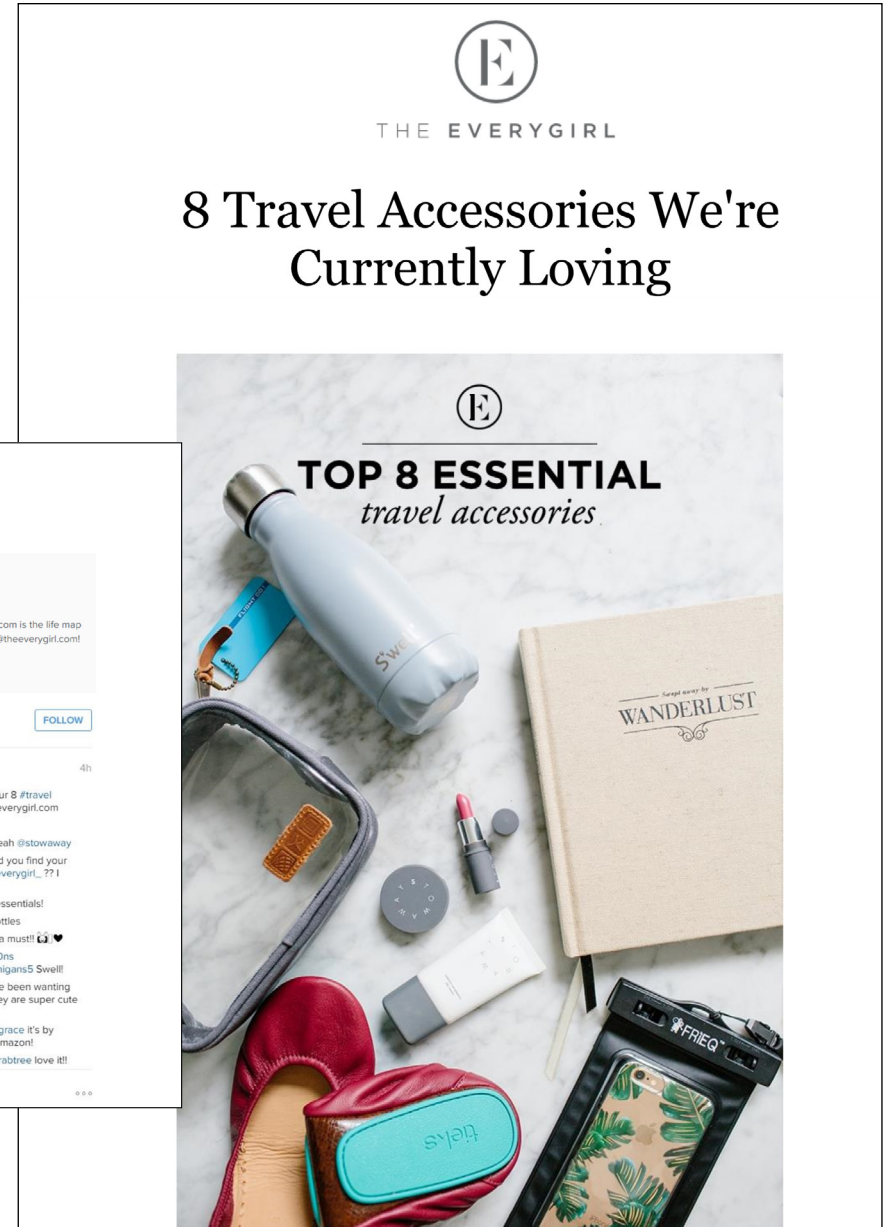
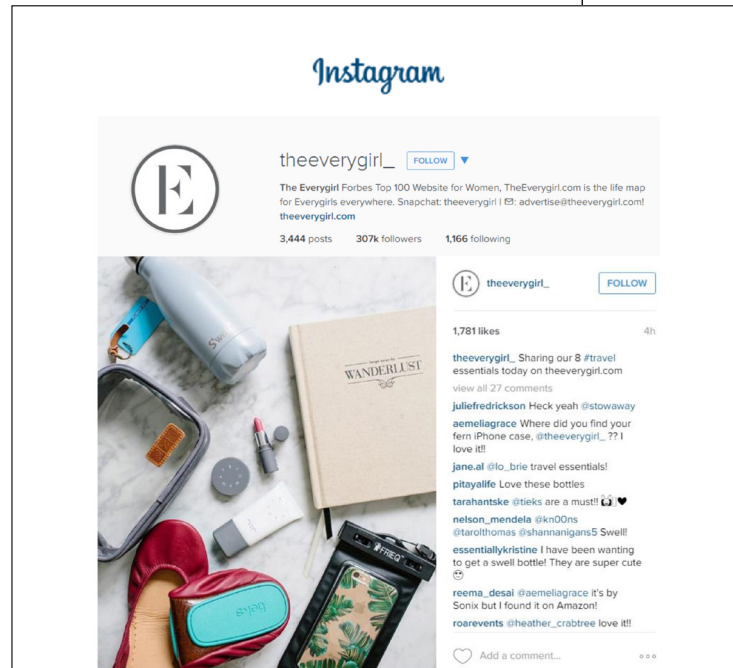
Giving is great and all, but who can deny the warm fuzzies you get when scoring something at the top of your wish list? Here, a collection of fantasy swag that *Allure* editors are lusting after this holiday season.

BY LINDSAY COLAMEO



'AXEL & ASH MAKE BEAUTIFUL
HARDCOVER JOURNALS - THE
PERFECT COMPANION ON AN
EXTENDED TRIP.'

THEEVERYGIRL_
157,504 VPM



MV (MUSES & VISIONARIES)
20,000 VPM

Muses & Visionaries

THE CREATIVITY Issue

Within the walls of DUBROVNIK & CARTAGENA

EL MACPH

Feature FABULOUS GIFTS

\$50 & Under

1. A red gift box.
2. A calendar with a world map.
3. A heart-shaped necklace with colorful beads.
4. A set of colorful placemats.
5. A set of small red flowers in glass vases.
6. A candle and a small gift box.

1. TELL TIME
A beautiful collection of keys that will please even the most discerning watch collector. The intricately engraved design. 14K rose gold case when paired with a splash of opals. [mytime.com](#), \$29

2. LIVE YOUR LIFE
The featured poster is about living life to the fullest. Full of tips and motivation, it offers the encouragement someone needs to get the most out of their day. [ambrosia.com](#), \$29.99

3. BARNWOODS
Jewelry designer Anne Carlsson of the Czech Republic creates unique jewelry pieces using natural stones. Only one! [AnneCarlsson.com](#), \$29.90

4. HARDWORKING KITCHEN
The women get all these organic cotton towels after your guest stays over. Plus, the towels will pretty up any kitchen space. [cotton.com](#), set of 2, \$19

5. FORMAL VESSEL
This collection of vases is so cute in these handblown but simple, perfect for everywhere. From a masterpiece to the most contemporary in dining room table. [dove.com](#), \$28.99

6. BURN BABY BURN
Candy Candles. Fragrant scents are just as cheering as the look. [burnbabies.com](#), [burnbabies.com](#), \$26

7. TRAVELER'S COMPANION
When the lights are dimmed and the lights are on, you'll be there. [burnbabies.com](#), [burnbabies.com](#), \$26

8. PRINCESS MONSTER
The monster is so big. The woman featured in her. [burnbabies.com](#), [burnbabies.com](#), \$26

9. ONE SCOP ONLY
The first ever monochrome, but detailed on canvas, made for single-crop applications, in various including "traditional" colors and prints. [burnbabies.com](#), \$11

10. STAMP FINDER
These flat glass one-hand travel from [burnbabies.com](#), [burnbabies.com](#), set of 2, \$24.99

11. MILE LINES
Mileage Rewards. One [burnbabies.com](#), [burnbabies.com](#), set of 2, \$24.99

12. WORD LIFE
Language is the most beautiful in your life to get ready. [burnbabies.com](#), [burnbabies.com](#), set of 2, \$24.99

PRETTY & FUN
44,894 VPM

Pretty & Fun

December 1, 2015
GIFT GUIDE // FOR THE TRAVELER.

It seems like everyone's jetting off to somewhere gorgeous these days (anyone else get a serious case of wanderlust every time they log into Instagram?!). This holiday season why not celebrate the travel bug that seems to be going around with gifts that are perfect for the traveler on your shopping list:

FOR THE TRAVELER
holiday shopping gift guide



SAVVY SASSY MOMS

81,699 VPM



10 Travel gifts for her

GIFTS FOR THE WOMAN WHO WANDERS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

10 Travel gifts for her

The girl who seems to have her next adventure planned before the wheels even touch down on her previous trip can be hard to shop for — she isn't typically held down by stuff and everything must be ready-to-go at any moment... just in case the travel

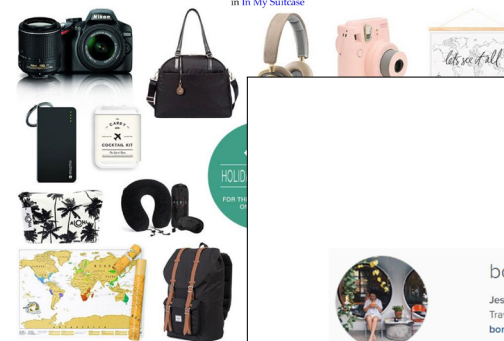
BON TRAVELER, BUSTLE

11,311 VPM

BON TRAVELER

TRAVEL WELL. TRAVEL OFTEN.

DECEMBER 8, 2015
HOLIDAY GIFT GUIDE FOR THE GLOBETROTTER ON YOUR LIST



[Nikon Camera D3200](#) / [Lo & Sons Travel Bag](#) / [Pillow](#) / [Let's See It All Poster](#) / [Mophie Backup Tacos](#) / [ALOHA Collectin Wet & Dry Bag](#) / [Backpack](#) / [Wanderlust](#)

This year's holiday gift guide is centered all around traveler needs. From backup phone chargers, to on your list — plus a

Don't see something you like? Hit

Travel w

Instagram



bontraveler FOLLOW

Jessica Wright Capturing the world of travel, one flight at a time! SFO-outbound Travel Blogger | Travel well, travel often 🌍 SF 📍 jessica@bontraveler.com bontraveler.com

701 posts 32.7k followers 248 following



bontraveler FOLLOW

736 likes

bontraveler Making a list, checking it twice — the traveler's gift guide is now live! See my go-to travel gear, the camera I use, and wanderlust-worthy gifts ➔ Link in profile #giftguide #travel #jenbuns 📷📷📷
meeghanmurray
bontraveler @jenbuns_ @meeghanmurray
lindsayhamon Love that camera! missgarcia_travels Mophie as a gift. yesss
bontraveler @missgarcia_travels it's a lifesaver!
bontraveler @lindsayhamon thanks, it's a handy one to have while on the go catgeeee @cesarvee @bisolinaleon this is so beautiful 📷📷📷 the setup



'UNLIKE TYPICAL LINED AND BOUND NOTEBOOKS, THIS ONE ALSO FEATURES WHIMSICAL QUESTIONS, ENGAGING WRITING PROMPTS, LUSH PHOTOGRAPHY, WITTY 'TO DO' NOTES, AND MORE.'

BUDGET TRAVEL

672,837 VPM

Budget Travel

Like 117

SEARCH

READ THE LATEST ISSUE!
SUBSCRIBER SERVICES
SCRIBE TO OUR NEWSLETTER

THIS JUST IN REAL DEALS DESTINATIONS HOTELS HOW TO TRIP IDEAS WIN! VIDEO

HOLIDAY GIFT GUIDE
The Ultimate Holiday Gift Guide 2015
It's the most wonderful guide of the year! Whether you're shopping for foodies, shutterbugs, beach lovers, or that friend who loves to travel with her pup, we've got something for everyone. Here's your go-to list of perfect presents for travelers.
 By Jennifer Kantor, Tuesday, Nov 24, 2015, 11:00 PM | [Subscribe to the magazine](#)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 ... 61 NEXT

Discovered a beauty secret abroad? Axel and Ash's beautiful cloth **Swept Away by Wanderlust journal** is the perfect place to stash insider info. Unlike typical lined and bound notebooks, this one also features whimsical questions, engaging writing prompts, lush photography, witty "to do" notes, and more (\$39.99, axelandash.com). (Courtesy Axel and Ash)

Video

A Gorgeous Day in the Life of
From the pulsing energy of Havana to the beautiful countryside, we've

Exploring Native American
Don't miss these three surprising destinations to experience Native



As seen in...

AUSTRALIA

'IN A WORLD WHERE DIGITAL TO-DO LIST AND CLOUD BASED PHOTO ALBUMS ARE STANDARD, 'MY BUCKETLIST' FROM SYDNEY DUO AXEL & ASH IS AN APPEALINGLY OLD-SCHOOL ALTERNATIVE.

VOGUE LIVING
314,000 VPM



TRAVEL NEWS

My Bucket List

In a world where digital to-do lists and cloud-based photo albums are standard, My Bucket List (\$40) from Sydney duo Axel & Ash is an appealingly old-school alternative. The chic journal includes space to record 101 life goals, plus thought-provoking questions and inspiring quotes and images; axelandash.com.

Mexican wave

The opening of Casa Fayette in Guadalajara has put Mexico's second-largest city (population 4.5 million) on the map as a design destination. The 37-room hotel — the latest for boutique brand Grupo Habita, and a member of Design Hotels — comprises a 1940s mansion (below) and modernist-style accommodation tower (right), seamlessly integrated by local firm Estudio Dimore Studio's interiors — an homage to Pritzker Prize-winning architect Luis Barragán, one of the city's most famous sons — combine Italian minimalism with Mexican flair. Think intense burgundy, salmon and artichoke blues, gilded surfaces and rich velvet furnishings; designhotels.com/casa-fayette.

Summer ROMANCE
Vintage chic in magical Provence

in + Carlos Huber



AUSTRALIA

AXEL & ASH

VOGUE MAGAZINE
431,000 VPM



'HANNA AXELSSON AND ASHLEIGH POWELL KNOW A FAIR BIT ABOUT GLOBETROTTING. FOUNDERS OF THE AUSTRALIAN TRAVEL AND LIFESTYLE BRAND AXEL & ASH, THE WOMEN WANTED TO PROVIDE INSPIRATION AND MOTIVATION TO LIVE LIFE TO THE FULLEST WITH THEIR COLLECTION OF CHIC TRAVEL JOURNALS, "SWEEP AWAY BY WANDERLUST" AND "MY BUCKET LIST".

The Huffington Post Australia chatted to Axelsson and Powell about their top spots around the world that have made it into their journals.

HUFFINGTON POST
1,018,000 VPM

THE HUFFINGTON POST

AUSTRALIA

Edition: AU

Like 178

Follow

Newsletters

FRONT PAGE
POLITICS
WORLD
SPORT
HEALTH
STYLE
FOOD
TRAVEL
IDEAS
SMALL BUSINESS
WHAT'S WORKING
BLOG
VIDEO

White House 2016 • Entertainment • Life • Home • Headstart • Blueprint • Green • Money • How We Work • Relationships • Laugh/Cry • Reads • iOS App

Where To Eat And What To See On Your Next Overseas Trip

HuffPost Australia | By Leigh Campbell

Posted: 05/11/2015 13:21 AEST | Updated: 05/11/2015 14:28 AEST

Hanna Axelsson and Ashleigh Powell know a fair bit about globetrotting.

Founders of the Australian travel and lifestyle brand **Axel & Ash**, the women wanted to provide inspiration and motivation to live life to the fullest with their collection of chic travel journals, "Swept away by Wanderlust" and "My Bucket List".

The Huffington Post Australia chatted to Axelsson and Powell about their top spots around the world that have made it into their journals.

Best outdoor activity
Roller skating in California.
"Usually I'd say swim in the ocean, but having just enjoyed roller-skating down the boardwalks in California again I must say that's it! It made me so nostalgic about summer days in the 90's -- skating to the beach with my friends. I fell in love again with the endless flat boardwalks -- something you don't get in Bondi. I've just added "roller skate from Malibu to San Diego" to my bucket List and can't wait to make it happen," Axelsson said.

Hiking in the South of France.
"I love the ocean and feel so revitalised every time I dive in, -- it has this amazing therapeutic way of washing all the stresses of the world away. When I am not by the water, I love hiking. One of the longest and best hikes I have ever done was The Camino to Santiago De Compostela. I did the trek over one month from the Pyrenees in the South of France all the way across Spain to the tip of the ocean, ending in Finisterra. I walked 960km over 30 days. It was so beautiful and one of the best adventures I have ever had," Powell said.

Best hidden secret
Tuk Tuk driving in Thailand.
"This is an oldie but a goodie. If you ever find yourself out of pocket in Thailand, partner up with a tuktuk driver and earn some \$! The drivers get paid for every shop they drive you to and after getting offered a deal of splitting 50/50 from a crazy driver we ended up getting taken to endless places around Bangkok pretending to shop all day -- truly an experience!" Axelsson said.

Cinque Terra, Italy. "Cinque Terra is the most beautiful and unique place I have visited in Italy. Five small fishing towns scatter the alps and Mediterranean, each with the most picturesque views of the coast of Italy. Walking through each town, there are colourful houses perched on the cliff sides, beaches and amazing hidden spots everywhere," Powell said.

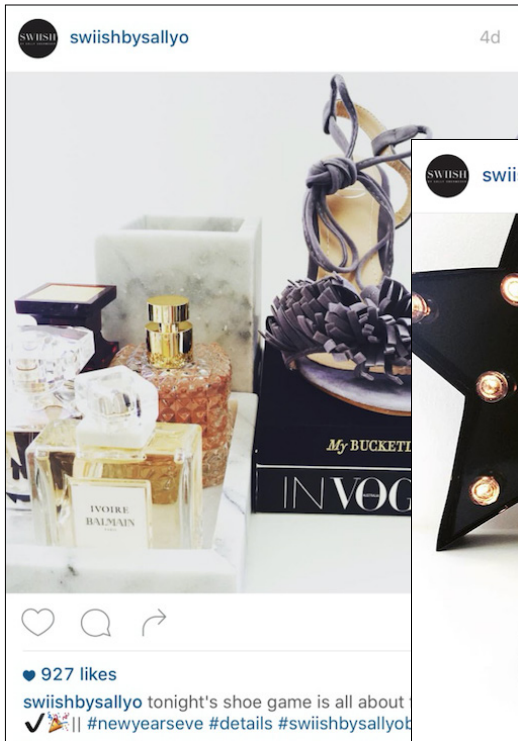


INTERNATIONAL TRAVELLER
75,000 VPM

INTERNATIONAL
Traveller
100 FOR MODERN EXPLORERS
ULTIMATE TRAVEL EXPERIENCES
of a lifetime!
WIN \$12,000 AFRICAN SAFARI!



SWISHBYSALLYO



REAL LIVING

205,000 VPM



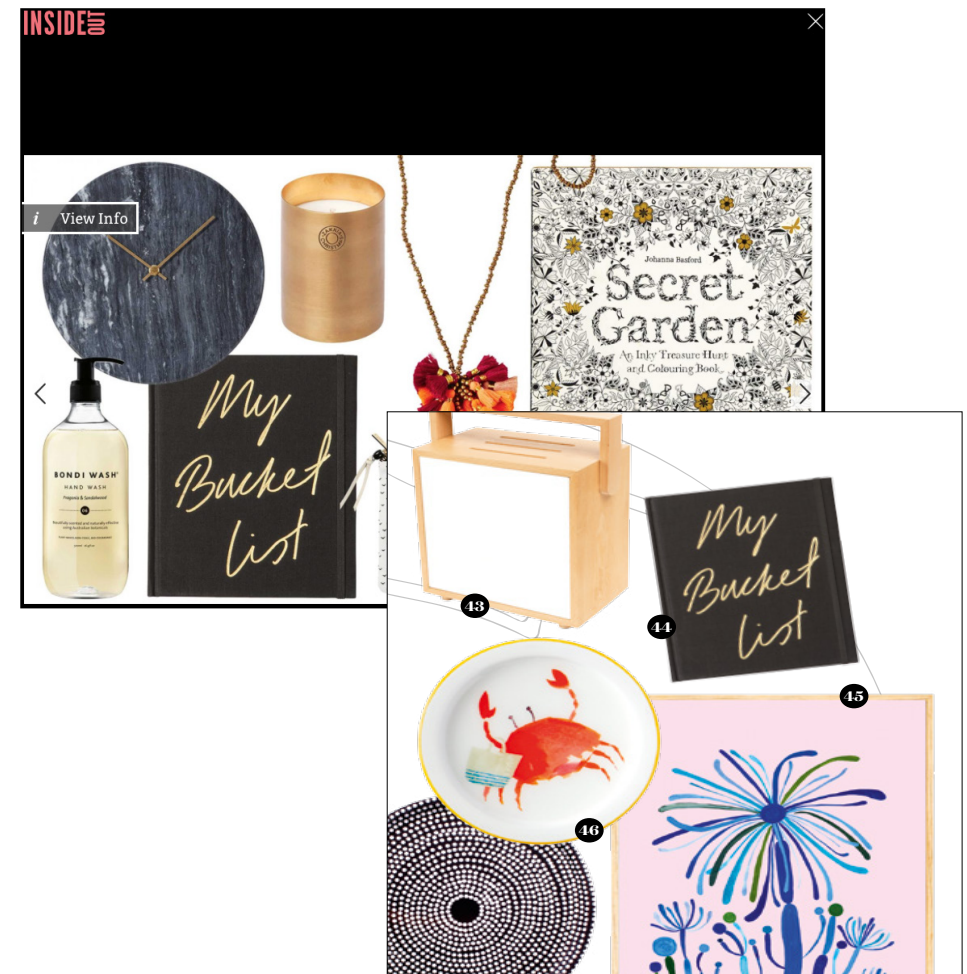
QANTAS TRAVEL INSIDERS

605,000 VPM



INSIDE OUT

188,000 VPM



FASHION WEEKLY
381,000 VPM

Fashion Weekly

HOME FASHION BEAUTY SOCIALS LIFESTYLE MAGAZINE WIN FW TV SEARCH

#itsinyou [SHOP NOW](#) DAVID JONES

Upclose with the creative minds behind Axel & Ash

Crafted by Swedish-born Hanna Axelsson and Australian-born Ashleigh Powell, two free spirited women who share a deep love of travel, Axel & Ash is about defying the odds and breaking the rules, providing inspiration and motivation to live life to the fullest.

Their chic collection of travel journals are stylish, informative and inspirational and will ensure you capture, remember and treasure the memories that count. We spoke to the inspirational minds being Axel & Ash and their stories will leave you lusting after a holiday.

What inspired you to create Axel & Ash?

HA & AP: Inspired by Sebastian Terry's book 100 Things, where he created a list of 100 things to accomplish with the aim to tick them all off, one memorable afternoon on Ash's balcony we decided to share our crazy bucket lists. We bonded over our passions for travel, adventure, photography, the art of journaling and a common bucket list goal - to start a business - and Axel & Ash was born.

Where do you find your inspiration?

AP: So many things inspire me; meeting new people, listening to music, witnessing a friend achieve something amazing, hearing a new story about your mum you never knew or looking at a phenomenal piece of art! The world throws out inspiration everywhere, [it's] magical!

HA: I'm inspired by life around me - the people, the sights, nature, art, conversations and stories. I'm a real chatterbox and I take a lot of inspiration from speaking to people and hearing their stories.

What is it like designing and co-owning a brand together?

HA: Ash and I are like a married couple that love each other one minute and just can't seem to agree the next. We both have such strong personalities and sometimes it's hard to agree on what's best [but] a lot of the time we come up with amazing ideas together! The best thing is we compliment each other - my weaknesses are Ash's strengths and vice versa.

What inspired you to create Axel & Ash?

OUT NOW!

STEP INSIDE



As seen on...

INSTAGRAM

INSTAGRAM LOVIN'

AXEL & ASH



♥ 3,477 likes
me_and_orla A quiet start, planning future adventures over coffee & birdsong while my little family dreams on upstairs 🌿☕. You can win your



♥ 3,642 likes
lily__rose



♥ 5,276 likes
seafollyaustralia We have every girl covered these holidays, so if you're stuck, look no further as we have the ultimate online gift guide for the special



♥ 1,674 likes
shiraleecoleman Morning coffee with @table1espresso

@ME_AND_ORLA
117K Followers

@LILY__ROSE
193K Followers

@SEAFOLLYAUSTRALIA
391K Followers

@SHIRALEECOLEMAN
211K Followers



INSTAGRAM LOVIN'

AXEL & ASH

 **collectivehub** 60w



♥ 406 likes

collectivehub @lisamessenger featured in My Bucketlist such a gorgeous journal @axelandash #collectivehub

@COLLECTIVEHUB
98.3K Followers

 **fro01** 47w



♥ 1,969 likes

fro01 SUNDAY || with @axelandash
View all 10 comments

@FRO01
402K Followers

 **lailaloves** 1w



♥ 6,456 likes

lailaloves Some of the things on my bucket list I can't imagine ever doing such as cliff diving, swimming with sharks or skydiving buttttt maybe one day ey? What's on your bucket list?

@LAILALOVES
137K followers

 **worldwanderlust** 1w



♥ 6,704 likes

worldwanderlust Adventure time! 🤩📷 off on a four day adventure around the southern peninsula, @tasmania can't wait to capture it for my YouTube subscribers with @olympus_au !! #olympusinspired

@WORLDWANDERLUST
368K Followers



INSTAGRAM LOVIN'

AXEL & ASH



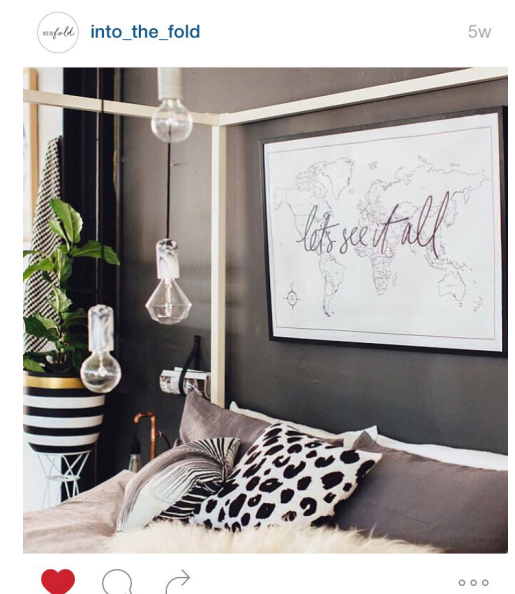
♥ 1,188 likes
misspoppydesign Books, flowers and Chanel 🍷
#misspoppydesign #chanel #love



♥ 895 likes
designtwins We have been selling so many of these world maps!!!! They are the latest release from @axelandash, they are made from canvas &



♥ 2,928 likes
justnecole Currently thinking of 101 things I need to do in this lifetime to write in my new Bucketlist journal by @axelandash! ❤️📝✍️ I particularly love



♥ 294 likes
into_the_fold Would it be weird if i curled up on here with Delvine?

@MISSPOPPYDESIGN
66.5 K followers

@DESIGNTWINS
82.9K Followers

@JUSTNECOLE
226K Followers

@INTO_THE_FOLD
39.8K followers



with love, Axel & Ash

AXELANDASH.COM

P +61 449 773 163 E info@axelandash.com



@AXELANDASH

