



# Lookbook 2024

AXEL & ASH







OUR STORY

# We are Axel and Ash



The idea of Axel & Ash was born when a 18-year old eager Swede voyager (Axel) went travelling the world wide and far but never could find the perfect journal to jot down all her memories in. Fast forward to a late summers night 8 years later, Axel had been inspired to write down her bucketlist and when sharing it with a friend she realized they both had #13 'start a business' on their list. With her strong love for the art of journaling, burning passion for creativity & design and endless love affair of travels, Axel realized that this was the time to fulfill the dream she'd had for a long time - to start designing chic, inspiring travel & dream journals filled with quirky writing prompts for everyone who wanted to capture their days, thoughts and memories in style! And so design & publishing house 'Axel & Ash' was born!

Today, Axel & Ash books are getting picked up by the world's style-makers and jet-setters from Sydney to London and Paris to Hawaii. The books & products have pride of place in the trendiest concept, fashion and book stores all around the globe from the iconic Shakespeare & Co in Paris, AUST. in Los Angeles and White Bohemian in Palm Beach, to the internationally known Anthropologie and Barnes & Noble stores. Co-founded by Axel & Ash, the company is now solely owned by Axel and run by our amazing team who spends their days soaking up the sunny lifestyle between their Byron Bay office and traveling exciting locations whilst working on exciting new products and projects for like-minded dreamers who like a keep-sake to savour their story.

AXEL & ASH





## LINE SHEET

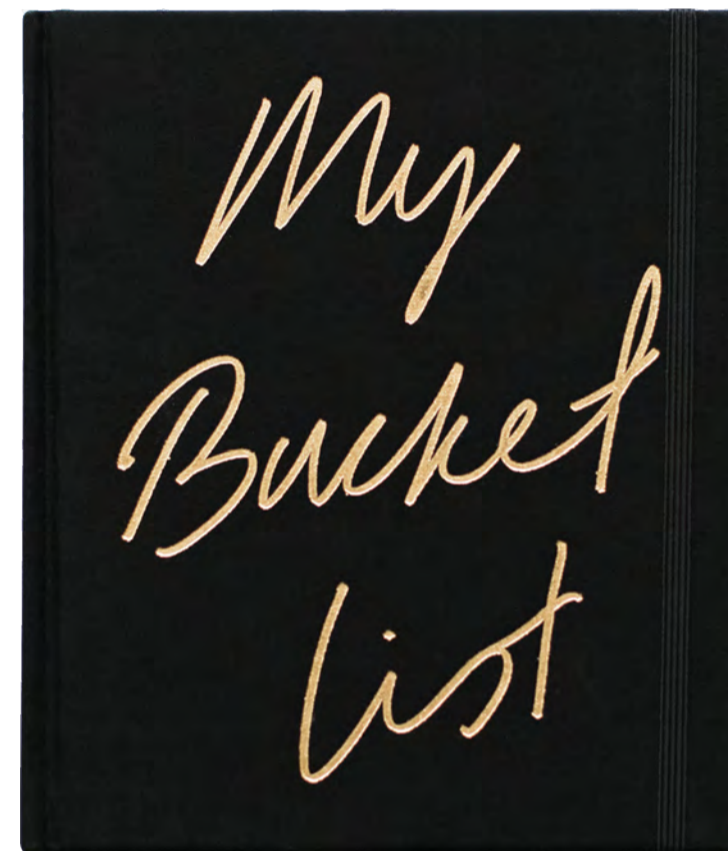
FAVORITE



### Press Pause

Press PAUSE is a weekly mindfulness journal filled with 52 weekly journaling pages featuring new fun questions and thought-provoking prompts on every page to help you reflect, feel, remember, explore, appreciate and celebrate life. Interspersed between the beautifully designed pages you'll find inspiring interviews, photography & quotes and much more. As the ultimate place to explore ideas & desires, celebrate the highs, reflect on the lows and jot down your thoughts, feelings & experiences to keep forever, Press PAUSE is the perfect companion to stay present and mindful, reflect on your progress and set intentions for the future.

RRP 39.99 AUD, 34.99 USD, 25 GBP, 29 EUR  
Wholesale 22.50 AUD, 18.90 USD, 13.79 GBP, 14.5 EUR

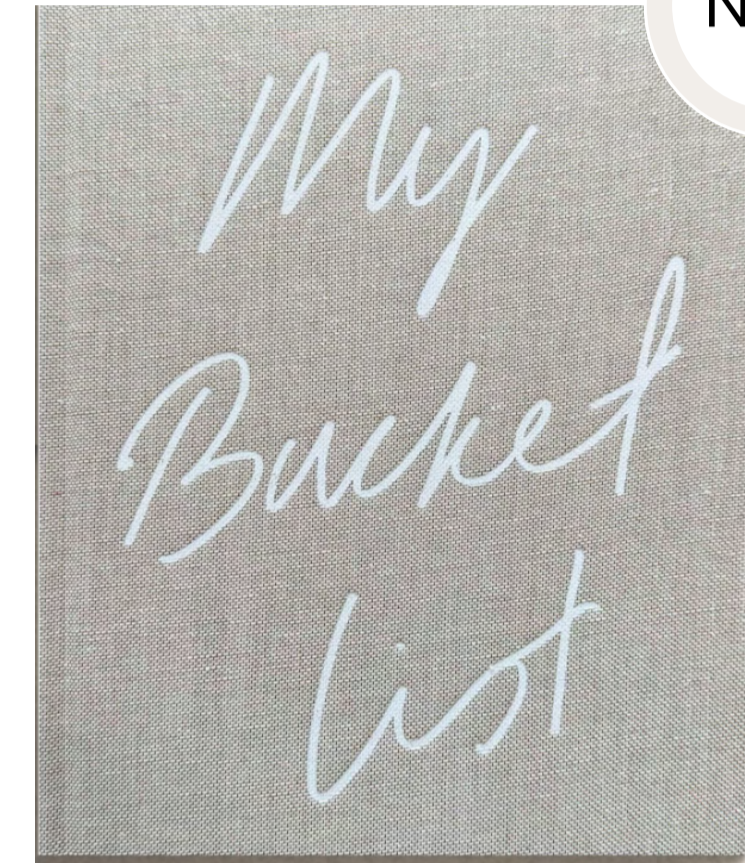


### My Bucketlist - Black

Beautifully bound in stylish Oat cloth, My BUCKETLIST is a best-selling 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, motivating ideas and everything you need to start your greatest adventures.

RRP 39.99 AUD, 34.99 USD, 25 GBP, 29 EUR  
Wholesale 22.50 AUD, 18.90 USD, 13.79 GBP, 14.5 EUR

NEW



### My Bucketlist - Oat

Introducing Axel & Ash's popular "My BUCKETLIST" journal, beautifully bound in a new Fresh Oat cloth matching our whole collection gorgeously, also accompanied by exciting updates in the inside pages - it has made waves in top stores like Urban Outfitters and Anthropologie, capturing the hearts of dreamers worldwide. Inviting 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 you're 12 years old or 85, this makes for the perfect Christmas gift that turns dreams into reality. Open the pages of this journal and unlock a world of possibilities and meaningful experiences.

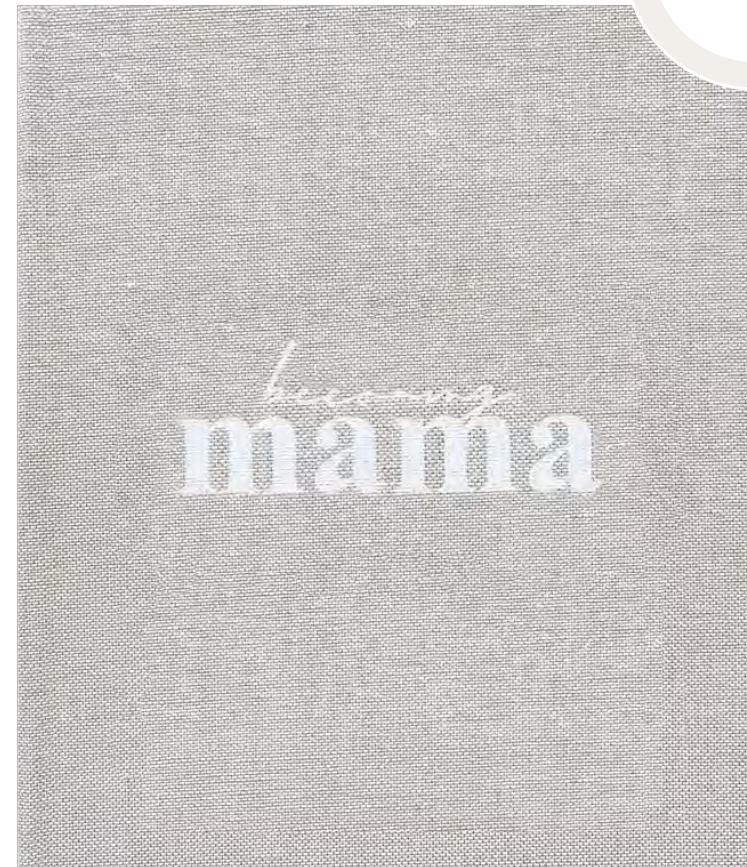
RRP 39.99 AUD, 34.99 USD, 25 GBP, 29 EUR  
Wholesale 22.50 AUD, 18.90 USD, 13.79 GBP, 14.5 EUR





## LINE SHEET

TOP  
SELLER

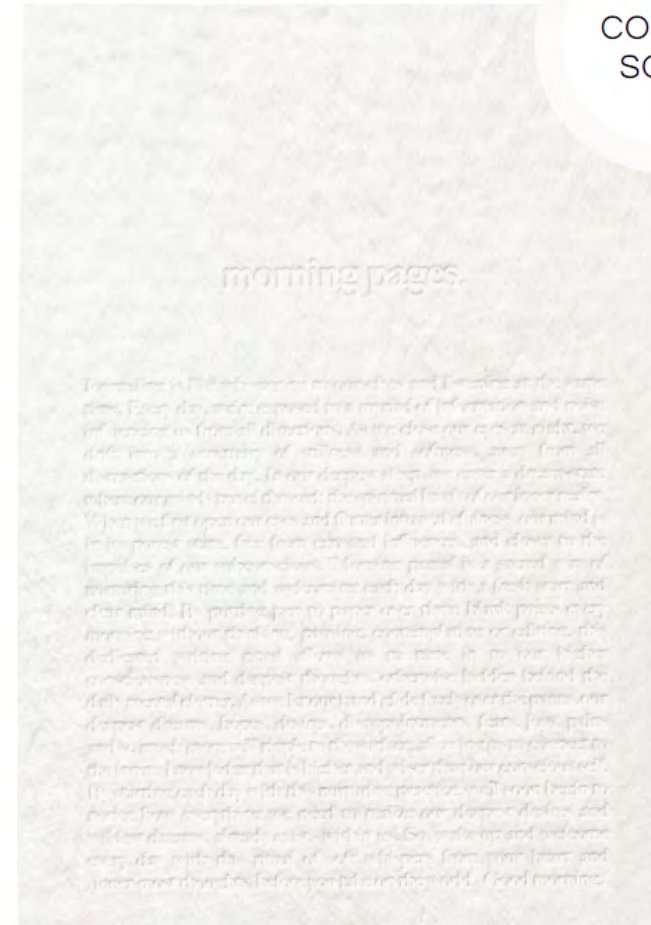


### Becoming Mama

A sacred space for the expecting mama to take time to tune in with her maternal instinct, plan her pregnancy journey and reflect on her divine feminine strength. This meticulously laid out pregnancy journal features 52 journalling weeks over 4 trimesters with different prompts every week. Read inspiring interviews with mamas like Montana Lower and The Birds Papaya and get inspired by impactful imagery from creatives all around the world. Includes lists pages for baby names, doctor appointments, birth bag packing, first guests and more. This journal will record the beautiful transformation of becoming mama to look back on for years to come.

RRP 60.00 AUD, 40.00 USD, 30 GBP, 40.00 EUR  
Wholesale 30.00 AUD, 20.00 USD, 15.00 GBP, 20.00 EUR

COMING  
SOON



### Morning Pages

The perfect journal to welcome in any dreamer's day. Designed in a minimalist aesthetic that will sit perfectly on any bedside table, the our Morning Pages journal is also 100% recycled. The practice of morning pages is a daily ritual many artists swear by that help them connect to that creative centre inside us all. The idea is to put pen to paper over three blank pages every morning without thinking, pausing, contemplating or editing. This dedicated writing ritual allows us to tune in to our higher consciousness and deepest thoughts, otherwise hidden behind the daily mental clutter. Connect to yourself and access your inner wisdom.

RRP 39.99 AUD, 34.99 USD, 22.99 GBP, 26.99 EUR  
Wholesale 22.50 AUD, 18.90 USD, 13.78 GBP

NEW  
2024



### Seeded Greeting Cards (Plantable)

Add a touch of magic to your client's purchases with our plantable Greeting cards. The most eco-conscious way to spread the love in 2023, our seeded greeting cards are crafted from recycled waste paper embedded with certified basil seeds. Once your receiver has smiled at your message, they simply soak the card and place it in a small pot of soil to see your words literally bloom into life - how cute is that! Sold in packages of 6 to stores (to be sold individually to your clients) the range includes 10 cute, cheeky, loving sayings as the perfect sustainable way to say 'I care' on birthdays and other special events! A beautiful green circle, just like MAMA Earth intended. See all cards in below lookbook.

RRP 6 PACK - AUD 8 / card (\$48)  
Wholesale 6 PACK - AUD 4 / card (\$24)





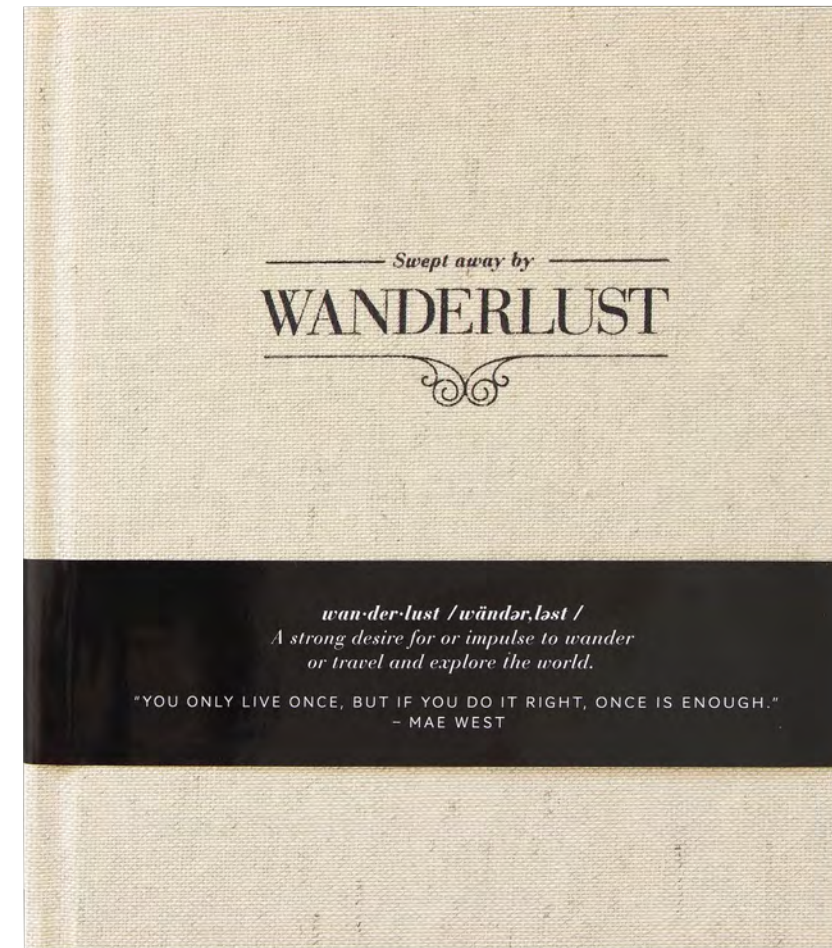
## LINE SHEET



### Life's a Roadtrip

Designed to help you plan, experience and record the road trip of your dreams, Life's a ROADTRIP features eight journaling chapters, it's filled with fun questions, thought-provoking writing prompts, inspiring stories from free-spirited travellers and lists of hidden locations to discover. This beautifully curated journal will push all of your wanderlust buttons and make you want to capture every wild memory in style!

RRP	Wholesale
<b>White Luxe</b>	<b>White Luxe</b>
44.99 AUD, 34.99 USD, 25 GBP, 29 EUR	25 AUD, 18.90 USD, 13.79 GBP, 14.5 EUR
<b>Original Tan</b>	<b>Original Tan</b>
39.99 AUD, 34.99 USD, 25 GBP, 29 EUR	22.50 AUD, 18.90 USD, 13.79 GBP, 14.5 EUR



### Swept Away by Wanderlust

Beautifully bound in an earthy latte-colored cloth, this creative travel journal has a chic, vintage feel and is suitable for every kind of traveller – from the stylish jetsetter to the novice explorer. With quirky questions, fun writing prompts, witty 'to-do' notes, list pages to jot down memories and a bucket list to fill out along the way, it's the ultimate way to capture all your travel memories in style!

RRP	39.99 AUD, 34.99 USD, 25 GBP, 29 EUR
Wholesale	22.50 AUD, 18.90 USD, 13.78 GBP, 14.5 EUR



### Coco & Skye Pens

Meet Coco and Skye; your two new writing companions that'll be by your side every thought of the way. A modern take on an old classic, this ballpoint feather pen is available in either black or white and dipped in luxurious gold. They're designed with refillable 1mm black ink, inspiring your creative writing and journaling endeavors to transport your thoughts from mind to paper. packaged in a beautiful luxe box, each pen comes with a weighted brass stand that will look timeless on your desk.

RRP	39.99 AUD, 34.99 USD, 22.99 GBP, 26.99 EUR
Wholesale	22.50 AUD, 18.90 USD





## LINE SHEET



### Chasers of the Sun

Born from moments spent sun-drenched, barefoot and carefree, our debut collection 'Chasers of the Sun' is here to awaken your inner wanderlust-spirit, and serve as your daily reminder to collect memories - not things. Letterpressed onto 100% recycled A cotton rag and hand lettered with love, this premium art collection will inspire you to live adventurously, and bring the feeling of an endless summer to any living space.

RRP 59.99 AUD  
Wholesale 29 AUD



### Let's See It All

An interactive map for the wanderlusting soul to dream, trace, decorate and remind you of all the places you've seen or are yet to explore. The map can be painted, dressed with sticker art, drawn on and filled in as desired, or just left blank for a stylish, minimalist look. Decorate your office, bedroom or living space with this daily inspiration and reminder to follow your dreams and create YOUR story!

RRP 149.99 AUD, 139.99 USD  
Wholesale 80 AUD, 75 USD





NEW IN  
STOCK

My  
Bucket  
list

My Bucketlist Fresh Oat

TICK OFF YOUR ULTIMATE LIFE DREAMS AND GOALS

AXEL & ASH





all you  
have is ...  
Your  
Story.



## Concept

Get ready for the excitement as we launch the globally bestselling 'My BUCKETLIST' journal, now in a refreshed OAT color scheme!

This ultimate journal is your perfect companion to curate your goals, dreams, and desires. With 264 carefully designed pages, it's packed with inspiration, tips, and motivating stories to guide you towards turning your biggest dreams into reality. Featuring captivating handwritten quotes and stunning photography, this journal truly stands out. It will inspire you to take action, capturing the incredible journey and adventures along the way. Don't wait! Limited stock available for Christmas 2023. Join the worldwide sensation now!

## Features

- 101 quirky question spreads, one for each bucket list item
- Motivating interviews with successful, high-profile personalities: Lisa Messenger, Kayla Itsines, Sebastian Terry, Tara Wrinker, Jai Vasicek, Jeremy Veach and Felicity Palmateer
- Space to insert photos of each accomplishment
- Fun summary page to complete once all bucket list items are finished
- World map to trace your adventures

## Details

**Title:** My BUCKETLIST  
**Category/Genre:** Journal, Travel  
**Target Market:** 15-85 years old women with the world as their playground.  
**Author:** Hanna Axelsson Sahlen & Ashleigh Powell  
**ISBN:** 978-0-9874493-6-8  
**Pages:** 264  
**Size:** 16cm (W) x 20cm (H)  
**Publish date:** Sep 2023  
**Publisher:** Axel & Ash



NEW

I want to be your friend  
until we're old and senile.  
Then we can be new friends every day!

I am plantable



# Plantable Greeting Cards

AXEL & ASH

CRAFTED FROM RECYCLED WASTEPAPER EMBEDDED WITH CERTIFIED BASIL SEEDS





## Concept

Add a touch of magic to your client's gift purchases with our new collection of Plantable Greeting Cards. Crafted from recycled waste paper that we've embedded with certified basil seeds they're the most eco-conscious way to spread the love in 2024. With 10 different messages of our favourite fun, loving and cheeky sayings for birthdays, baby, love, care, etc. we've got your clients covered for all their important events. Once your receiver has smiled at your message, they simply soak the card and place it in a small pot of soil to see your words literally bloom into life - a beautiful green circle, just like MAMA Earth intended.

## Details

- 10 different cards birthday / baby / love / care / couple
- Blank inside for you to customise your message.
- 100% recycled handmade paper.
- Certified Basil Seeds embedded in paper
- Planting instructions printed on back of each card.
- Compostable Recycled Envelope with each card.
- 105 \* 148 mm cards
- Designed and printed with love in a family paper mill.
- Embedded Seeds gives each card a unique texture and look.

Here is how to plant me...



1. Once your receiver had smiled at their message enough, they fill their cutest pot with fresh soil



2. Tear up the card and plant under a thin layer of soil. It's OK if the edges overlap.



3. Water and keep moist (but not too wet) for 10 days to see the seeds sprout.



4. Keep on watering it with love until your words literally bloom into a beautiful basil plant

Mmmm pesto!



# Order Sheet

All cards are available in 6-pack or single-pack. To order, please email us with quantities of each card (#SKU number below) to [hello@axelandash.com](mailto:hello@axelandash.com) alt. order via our **FAIRE Marketplace** <https://axelandash.faire.com>

*Zoom in  
to see messages*

PRICE	WS	RRP
6 PACK ( #601-610)	\$24	\$8 / card (\$48)
1 PACK ( #101-110)	\$4.50	\$8 / card

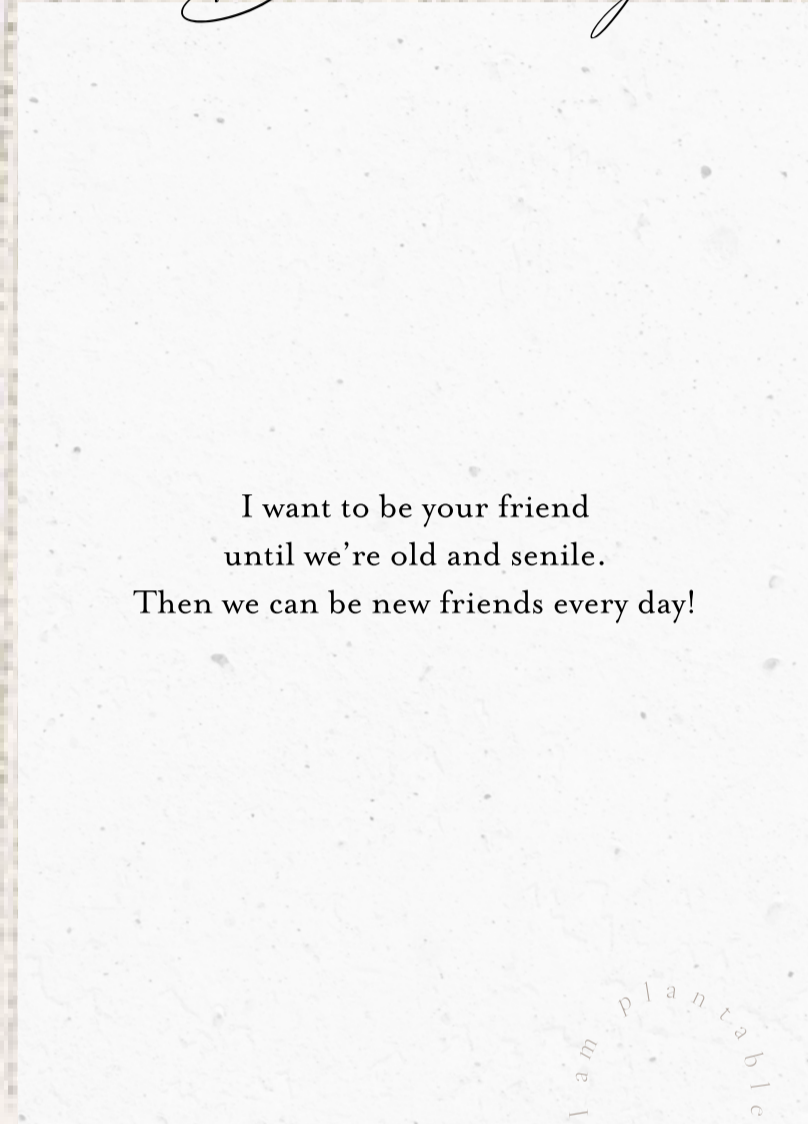
*Birthday*



# 101 / 601

BD - RETRO

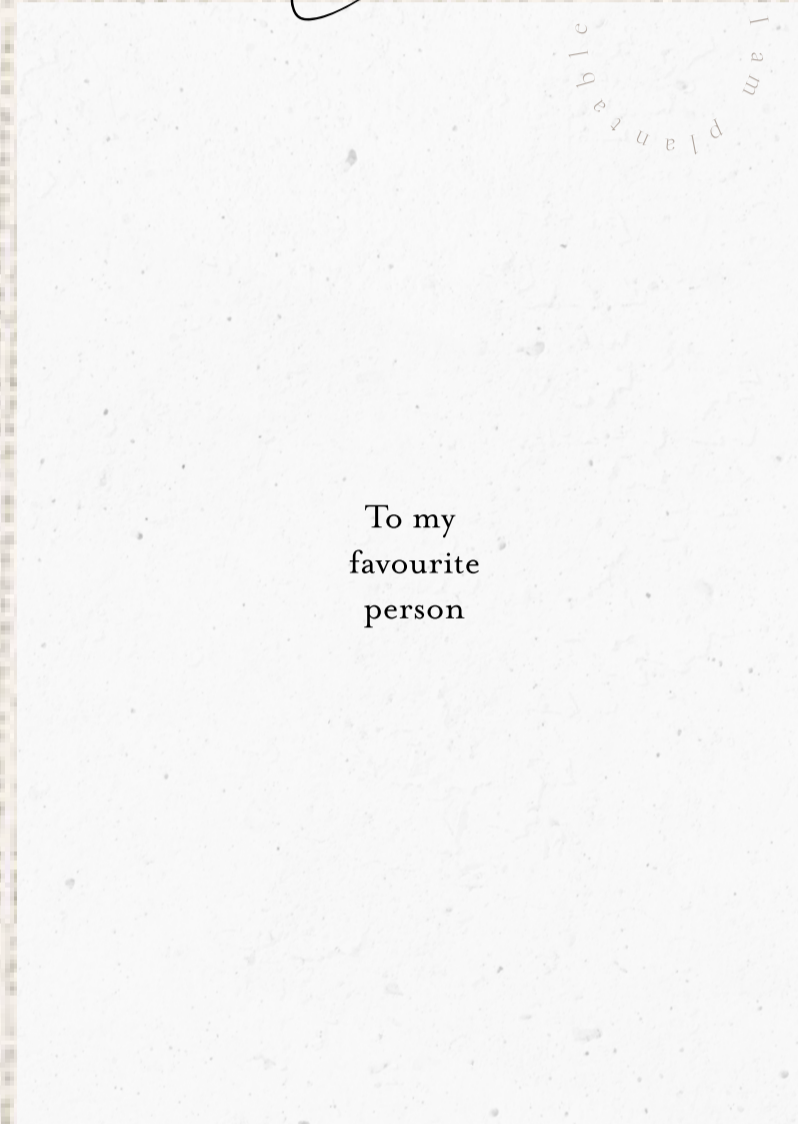
*Birthday*



# 103 / 603

BD - SENILE

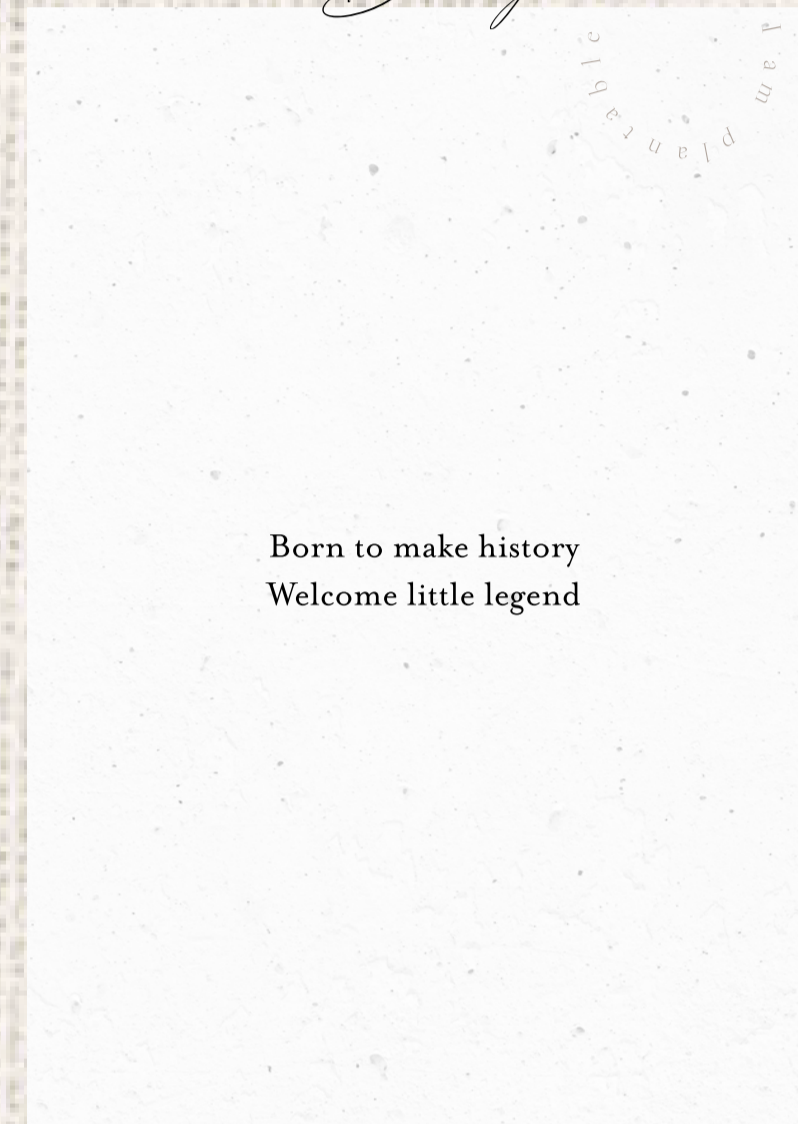
*Care*



# 105 / 605

CA - FAVOURITE

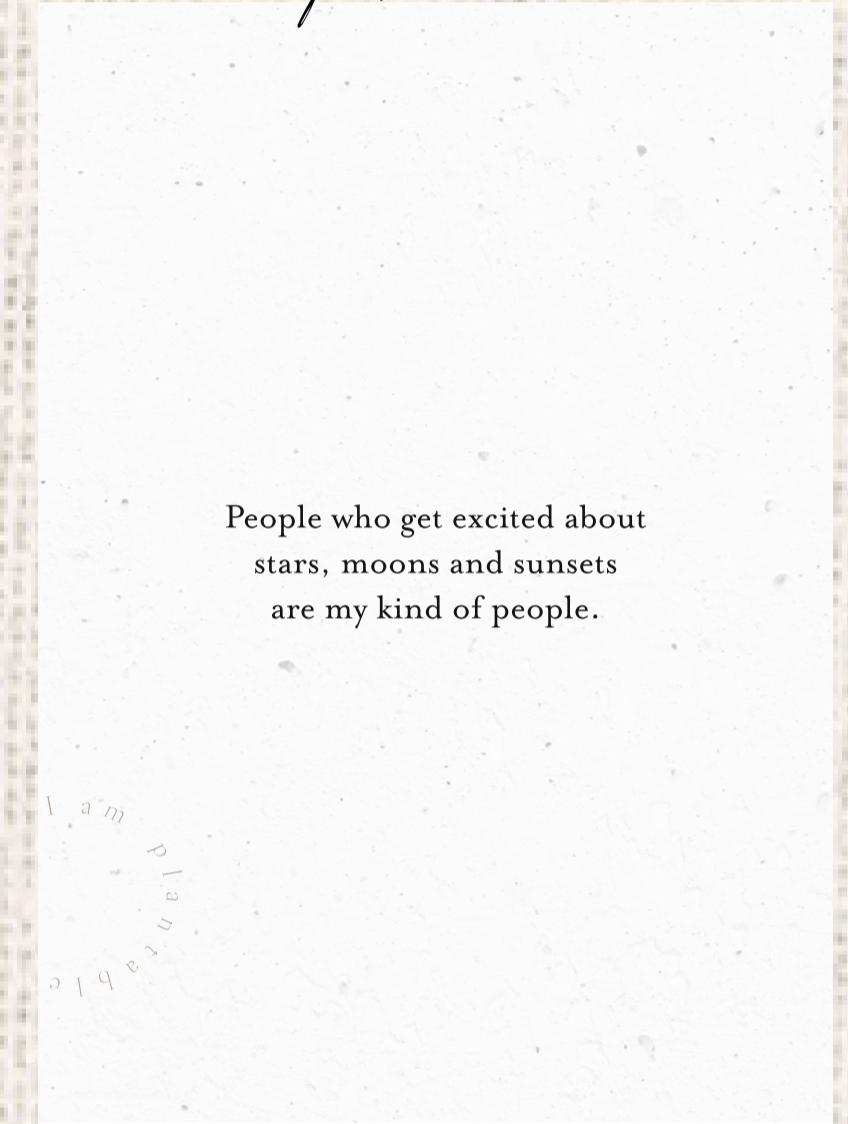
*Baby*



# 107 / 607

BABY - HISTORY

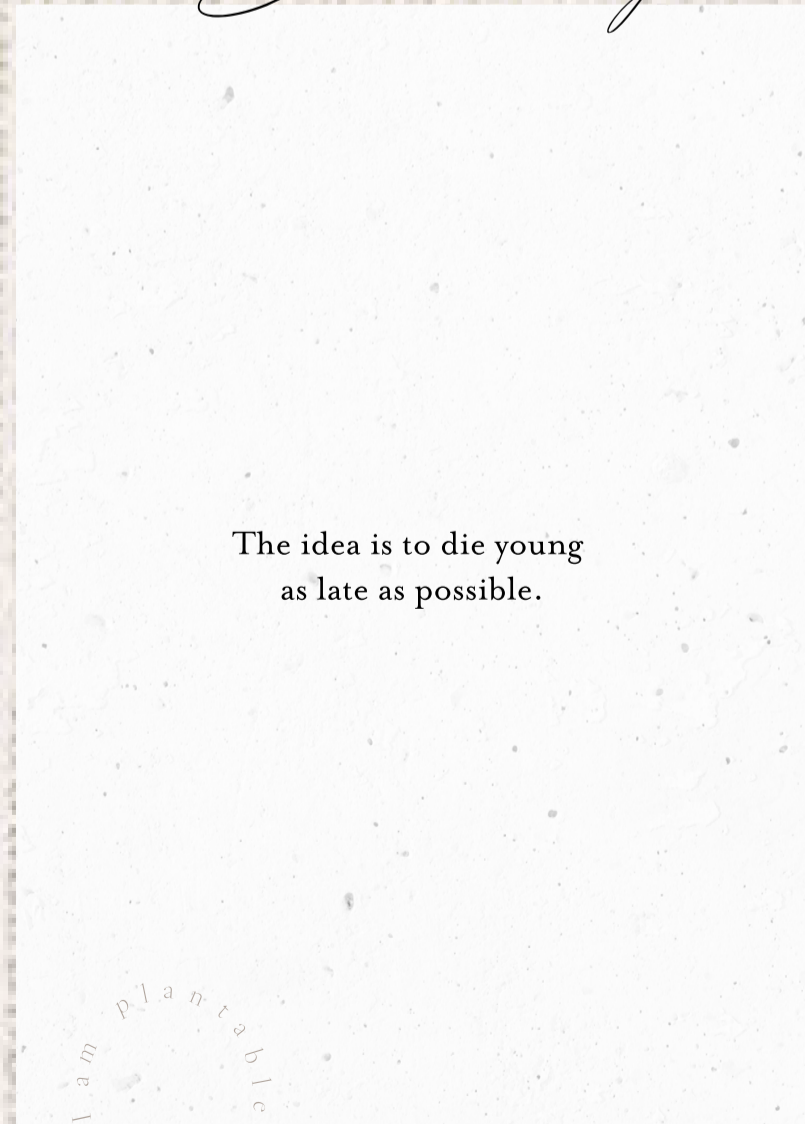
*Friend*



# 109 / 609

FRI - STARS

*Birthday*



# 102 / 602

BD - DIE YOUNG

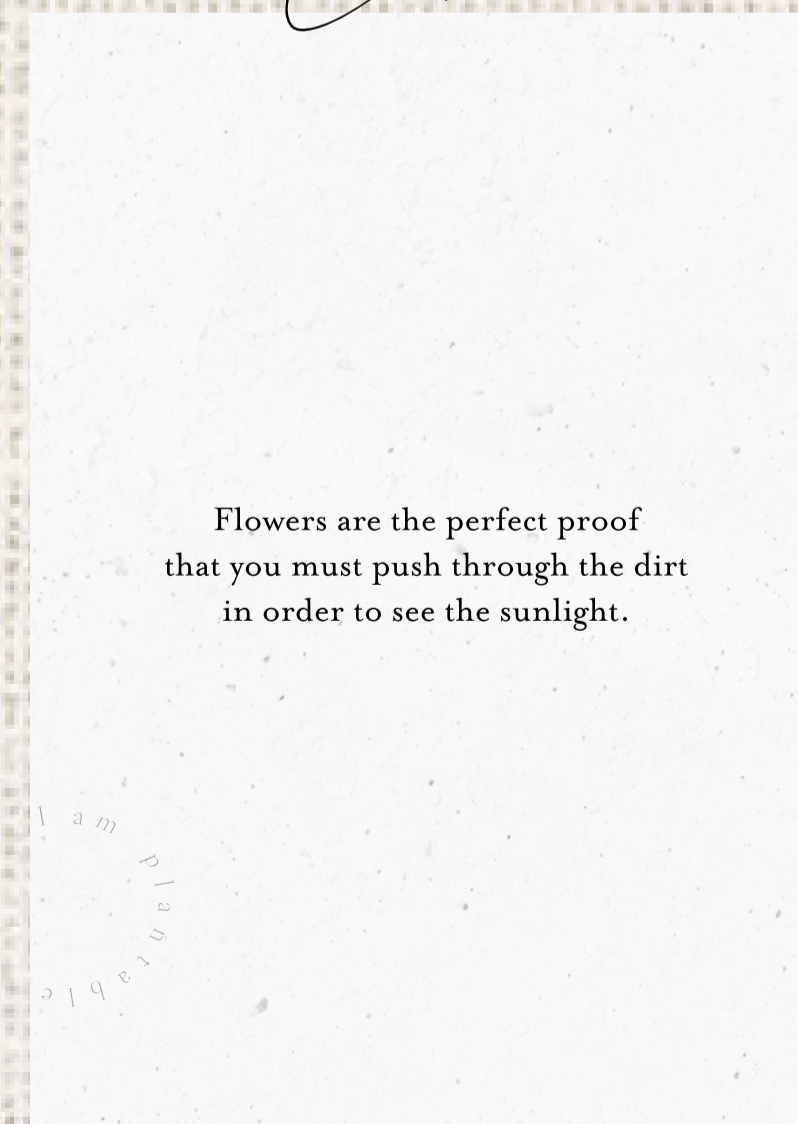
*Birthday*



# 104 / 604

BD - NO PRESENT

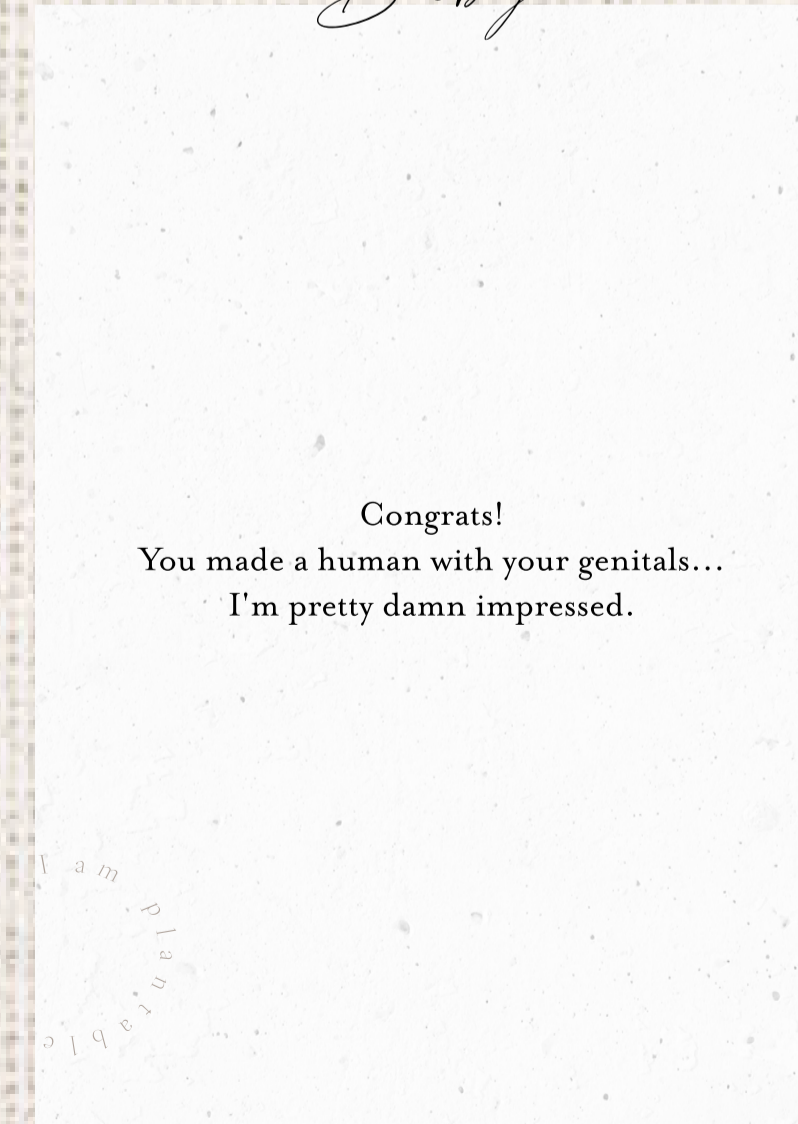
*Care*



# 106 / 606

CA - FLOWERS

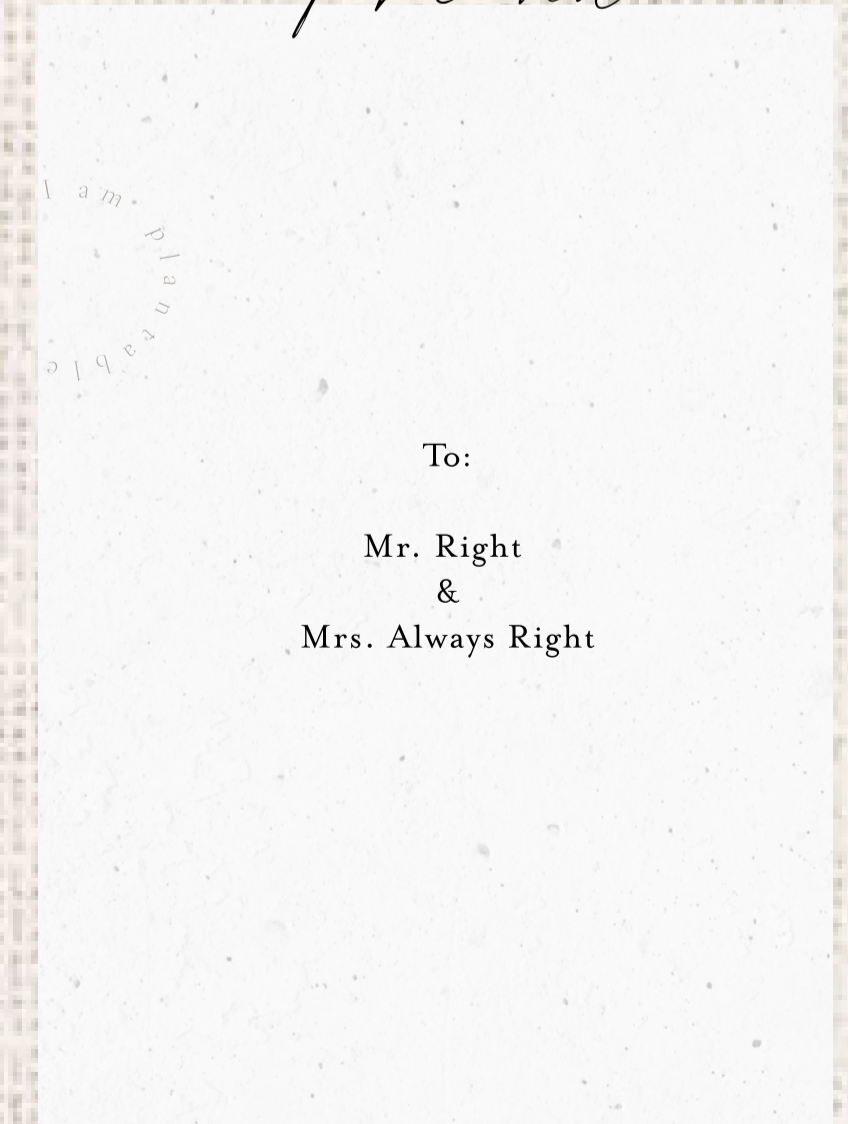
*Baby*



# 108 / 608

BABY - GENITALS

*Friend*



# 110 / 610

FRI - MR RIGHT





NEW

# Becoming Mama

HERE TO CAPTURE THE MOST TRANSFORMATIVE JOURNEY OF THEM ALL

AXEL & ASH







## Concept

Becoming a mama is one of the most deeply transformative, physical, emotional, and spiritual times in a woman's life. Designed in celebration of this divine journey, our pregnancy journal is here as a sacred space for the expecting mama to take time to tune in, reflect, document and connect with her maternal instinct and divine feminine strength.

Intertwined between the journaling pages is a curated mix of educational pieces, heartfelt interviews, nourishing rituals, checklists, uplifting quotes, blank space for scribbles, photos, and much more to help the expecting mama nurture all the thoughts, emotions and experiences that accompany the momentous significance of bringing life into the world!

## Features

- *52 week journaling* 4 trimesters of journaling pages with different prompts every week.
- *Educational pages* from industry experts
- Interviews & features of influential mamas including @thebirdspapaya @montanalower and @blackmomsblog.
- *List pages* for baby names, Dr. appointments, birth bag packing, first guests and more.
- *Photo-space* to capture your monthly bump-pic and space for your ultrasound pics.
- *Self-care focus* with soulful tips on meditation, rituals, recipes, and calming practices.
- *Free-writing space* every week, to use for gratitude, to-do lists or general diary pages.
- *Imagery & inspiring quotes* from inspirational creatives.
- *Family Bucket List* to start creating your dream story.

## Details

**Title:** Becoming Mama  
**Category/Genre:** Journal, Pregnancy  
**Target Market:** Pregnant Mothers  
**Author:** Hanna Axelsson Sahlen & Nadia Bullock  
**ISBN:** 978-0-9874493-5-1  
**Pages:** 312  
**Size:** 16cm (W) x 20cm (H)  
**Publish date:** 1 Feb 2022  
**Publisher:** Axel & Ash  
**Materials:** Natural linen cloth bound





BEST  
SELLET

# Press Pause

OUR WEEKLY MINDFULNESS JOURNAL

AXEL & ASH







## Concept

Life is a collection of moments. From the big choices that change our lives, to the smaller stresses and smiles that often pass us by - every moment shapes our story.

Our Press PAUSE journal is a space for you to pause, rewind and replay all of those special moments that you've experienced. A place to take in and celebrate your life as it is, but to also look back on what it was, who you are, who you want to be and where you want to go.

Once a week, curl up in your favourite spot and use this book to completely unplug and detach from the world.

## Features

- 52 weekly journaling pages, filled with fun writing prompts as well as free journaling pages
- Soul Goals to jot down dreams, ideas and goals
- Game Plan outline to reach your Soul Goals
- Monthly reflection check-ins
- Inspiring interviews with: Beau Taplin, Elise Cook, the Clean Coast Collective, Emma Carey and the founder of Wanderlust Festivals
- Stunning photography from around the world with inspiring quotes
- A bucket list to complete and check off

## Details

**Title:** Press PAUSE  
**Category/Genre:** Journal  
**Target Market:** 18-49 y/o women with the world as their playground  
**Author:** Hanna Axelsson Sahlen & Ashleigh Powell  
**ISBN:** 978-0-9874493-4-4  
**Pages:** 264  
**Size:** 16cm (W) x 20cm (H)  
**Publish date:** November 2018  
**Publisher:** Axel & Ash





BEST  
SELLET



# Coco & Skye Pens

A MODERN TAKE ON AN OLD CLASSIC

AXEL & ASH





## Concept

With a passion for the art of writing, we're bringing back a modern take on an old classic! Our new feather ballpoint pen is a luxurious way to decorate your desk and signal your papers in style.

### Meet Coco

She's the fearless, adventurous spark you can always count on. As sharp as she is passionate, she's the whimsical dreamer full of elegance and grace. A charming freespirt, ready to capture your story with all of her courageous curiosity.

### Meet Skye

She's dramatic, dark and wild like the midnight sky. A perfectionist, her deep creative soul is always ready for a spontaneous adventure. She's the memory maker who will unravel the deep desires stirring within your soul.

## Features

- Long feather ballpoint pen dipped in gold paint
- Electroplated brass
- Refillable 1mm black ink
- *Weighted brass stand*
- Available in two colours; white and black
- Pen dimensions: Approx. 4cm (W) x 32cm (H)
- Box dimensions: 8.5cm (W) x 33.5cm (H) x 4cm (D)
- Packaged in a luxurious box to hold onto







AXEL & ASH

# Chasers of the Sun

OUR COLLECTION OF ECO-FRIENDLY ART PRINTS

at the  
end of the  
day, your  
feet should  
be dirty,  
your hair  
messy  
& your  
eyes sparkling







6

## Concept

Born from moments spent sun-drenched, barefoot and carefree, our debut collection 'Chasers of the Sun' is here to awaken your inner wanderlust-spirit, and serve as your daily reminder to collect memories - not things. Letterpressed onto 100% recycled cotton rag and hand lettered with love, this premium art collection will inspire you to live adventurously, and bring the feeling of an endless summer to any living space.

## Details

- A3 (297 X 420 MM)
- RAW EDGE • 300 GSM HANDMADE INDIE PAPER
- LETTERPRESS FINISH
- 100% RECYCLED COTTON RAG
- HAND LETTERED WITH LOVE
- RESPONSIBLY MADE IN AUSTRALIA







BACK IN  
STOCK

AXEL & ASH

# My Bucketlist

TICK OFF YOUR ULTIMATE LIFE DREAMS AND GOALS







## Concept

Opening with a blank bucket list of 101 items for you to fill in, My BUCKETLIST is the perfect space to curate your ultimate goals, dreams and desires. With 264 individually designed pages - each spread is carefully curated to excite and inspire you to take action and record all your bucket list items you'll tick off along the way.

Big handwritten quotes and gorgeous street-style photography are just some of the features that make My BUCKETLIST stand out from your average goals journal. With before and after pages, tips, inspiration and stories to give you the courage to live the life you've imagined, this is a space where dreams are made, realised, and will help keep you accountable to turn them into reality.

## Features

- 101 quirky question spreads, one for each bucket list item
- Motivating interviews with successful, high-profile personalities: Lisa Messenger, Kayla Itsines, Sebastian Terry, Tara Wrinker, Jai Vasicek, Jeremy Veach and Felicity Palmateer
- Space to insert photos of each accomplishment
- Fun summary page to complete once all bucket list items are finished
- World map to trace your adventures

## Details

**Title:** My BUCKETLIST  
**Category/Genre:** Journal, Travel  
**Target Market:** 18-35 y/o women with the world as their playground  
**Author:** Hanna Axelsson Sahlen & Ashleigh Powell  
**ISBN:** 978-0-9874493-1-3  
**Pages:** 264  
**Size:** 16cm (W) x 20cm (H)  
**Publish date:** November 2014  
**Publisher:** Axel & Ash





BEST  
SELLET



# Life's a Roadtrip

CAPTURE ALL YOUR ADVENTURES ON THE ROAD

AXEL & ASH





## Concept

Pack your bag, update your playlist and dust off the map - we're hitting the road! Designed to inspire you to plan, experience and capture the road trip of your dreams, Life's a ROADTRIP is a jam-packed journal that'll inspire you to escape and explore the road less travelled.

Featuring a range of unique design features, this essential travel buddy includes fun writing prompts, inspiring stories from free-spirited travellers and striking photography. With lists of hidden locations to discover, beautifully curated journaling pages and quotes that'll push all of your wanderlust buttons - this journal will encourage you to record all your wild memories in style!

## Features

- 8 *journaling chapters*, each filled with fun writing prompts, as well as free journaling pages
- A *planning section* to fill out before you depart on each road trip
- A *road trip bucket list*
- *Inspiring interviews* with seasoned road trippers: Mimi Elashiry, Courtney Adamo, Cait Miers, Idle Theory Bus, Orion Griffiths and Kim Leuenberger
- *Beautiful photography* with inspiring quotes
- *Lists of hidden locations* to discover worldwide
- *World map* to trace your adventures

## Details

**Title:** *Life's a ROADTRIP*  
**Category/Genre:** Journal, Travel  
**Target Market:** 18-35 y/o women with the world as their playground  
**Author:** Hanna Axelsson Sahlen & Ashleigh Powell  
**ISBN:** 978-0-9874493-2-0  
**Pages:** 264  
**Size:** 16cm (W) x 20cm (H)  
**Publish date:** November 2016  
**Publisher:** Axel & Ash





# Swept away by Wanderlust

BECAUSE EVERY TRAVELLER HAS A STORY TO TELL

AXEL & ASH





## Concept

Starting with a 'Before' page to plan your epic voyage and followed by eleven chapters for eleven destinations, Swept Away by WANDERLUST gives you the opportunity to create memories for many trips to come, or for one big trip with many destinations.

Each chapter is jam-packed with fun, quirky questions, beautiful photography, inspiring quotes and cute little 'To-do' notes, that will entice you to think outside the box, get off the beaten track, immerse yourself in the surrounding culture, and ultimately capture all those adventurous moments in style!

## Features

- 11 chapters for 11 travel destinations filled with fresh and thought-provoking writing prompts on every page as well as free journalling pages
- Before section to fill out upon departure
- Spontaneous 'To-do' notes
- Beautiful, edgy photography from around the world with inspiring quotes
- Summary pages to complete at the end of the journey
- A bucket list to complete and check off
- World map to trace your travels

## Details

**Title:** Swept Away by WANDERLUST  
**Category/Genre:** Journal, Travel  
**Target Market:** 18-35 y/o women with the world as their playground  
**Author:** Hanna Axelsson Sahlen & Ashleigh Powell  
**ISBN:** 978-0-9874493-0-6  
**Pages:** 220  
**Size:** 16cm (W) x 20cm (H)  
**Publish date:** May 2013  
**Publisher:** Axel & Ash





# Let's See It All

AXEL & ASH

TRACE YOUR TRAVEL DREAMS ON OUR INTERACTIVE WORLD MAP





## Concept

This Scandi-inspired world map is the ultimate wall art for the wanderlust-ing soul. Born from a creative collaboration with Australian designer and illustrator Jessica Wells, this premium canvas features a minimalistic black and white design, and a hitlist of bucket list adventures that will inspire you to live life to the fullest.

Framed in earthy Tasmanian timber slats with a rope handle to hang from, it's the perfect piece to add contemporary Scandinavian chic to any home, office, bedroom or living space. With every country handwritten on the canvas, you can trace your old trips and plan your new adventures in style.

## Features

- Premium canvas
- Dimensions: 99cm (W) x 75cm (H)
- Hand illustrated by Jessica Wells
- Mounted on Tasmanian oak timber slats with rope handle to hang from
- Option to buy print unmounted (print only) to frame yourself
- Inspiring travel bucket list items
- Packaged in a 100cm x 10cm tube







BACK IN  
STOCK



# Plantable Xmas Cards

PLANTABLE CARDS CRAFTED FROM RECYCLED WASTE PAPER EMBEDDED WITH CERTIFIED BASIL SEEDS

AXEL & ASH





## Concept

Add a touch of magic to your presents this Christmas with our 10-pack plantable Xmas cards. Crafted from recycled waste paper, no new trees were cut down in the making of this product - making them the most eco-friendly way to spread the cheer! With 10 different messages, including sweet, loving, funny and cheeky ones, you have plenty of choices to pair the perfect card with your loved ones. Once the receiver has smiled at their message they simply grab their cutest pot and place the card under a thin layer of soil, to see your words literally bloom into life.

A beautiful green circle - just like Mama Earth intended.

## Details

- 10 different Christmas cards
- 10 Brown Recycled Envelopes
- Blank inside for you to customize your message.
- 100% recycled handmade paper.
- Embedded with certified flower seeds.
- Planting instructions printed on back of each card.
- 178 \* 127 mm cards
- Designed and printed with love in a family paper mill.
- Seeds gives each card a unique texture and look.

Here is how to plant me...



1. Once your receiver had smiled at their message enough, they fill their cutest pot with fresh soil



2. Tear up the card and plant under a thin layer of soil. It's OK if the edges overlap.



3. Water and keep moist (but not too wet) for 10 days to see the seeds sprout.



4. Keep on watering it with love until your words literally bloom into a beautiful basil plant.



# Plantable Xmas Cards

Our Christmas cards comes beautifully bound in packs of 10 different, fun, cute sayings.  
 We have many store owners who separate the packs and sell them individually for up to \$10/card - which we love ♡.

PRICE  
10 PACK

WHOLESALE  
AUD \$25  
USD \$15

RRP  
AUD \$50 (\$5/card)  
USD \$30 (\$3/card)

*Zoom in  
to see messages*

*Beautifully crafted  
10-pack*



*Back of cards*





WHY AXEL & ASH

# Why join our journey?

Our bestselling journals and stylish accessories from the 'Insert YOUR Story' series are timeless keepsakes and the ultimate gift for curious minds and globetrotting souls. With travel at an all-time high and an increase in consumer interest in journaling and mindfulness, our high quality inspirational products fill a gap in the market that fulfill these desires in a unique and creative way.

Designed with care and purpose, every Axel & Ash piece is created to suit people from any walk of life, to capture their stories in style. Favoured by style-makers and jetsetters from Sydney to New York, the 'Insert YOUR story' series is now sold in over 500 of the most respected concept, fashion, home and bookstores across the globe..

Our extensive list of stockists range from small independent stores like the iconic Foyles in London, AUST. in Los Angeles, White Bohemian in Palm Beach, to the internationally renowned Anthropologie, Urban Outfitters and Barnes & Noble stores.

While most journals on the market today are generally bare and repetitive, Axel & Ash journals are standout products for those who want a more unique, personal touch. They've been carefully designed to capture your days, thoughts and memories in style, and keep all your cherished experiences alive for years to come.

AXEL & ASH







WHY AXEL & ASH

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Not only are their products high quality, they're also inspirational and beautifully designed with purpose.

## Target Market

Women 18 - 80

She is creative, curious, adventurous, stylish and full of dreams. She is a free spirit who likes to challenge herself and keeps busy by pushing life to its limits. She adores motivational quotes and collects cute, witty, beautiful must-have items. Street-smart, daring and confident she loves travelling and sees the world as her playground. She is not age-defined but whatever her birth year was she is young at heart and has a soft spot for journaling. She seeks inspiration from fashion, music, art, design, nature and adventure. She is social, loves to read fashion magazines, is active on Instagram and other social media platforms.

## Marketing & Brand Awareness

We regularly collaborate with influencers, magazine editors and media personalities around the world to continually excite and inspire consumers and broaden the exposure of our product series through social media, blogs and publications. Axel & Ash also have a strong Instagram presence. We engage daily with our followers and community and constantly deliver attractive imagery, inspirational quotes, travel tips and competitions to expand our following and keep our readers engaged.

AXEL & ASH







# Orders

We have warehouses in UK, US, CAN & AUS, shipping our products locally. We offer options to pre-pay or set up 30-day payment accounts. Please send all order enquires to:

E [hello@axelandash.com](mailto:hello@axelandash.com)

P Hanna Axelsson +61 449 535 331

W [axelandash.com](http://axelandash.com)

We are also available via FAIRE - exclusive offer for non members when signing up with our link. —> <https://axeladash.faire.com/>



@axelandash

AXEL & ASH

