



JoDeakin

FINE BRITISH
BONE CHINA



British made, bright, contemporary fine bone china; cups and saucers and mugs and more! Inspired by my belief in slowing down and enjoying the simple moments.

EST. 2017

In our world, life is fast and often very demanding. The exclusive Jo Deakin collections are inspired by my strong belief in the importance of taking a moment to slow down and sip - from beautifully crafted, fine bone china. Whether you're on your own or with friends, taking time out to have a stylish cup of what you love, comforts, soothes and feeds the soul. The Jo Deakin range has been thoughtfully conceived so the designs can be mixed and matched to suit your taste, personality and mood.

HOME STUDIO

Design inspiration comes from my love of geometric shapes and repeat patterns. These creative collections are inspired by my background in interior design. I find the symmetry calms me and allows me to play and have fun with the colour combinations that pop off the crisp, white, luminous china surface. Boiling the kettle or switching on the coffee machine gives us a chance to breathe and rest our minds; to rejuvenate and revitalise ourselves. Fixing ourselves, and perhaps others, with a warming brew, forces us to take a break from the daily grind and catch our breath. When doing so, why not use beautiful, stylish pieces, made of the highest quality — with the convenience of dishwasher safe too.

ENGLISH QUALITY

All of our collections are made in England. We believe deeply in the importance of shopping and sourcing homewares responsibly and with care. We are proud to join a unique collective of names that continue to manufacture their fine bone china in Stoke-on-Trent, using skills and techniques passed down by generations of craftspeople.

By supporting our fully English brand, you are supporting our English heritage. Ceramic manufacturing in Stoke is an important part of our English culture, part of England's story and we are proud to be continuing this legacy at Jo Deakin.

CREATED TO

Mix & Match

Our collections are designed to be mixed and matched to suit your individual style, mood and occasion.

Ebb, Ripple, Burst and Wave Collections

Mugs, Cups & Saucers and Egg Cups available in various colourways.

Starting at £12



Made in England



STEP 1

It all starts with a sketch, from my studio in Worcestershire.



STEP 2

At an established family-run design practice in Stoke-on-Trent, our designs and bespoke colours are perfected and printed onto Lithograph screens.



STEP 3

The clay is then shaped, fired, and decorated. The hand applied details are then applied and the products are re-fired in the kiln.



STEP 4

Once glazed and packaged up, the products come full circle (all of 65 miles!) back to my studio where we individually wrap and pack your orders with care.



STEP 5

Look out for our delivery ...and enjoy your extra special cuppa, in the knowledge that it is truly and proudly 'Made in England'.

Designed for you



Tea for Two Gift Set

Available in Peacock (shown),
Gatsby, Zighy and Zighy II.

From £148

2 Cup Teapot

Available in Peacock (shown),
Gatsby, Zighy and Zighy II.

£75

Cup & Saucer

Available in Peacock (shown),
Gatsby, Zighy and Zighy II.

£40



Side, Tea and Dinner Plates

Available in Ripple, Peacock,
Gatsby, Zighy and Zighy II.

£20 - £25





TREAT SOMEONE SPECIAL

Gift Sets

Whether you are looking for a solo piece to start someone's collection, a thank you gift or an investment in our larger gift sets, we are committed to offering you choice and inspiration as a way of curating the perfect present. Our gifts are suitable for all occasions — however, our most popular gifting is for newlyweds, new home owners, business owners, close friends or more simply, a gift for yourself!



Ziggy Egg Cup Gift Set



Ziggy Milk and Sugar Gift Set



Ebb Mug Gift Set



Egg and Toast Gift Set

Available in Peacock, Gatsby (shown) and Ziggy.

£34



Egg Cups

Available in Peacock, Gatsby, Ziggy, Wave, Ripple and Drift.

£12

Mugs

Available in Peacock, Gatsby, Ziggy (shown), Ziggy II, Ebb, Ripple, Wave and Burst.

£16.50



4 Cup Teapot

Available in Peacock, Gatsby (shown), and Ziggy.

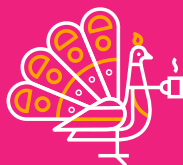
£80

FINE BONE CHINA DINING

Sip to Serve

We have every meal covered with a wide range of plate sizes. You can enjoy our designs from sunrise to sunset... and don't forget, to make life easier, all our china is dishwasher safe.





Slow down and sip

See our full collection jodeakin.co.uk
and follow us @ [jo.deakin](https://www.instagram.com/jo.deakin)