



# RECOGNISED

MAKE YOUR STATEMENT

*“For the one in four people in the UK who face mental health challenges, it can be extremely hard to talk about it. Through our Statement Popons™, Recognised is using jewellery to spark conversation and help people struggling with anxiety and depression know that they are not alone.”* Anneka Wallington, Co-founder & CEO



Recognised concept is simple – jewellery can look good as well as do good. Founded by CEO Anneka Wallington and her husband Joel Wallington COO, the brand aims to raise awareness of mental health issues, in particular depression and anxiety, through its Statement Popons® - charms designed to support and raise awareness for those that are struggling.

The debut release is the Popon bangle with dove-shaped charm, which will be available for general sale in October to time with World Mental Health day. Recognised is working in partnership with frontline charities to help support those suffering with anxiety and depression. 100% of the net profits generated from sales of the dove Popon will be donated to the work of these organisations.

Recognised is looking to unite sufferers and supporters through its design-led customisable products. The power of a Statement Popon is twofold; Firstly, the brand wants everyone to feel recognised and empowered to make their statement, and secondly, in doing so customers too can make others feel recognised who may see their jewellery and have hope. Put simply, when you buy it, you feel good, but when you wear it, others feel better. There are plans to release further Statement Popons in the future to help raise awareness to other causes and support those suffering.

*“Our hope is that someone on a bus or a tube suffering from depression or anxiety would know – having seen someone wearing a Recognised Popon bangle – that they are not alone and that there are others standing with them.”* Joel Wallington, Co-founder & COO Recognised

There is a limited release of 200 Popon Bangles and Statement Popons™ that can be pre-ordered ahead of general sale at [www.recognisedstore.com](http://www.recognisedstore.com) from 11th August.

## ABOUT THE FOUNDERS

### **Anneka Wallington, Co-Founder and CEO**

Anneka has a passion for using business to have positive social impact. She graduated with a first-class honours in Business and Marketing Management from Oxford Brookes in 2016 and has since spent her time launching Recognised alongside her full time job as an Events and Marketing Management for a not-for-profit working with young leaders. In March 2018, Anneka left her job to focus on running Recognised full time. She has recently been shortlisted to the finals of the Santander Universities Entrepreneur awards.



### **Joel Wallington, Co-Founder and COO**

At the age of 21, Joel Wallington founded an award-winning charity using mobile phones across Africa to prevent the next generation of children from being born with HIV. After gaining a Masters in entrepreneurship in Sweden, Joel has worked with global brands as a management consultant until deciding to leave the comfort of his career to help launch Recognised.

## PRODUCT DETAILS

- Bangle and Popons made from precious metals: Sterling Silver and 18k Gold & Rose Gold Vermeil. Popon bangle and Popon metals can be mixed
- Prices: Popon Bangle: Silver, £75 | Gold & Rose Gold , £105 | Dove Statement Popon: Silver, £35 | Gold & Rose Gold, £40
- Available in one size: Regular 65mm

## THINGS TO KNOW

- Pre-order from: 11th August 2018
- URL: [www.recognisedstore.com](http://www.recognisedstore.com)
- Launch date: 10th October 2018
- Launch event sponsored by WeWork
- Socials: Insta = [recognisedstore](https://www.instagram.com/recognisedstore), FB = [@RecognisedStore](https://www.facebook.com/RecognisedStore)
- Partners: Santander Universities, WeWork, Student Minds, MQ: Transforming Mental Health
- Buy now dates: 8th October
- More Statement Popons coming March 2019

