

Once Upon a Tuesday

Calendar success story launches wholesale offering

The stylish way to stay organised - Once Upon a Tuesday is the start up brand creating modern paper calendars - a lockdown success story which is going from strength to strength.

After a record first year in 2021 run from the founders' kitchen table, the 2022 calendar sales saw a major growth - establishing the brand as a key eCommerce player in the niche that is paper calendars.

The success has been in the strong design element of the brand - offering modern on-trend calendars. The brand is now expanding from its focus on the direct-to-consumer eCommerce market into wholesale.

"I wanted to bring some excitement to a vertical that feels mostly outdated and stale. Personally, I want everything I bring into my house to be a thing of beauty whilst also being planet-friendly, and I simply couldn't find any calendars that ticked those boxes, so I created them - and it seems lots of people were looking for modern calendars too!" says Michele Ferron, founder and manager.

Once Upon a Tuesday will be launching their new Academic Year and 2023 Calendar collections at the London Stationery Show on stand G210.

The brand has a strong focus on sustainability and is a plastic free company, currently pursuing their B Corp status.

All calendars are printed in the U.K. on 100% FSC Recycled Certified paper. All direct-to-consumer packaging is entirely plastic free and recycled, as is the retail display packaging and POS for wholesale.

The brand is based in Cornwall at the Tremough Innovation Centre at Falmouth and Exeter University Campus - where the team works with environmental specialists on campus to develop the business as sustainably as possible.

"I want to create collections that include calendars that won't feel out of place in Soho House, or a Berlin art space - but also calendars that you can gift to your granny or a student starting uni - basically; on-trend art-inspired calendars with a broad appeal - that don't cost the earth"

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