

FABLE

ENGLAND

*Narrative print*

"Wonderland"  
- Fable SS22



A UNIQUE TALE

Inspired by classic *British literature*.  
Designed and crafted with an *infinite love of nature*.



MISSION STATEMENT

Our mission at Fable is to create joy and to care for the world we live in.  
Each tale and charm represents positivity and inspires kindness;  
these sentiments are expressed through our prints, embroideries, jewellery,  
vegan leather handbags and accessories.

The Fable community is united through a shared love of nature,  
culture and creativity.

## We are the *Storytellers*

A Fable collection beholds a rich and playful narrative illustrated for prints and embroideries. Timeless scenes of nature set a whimsical spin on a classic tale to amuse and delight.

Our jewellery charms have little personalities of their own, symbolising positivity to uplift the human spirit.



Storytelling is sewn into the fabric of our brand from the original creative brief - inspiring prints and embroideries, to the photographic art direction - creating campaigns that reflect each story told.





The creative direction for Fable's Midsummer Dream Campaign is Myth & Legends, influenced by Pre-Raphaelite Paintings John Simmons's *A Midsummer Night Dream* and John William Waterhouse's *Lady of Shalott*.

Tree of Life Tote £55  
Tree of Life Scarf £30



# Narrative Silk Square Scarves

Each season begins with a narrative, setting the scene and creative inspiration for the entire collection to unfold.

For Spring Summer 24, Fable interprets a dreamy nature spin on Shakespeare's, A Midsummer Night's Dream, where little quotes of love and inspiration are woven into illustrations and embroideries. Key characters are transformed into woodland creatures, to narrate the famous love story through symbols of nature and moral meaning.



90 x 90cm Silk Square Scarf £85



## *A New Chapter*

Fable proudly presents our Midsummer Dream Collection for Spring Summer, elevating the brand and product offering from gift to lifestyle with new categories including loungewear, beachwear and accessories.

We've kept a keen eye on the unwavering pearl and shell jewellery trend for SS24, creating a stunning new elevated collection of three dimensional hand painted enamel shells with a sprinkling of cultured pearls, inspired by original Victorian heritage illustrations.

Also this season, we have introduced a vibrant collection of 22ct gold plated bangles with nine to collect, each with its own distinctive design taken from our seasonal print stories.

Our Floral Collection is also new, with floral engraved motifs in three different designs for 22ct gold plated hoop earrings, rings and wooden bangles, all handcrafted and painted by true artisans.

Spiral Shell Necklace £45 | Spiral Shell Earrings £70 | Spiral Shell & Pearl Charm Necklace £45



Kimonos are presented in whimsical prints in an array of sunny shades, exquisitely made from premium viscose with luxurious contrast piping. Each versatile design can be transitioned from loungewear to a chic coverup for any occasion, or simply worn over swimwear for a touch of poolside glamour.





Our debut nightwear collection pre-released for AW23 received an overwhelming response by our customers. So much so, we've been busy creating five dazzling designs from our seasonal print stories to keep up with popular demand.

For Spring we've introduced short pyjama sets in our super soft viscose, new luxury silk pillow slips for the perfect night of beauty sleep and delightful placement print sleep-masks to guarantee optimal snoozing.

Lilac Meadow Creatures Pyjama Set £75 | Scrunchie £15  
Print Story Bangles £28 (each)

# Accessories

We've added printed handheld fans to our accessories range, along with two styles of raffia headwear, adorned with satin bows in our seasonal print stories.



Raffia Whispering Sands Hat £38 | Whispering Sands Bamboo Fan £28  
Starfish Huggies £45 | Shell Charm Bracelet £75



Raffia Visor £35 | Cherry Velvet Embroidered Pouch £40  
Floral Hoop Earrings £36 | Print Story Bangles £28 (each)





Starfish & Pearl Necklace £45 | Starfish Huggies £45 | Shell Charm Bracelet £75



Cherry Embroidered Clutch £40 | Print Story Bangles £28 (each)



Meadow Creatures Bag £90 | Meadow Creatures Rectangle Scarf £30





Bengal Cat Charm Necklace £27 | Bengal Cat Earrings £30



Cheeky Squirrel Charm Necklace £27 | Cheeky Squirrel Earrings £30 | Lilac Meadow Creatures PJs £75  
Hairbow £15 | Meadow Creatures Notebook £15 (set of 3)



Stripe Shell Earrings £45 | Print Story Shell Bangles £28 (each) | Whispering Sands Mini Backpack £68  
Phone pouch £30 | Sarong £30



Clam Shell & Pearl Necklace £45 | Clam Shell Studs £36 | Shell Charm Bracelet £75



Print Story Shell Bangles £28 (each)

BY NAME AND NATURE, FABLE HAS A MORAL

Our narrative of nature and love of the natural world allows us the opportunity to connect with kindred spirits.



THE FABLE FAMILY

We are a small team of passionate people scattered across England, mostly working remotely from as far a gap as Yorkshire to Bournemouth.

The operations team keep customer orders and tasks on track from our Head Office in High Wycombe, whilst our creative team are busy making magic in our Creative Studio in Camden, London.

As a team we are content in our work, building a brand around the love of nature and all creatures which reside in it.



70 x 70cm Tree of Life Square Scarf £30 | Raffia Saddle Bag £60

## *Our Story*

Fable was first established in 2019 as a jewellery brand, specialising in hand painted enamel charms, inspired by tales of the British Countryside.

Our product offering has grown considerably since launching initially with jewellery and small giftable accessories.

We cherry pick our suppliers and are proud to work with an ethical female owned sustainable factory in China, crafting beautifully made vegan leather handbags, scarves and luxurious nightwear.

## *The Fable Promise*

Our narrative of nature allows us the opportunity to connect with kindred spirits and inspire others to help towards the monumental quest of restoring the planet.

We have a responsibility to make positive change for the plants and creatures that inspire our creations.

We cherry picked our suppliers and are proud to work with an ethical female owned sustainable factory in China, crafting beautifully made vegan leather handbags, scarves, luxurious loungewear, stationery and accessories.

As with everything that we do at Fable England, we strive to do better. We are proud that our bags are made from certified Vegan Polyurethane and since AW21, most of our scarves and small accessories are made from recycled materials.

We are by no means a fully sustainable lifestyle brand, but we are certainly working on developing a much greener production chain to reduce our impact on the planet.







The Fable design team have been working on a new capsule collection, launching in November 2023, offering apple skin vegan alt-leather handbags and a luxury line of nightwear carefully crafted from luxurious Lyocell, a sustainable fabric made from wood pulp that is kind to sensitive skin.

In order for our brand to grow with greener credentials, we anticipate crafting our beautiful bags & accessories with even more environmentally conscious materials and processes as we develop new product ranges in the future. However, it's no surprise that the cost of these materials and production are considerably higher than our current recycled PU & polyester, which we hope our Fable friends will appreciate when shopping our more sustainable offering.

In the meantime, we continue to work with our suppliers at sourcing the best available sustainable materials assuring quality, durability and affordability across all of our creations.



Fable promises to reduce single use plastic waste and proactively seek sustainable materials for our collections.

Our packaging is FSC approved and our post boxes are made from 100% recycled paper and plastic is recycled, too.

As we are an environmentally conscious company, we are dedicated to minimising our carbon footprint, ensuring that our emissions are offset and biodiversity thrives.

Fable has partnered with environmental conservation organisation *Make it Wild* to help us achieve our promise. Since August 2021, we have pledged to annually offset 70 tonnes (and more as we grow) of CO<sub>2</sub>e through tree planting at Bank Woods, North Yorkshire in England.

# *Contact*

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