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# RARE BREED

Established by Jo Wylie, Rare Breed is a multi-branded sales agency representing collections in home decor, gifts, stationery, fashion, and much more.

XD Design, Chasing Threads, Maid in China, Virginutty and Block were all chosen for their complementary and yet contrasting qualities. Retail is broad, and customers need choices and options.

Rare Breed work incredibly closely with their brands to establish the right strategy and outlets within the UK market. No retailer is too big or too small, too established or too young.

Retail is ever changing and we like to keep our focus wide open for anything. The future of Rare Breed is to be the 'Concept Store' for wholesale, offering carefully curated and unique products to our retailers.... with a twist of inspiration.

*“Be a Rare Breed”*



[www.rarebreed.com](http://www.rarebreed.com)

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Block



Chasing Threads



Maid in china



Virginutty



XD Design



## Block

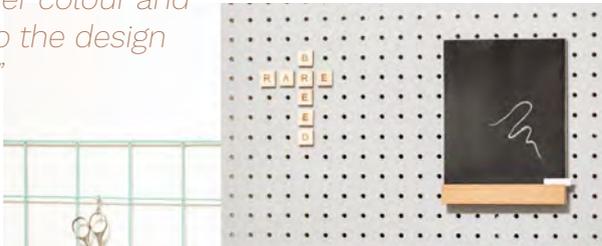
Block is inspired by a **passion for living life in colour**. Since then they have established a distinctive style that influences every product.

Their UK studio has an **innovative approach to design**, developing products that celebrate creativity.

Block is a well known brand and is **internationally represented** in stores varying from The Conran Shop, and MoMA New York to the Royal Academy in London.



*“Block deliver colour and creativity to the design conscious.”*



## Chasing Threads



Chasing Threads is a **collection of unique, stylish and functional travel accessories** made from perforated leather that can be stitched and personalised.

The ‘Stitch Your Way’ Series was inspired by a **love of travel** and life-long obsession with crafting and customisation.



*“Sew your own way.”*



## Maid in china



From the logo to the products, Maid In China has been inspired by wordplay, **unusual ideas** and **clever design**.

The first 'Circus Collection' combines the tradition of afternoon tea with all the fun of the fun-fair. From a tea set that becomes a moving merry-go-round, to a toast rack disguised as a travelling tiger: **ordinary items come to life in fine bone china** and luxe gold aesthetic.



*"Maid In China stands for products that are as clever they are beautiful, functional and on-trend."*



## Virginutty



Virginutty's **premium skincare** uses exclusively Philippine virgin coconut oil and quality raw natural ingredients, batch produced and hand bottled in London. They are cruelty free, paraben free and vegan.

All the coconut oil is **sustainably produced**, fair trade and 100% organic, even the packaging is recyclable, with labels created from food waste.



*"The rest, as they say, is coconut oil"*



## XD Design



XD Design's **Original Bobby Backpack** and its successors have changed the game in antitheft technology.

With over 400,000 pick pocket incidents occurring worldwide it is no surprise that during the Original Bobby Backpack Kickstarter Campaign; 10,665 backers pledged £640,923 to help bring this project to life.

Since its conception the Bobby Backpack has only grown in popularity and is now **stocked in global retailers** such as MOMA, Soletrader, Brand Academy and Galeries Lafayette.



*“Over 1 million backpacks sold worldwide since it’s launch”*

