



LUCYLOVESTHIS LAUNCHES THE GREAT BRITISH ALPHABET

MAY 2016

LucyLovesThis, the South London design studio best known for its London Letters series, is launching its newest range, the Great British Alphabet at Pulse London in May.

Building on the success of the London Letters, and responding to huge demand from customers, the Great British Alphabet comprises 26 artworks each depicting a notable town or city. The designs centre around the first letter of each place, each containing intricate illustrations of well-known and well-loved landmarks, sights, streets, shops, and pubs.



Covering the length of the country from Aberdeen to St Ives; you can pick out your favourite bar in Brighton, cafe in Cambridge or pub in Plymouth in these beautifully illustrated designs.

Each is available as an A4 print or a greeting card at www.lucylovesthis.co.uk

Lucy Loves This is a thriving design studio based in Brixton, South London, established in 2011 and run by Lucy Stephens.

Lucy hand-draws typographic designs inspired by things she loves, and she really loves type. As a designer in the publishing industry Lucy was able to let that obsession flourish and it pervades her work. Her products all use type in one way or another, be it to create a map or simply in the detail of one letter.

The London Letter series began with a humble Brixton "B" and quickly became so popular that a whole alphabet followed. The areas were chosen based on demand, sometimes with multiple requests for each letter, and much of the content was crowd-sourced from the LucyLovesThis blog.

Lucy's products are stocked in high street stores including Liberty and Waterstones, London boutiques, major online outlets and have been sold all over the world. Lucy has worked on commissions for Waitrose, Joseph Joseph

and Random House. Her products have been featured on several TV shows including Made in Chelsea, Liberty of London and The Great Interior Design Challenge.

Other products demonstrating Lucy's love of type include food maps of the world, the children's book series and cut out and dress up cat cards.

All products made in Britain.

Editors notes:

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Download images at goo.gl/t1pTxe

Visit LucyLovesThis at stand C14 at Pulse London, Olympia, 15-17 May 2016

Tweet @LucyLovesThis / Instagram @LucyLovesThis

The Great British Alphabet comprises 26 designs.
Art Prints £18.00, greeting cards £3.00.

Places currently available: Aberdeen, Brighton, Cambridge, Durham, Edinburgh, Exeter, Frome, Glasgow, Hastings, St Ives, Jedburgh, Kingston-Upon-Thames, Leeds, Liverpool, London, Manchester, Newcastle, Oxford, Plymouth, Queen's Homes, Reading, Stratford-Upon-Avon, Tunbridge Wells, Ullswater, London Victoria, Winchester, York and Zoos of Britain.

The London Letter series comprises 33 designs.
Screen Prints £32.00, greeting cards £3.00.

Currently available: Angel, Balham, Battersea, Brixton, Camberwell, Camden, Chelsea, Clapham, Crystal Palace, Dalston, Dulwich, Ealing, Earlsfield, East Dulwich, Forest Hill, Greenwich, Hackney, Hampstead, Herne Hill, Islington, Kew, New Cross, Notting Hill, Peckham, Putney, Richmond, Streatham, Soho, Tooting, Vauxhall, Walthamstow, and Wimbledon.



WWW.LUCYLOVESTHIS.CO.UK



NEWCASTLE CARD, £3.00



THE LION, THE WITCH AND THE WARDROBE PRINT, £18.00



LIVERPOOL PRINT, £18.00



BRITISH ISLES FOOD MAP, £25.00



LITTLE WOMEN PRINT, £18.00



GLASGOW CARD, £3.00

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