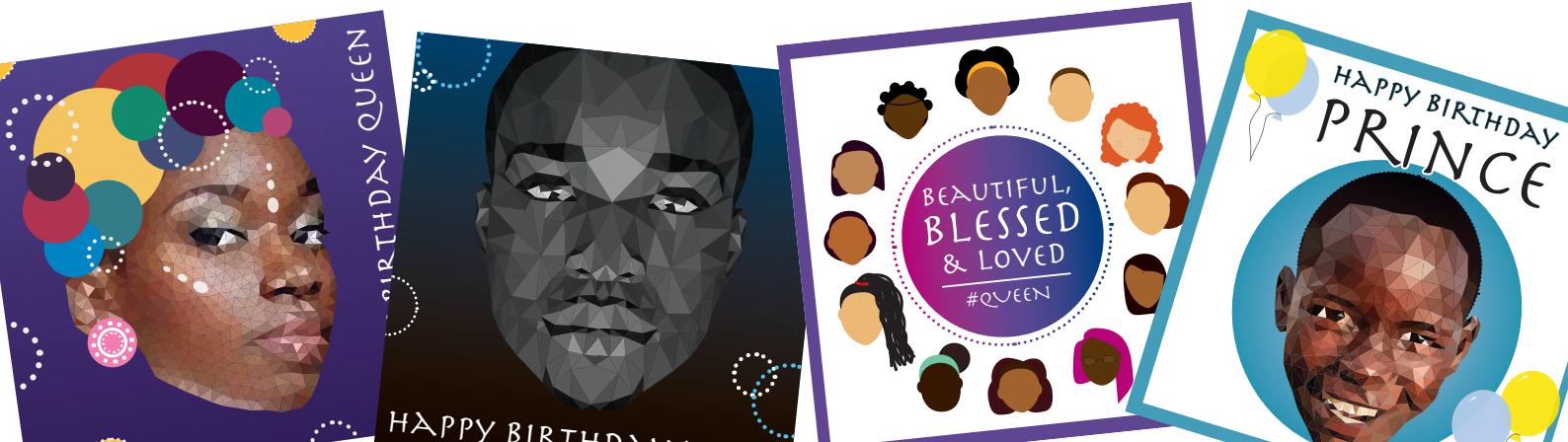




GREETING CARDS & GIFTS

Celebrating the African diaspora through portraiture,
affirmations and modern design

FOUNDER, LEANNE ARMSTRONG



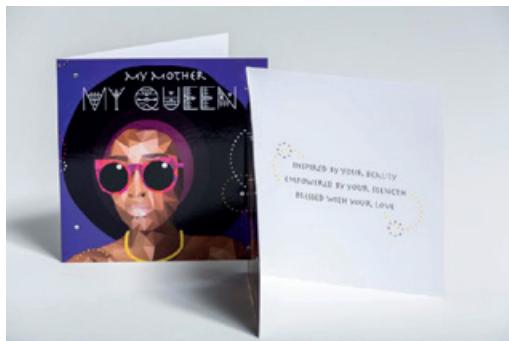


"If you see it, you can be it."

ELIZABETH MARVEL

Contents

- 5 Values & mission
- 7 The Royalty Collection
- 8 Products
- 13 Story
- 15 Press & features
- 17 Reviews
- 19 Christmas
- 21 Charities & causes
- 22 Founder
- 23 Contact





'Dream Big' Sketchbook



Values

With **creativity** and **portraiture** at the forefront, Leanne Creative values **high-quality, original** artwork that is **inclusive** and **bold**.

Leanne is committed to presenting black men, women and children in a **positive light**; celebrating and showcasing the **beauty** and **diversity** found within the African diaspora.

Mission

Leanne Creative's mission is to diversify the stationary industry by using illustration, strong colours and positive affirmations to empower, inspire and celebrate black people across the globe.

BLESSINGS TO A QUEEN



Leanne Creative

'Blessings to a Queen' greeting card

The Royalty Collection

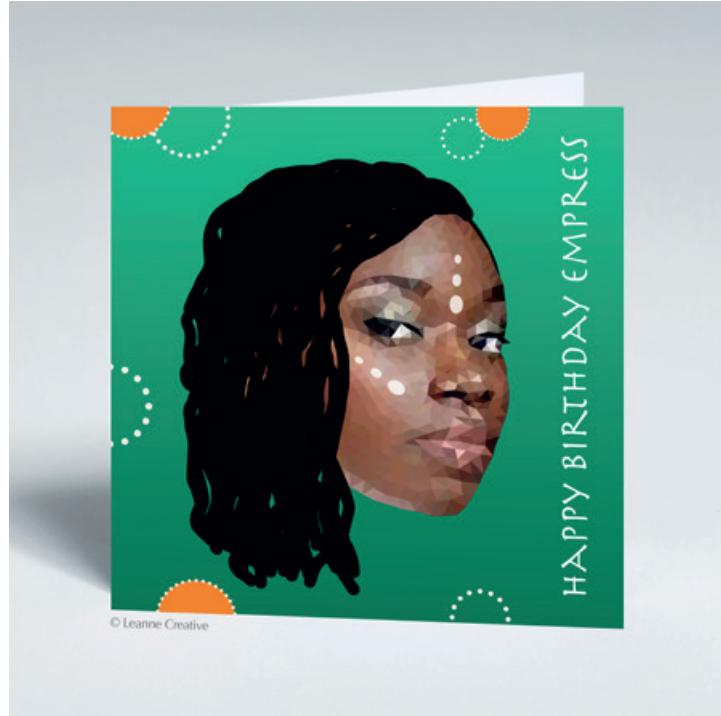
Leanne Creative's items have the theme of royalty running through all wording. The aim is to help customers (and recipients) to feel extra special on significant occasions... and every day!

Each greeting card, bookmark and notebook is hand-finished with gems for a touch of luxury and are made from high-quality materials that are designed to last and be cherished for years to come.

In the black community, calling each other 'Kings' and 'Queens' is a term of empowerment, unity and encouragement, so Leanne's collection fits well within black culture and reminds us to value ourselves in the same way.

The collection includes a range of skin tones, hair textures, hairstyles and ages to showcase and celebrate the diversity of the African diaspora. There are also references to traditional Afro-Caribbean styles, fashion and patterns.

Products



GREETING CARDS

Square cards, featuring beautiful portraits of black people, positive affirmations, and/or celebratory wording. Each are hand-finished with gems, with some having original poems inside.

Silk interior and gloss laminated exterior.



BOOKMARKS

Empowering bookmarks, available with or without ribbons.
The reverse has poems written by founder, Leanne Armstrong.
The female illustrations are also hand-finished with gems
to mimic stud earrings.



COASTERS

Pull up a chair to a table fit
for a King or Queen.

High gloss, wipeable top
with non-slip cork/hard
board bottom.



MAGNETS

Flexible lino magnets which
turn your fridge into
a wall of affirmations.

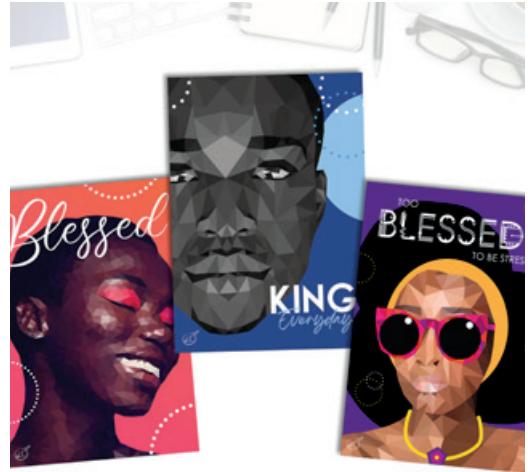
Available in two sizes
(large or small).



NOTEBOOKS

A5 lined and blank ring-bound notebooks for the dreamers, writers and doodlers.

Hand-finished with gems on the front cover.



PRINTS

A5, A4 and A3 prints for your home. Designed for daily inspiration and empowerment. Pieces of art created after popular demand from customers.

New products are always being developed and can be seen first on leannecreative.etsy.com





Story

In 2016, Leanne entered the international Film Africa Festival design competition. The brief was to create piece that represented and celebrated African film and/or black producers and film-makers. The winning design would then be used on the front cover of the festival programme.

Leanne submitted this piece (left) and it was selected by industry professionals as one of the top three. It then went to a public social media vote, where it came second place overall.

In this illustration, Leanne uses a poly-vector technique (creating recognisable figures using smaller shapes) to build up the face of a black woman with an afro.

The vibrant colours, abstract technique and representation of a black woman with afro hair was very positively received on social media throughout the competition, so in 2017 Leanne decided to put the illustration onto greeting cards in different colour-ways and sell to those who expressed interest.

Now, Leanne has over 100 different designs and items featuring portraits in this style (or similar) and uses her work to bring joy and pride into people's lives.



Nkechi

Kweisi

Kofi

Ola

Press & features



- LEANNE CREATIVE -



- LEANNE CREATIVE -



- LEANNE CREATIVE -

OK! Magazine

The best Valentine's Day gifts

The Voice

UK Black Business Guide feature

YOU Magazine

9 black-owned greeting card brands



- LEANNE CREATIVE -

BBC Radio London

The Scene interview with Aurie Styla



- LEANNE CREATIVE -

Acton bus stop gallery

Artification project



- LEANNE CREATIVE -

Stylist Magazine

Awarded 'Best for Subtle Sparkle'

Leanne Creative

'Too Blessed to be Stressed' greeting card





Reviews

“Bought as a gift and she loves it. Lovely bookmark. Quality and print are lovely and always happy to small creatives.”

“Purchased card and matching mug for hubby's birthday which he loved. Lovely products really pleased with them. Arrived promptly and packaged well.”

“The bookmark was gorgeous and really sweet with the little studs. The poetry was absolutely on point. The bookmark is good quality too!”

“My boyfriend loved this card. He especially loved the representation of black gay love.”

“What an amazing gift for someone you care about. Empowering women every time they walk into their kitchen.”



SEASON'S GREETINGS 

Christmas

Below (and left) are a few of Leanne's Christmas card designs... with new designs being added in the coming weeks!



All of the gifts in the collection can make beautiful presents and are sent to customers with care and fast delivery.





@leanne_creative

Designed by

leannecreative



Pride

£1 from the sale of this card will be donated to UK Black Pride and a further £50 to Stonewall.

UK Black Pride is Europe's largest celebration for LGBTQ+ people of African, Asian, Caribbean, Middle Eastern and Latin American descent.
ukblackpride.org.uk

Stonewall let all lesbian, gay, bi and trans people, in the UK and abroad, know they're not alone.

stonewall.org.uk

UK
BLACK
PRIDE

Charities and causes

Some of Leanne's cards support charities or good causes such as UK Black Pride, Stonewall UK, The African Caribbean Leukaemia Trust (ACLT), and Unique Football Academy.

Leanne uses her platform to raise awareness and funds for causes that are close to her heart and often writes blogs to give her customers more insight into the stories behind her cards.





Founder

Leanne Armstrong is a freelance graphic designer, illustrator, blogger and author based in London.

From a young age, she has had a passion for all things creative, including dance and creative writing.

Leanne studied Graphic Design at the University of Arts and then went on to complete a degree in Dance & Media Cultural Studies at Kingston University.

Leanne enjoys developing her personal brand and has grown her collection of greeting cards and gifts single-handedly since 2017.



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GREETING CARDS & GIFTS

leannecreative.com @leanne_creative

