



WOMEN LEAD THE WAY: NOTONTHEHIGHSTREET.COM WELCOMES 20TH MILLION-POUND BUSINESS AS FEMALE UNEMPLOYMENT HITS TEN-YEAR LOW

Twenty UK small creative businesses have now reached the £1m annual sales milestone with notonthehighstreet.com – the leading curated online market place that connects 5,000 small creative businesses in the UK with millions of customers in more than 150 countries. Seventeen of the 20 million-pound businesses are founded and run by women – many of whom started their companies in order to pursue their careers in a way that preserves a better work-life balance. This news comes as latest figures released by the Office for National Statistics show that unemployment levels for women are at the lowest in over a decade. Data also shows that the number of self-employed people increased YoY by 129,000 to 4.75 million (15.0% of all people in work).

Of the 5,000 Partners selling on notonthehighstreet.com, 89% are businesses run by women – a figure that demonstrates how more and more women all over the UK are empowered to set up and scale their own companies, thanks in part to technological innovation and the marketplace model.

Founded over 10 years ago, notonthehighstreet.com enables creative entrepreneurs to start and grow businesses by connecting them to customers worldwide, providing expert advice, marketing insight and support, and the technological capabilities that businesses need to sell and scale online. Today, Notonthehighstreet.com is one of the fastest growing online platforms in the UK.

The latest businesses to reach this significant £1m a year sales milestone are:

- Tillyanna, an ethical business based in the Monmouthshire Hills that makes personalised or locally influenced cushions and homeware, bags and clothing made from high quality ethically sourced materials, printed using classic typography design. Helen Parker founded the business in 2012 when her youngest daughter was due to start school and she was worried about finding the money needed for Christmas that year. She had to make a decision on whether to return to work after parental leave or try to earn enough income on her own. She chose the latter and, following a number of evenings of research, made her first cushion. Within six months Tillyanna was part of the notonthehighstreet.com community and is now



one of the best-selling businesses on the site. Tillyanna was also the winner of the Ethical Business award at the notonthehighstreet.com Make Awards 2015.

- Ellie Ellie was founded by sewing bee and fashion graduate Danielle Plowman in 2012, determined to succeed despite the challenges of finding a job as a young designer. With just her sewing machine and a small space in her studio flat, Danielle began to make clothes, starting out by selling in a local arcade in West Sussex. Following a stint travelling, she returned to the UK with renewed drive and enthusiasm, and Ellie Ellie was formally born. The business now has 13 full time members of staff and takes up an impressive 2,225 square feet in a converted soap factory on the south coast, hitting the £1m turnover milestone this summer.

In 2015 Lisa Angel, who is based in Norwich making high-quality jewellery and scarves, became the first female-founded notonthehighstreet.com Partner to reach the £3m turnover mark.

Ella D'Amato, Chief Commercial and Partner Officer at notonthehighstreet.com, said: *"The UK is a hotbed of creativity and the market for small creative businesses is thriving. Over the last ten years we've seen a new kind of business model develop that has enabled thousands of creative entrepreneurs to set up and run highly successful businesses by connecting them with millions of customers all over the world. In turn, these businesses are providing thousands of jobs in all corners of the UK and contributing millions of pounds to national and regional economies."*

"Now, more than ever, customers are valuing products made by skilled craftsmen and women and people with interesting stories to tell. I believe that this, coupled with the access that businesses today have to a wide range of digital tools needed to thrive online, means that there has never been a better time to set up a creative enterprise."

Ella added: *"As a business founded by two women, we are particularly proud that so many of our most successful Partners today were set up by women, many of whom wanted to fulfill their careers but in ways that preserved that all-important work life balance. We are discovering amazing new talent every day and I look forward to celebrating many more £1m Partners in the coming months and years."*

Top stats about notonthehighstreet.com's biggest selling Partners:

- Together they employ over 350 people, providing jobs and careers in 20 different towns and cities across the UK



- A third started their businesses by selling on notonthehighstreet.com
- In total they have achieved revenue of over £28m in the last year, shipping more than 14m products to homes around the world
- Products range from jewellery and homeware to clothes, food and toys – more than 60% of which can be personalised

Helen Parker, owner and founder of Tillyanna, said: *"I cannot even begin to explain what it means to be a £1m partner on notonthehighstreet.com. To be able to see how proud the children are of what we have achieved is amazing and you can already see our work ethic in them, we have a 10-year-old daughter who is ready to take over! We still manage to do the school run every day whilst running a busy office and I know so many parents who wish they were able to do this. We are all passionate about the business succeeding, which means everyone gives it everything they have."*

Danielle Plowman, owner and founder of Ellie Ellie, said: *"I had no real business knowledge when I first started the company, so having the notonthehighstreet.com community to turn to has been invaluable. In the future I plan to keep growing Ellie Ellie, creating more jobs for young people in Brighton and Sussex. Next year we hope to move part of the business to a large warehouse space, so we can continue to design and develop new and innovative collections, and grow our product offering. It's an exciting time!"*

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Available for interview:

- Ella D'Amato, Chief Commercial and Partner Officer, notonthehighstreet.com
- Lisa Angel, founder and owner of Lisa Angel Jewellery
- Danielle Plowman, owner and founder of Ellie Ellie
- Helen Parker, owner and founder of Tillyanna



Images of products and Partners available on request

ABOUT NOTONTHEHIGHSTREET.COM

Notonthehighstreet.com is the leading curated modern marketplace connecting the best small creative businesses, with the world. The brand has gained the trust and loyalty of its customers through offering an alternative to the High Street: a curated product selection with unique designs, high-quality craftsmanship and inspiring stories behind the people that make them.

Customers choose to support small creative businesses and therefore contribute to building the great creative talent and community of artisans across the United Kingdom. Shopping with Notonthehighstreet.com is an opportunity for customers to be a conscious consumer, bringing human values back into retail and enabling the things they buy to say something about who they are.

Founded in 2006 by Holly Tucker MBE and Sophie Cornish MBE, the brand has experienced exceptional growth with gross sales (TTV) in 2016 reaching £158 million and delivering a compound growth rate of 135% since launch. Under the leadership of newly appointed CEO Simon Belsham, there is renewed energy and focus on building a brand that will captivate customers for decades to come by supporting Partners' growth and innovation.

With a team of over 250 at its headquarters in Silicon Upon Thames, South West London, [Notonthehighstreet.com](https://www.notonthehighstreet.com) is Chaired by retail veteran Darren Shapland and backed by media and technology company, Hubert Burda Media and venture capitalists including Index Ventures, Industry Ventures and Eight Roads Ventures.