

Tuesday, April 19: Media release - for immediate publication

## Nicky's web mission to champion creative talent

AN Exeter entrepreneur is making it her business to champion up-and-coming British artists and designers.

Nicky Edmunds, proprietor of the Princesshay lifestyle store Insideout with husband Paul, has invested a five-figure sum in a state-of-the-art new website which will offer out-of-the-ordinary craftspeople the opportunity to showcase their products alongside those of renowned brands such as Cath Kidston and Orla Kiely.

And Nicky is especially keen to hear from any aspiring artisans in the Exeter area who would be interested in featuring on the Handmade Britain section of the [www.gottohaveit.co.uk](http://www.gottohaveit.co.uk) website.

The 39-year-old mother-of-two, who also runs Insideout stores in Dartmouth and Tavistock, said: "I'm passionate about supporting the future and growth of Britain's creative talent - I know from my own experience how hard it is when you're just starting out - so when we decided to reinvent our website I was insistent there should be a section for just that purpose.

"I've spent the past six months trawling the nation in search of little-known producers of beautiful and inspiring handmade gifts," said Nicky. "It's been a real thrill for me to discover all these small, independent businesses and offer them the opportunity to appear on the Gottohaveit website alongside some of the biggest names out there."

Among those who jumped at the chance to appear on the Handmade Britain section of the site was 24-year-old Emily Pitkethly whose exquisitely crafted collection of teddy bears and other animals has already found favour with Dannii Minogue - the X-Factor judge being moved to Tweet that her son's elephant was 'beyond cute' - and seems certain to prove just as big a hit with the public at large.

"I'm thrilled my work is going to feature in such exalted company," said Emily. "The business has been going well but it can only benefit from appearing alongside household names such as Pilgrim and Cath Kidston on what is, by anyone's standards, a hugely impressive website.

"I'm sure it will receive an awful lot of traffic and I'm delighted to be a part of it."

Insideout has picked up a host of coveted accolades since Nicky and Paul opened their first store less than seven years ago - it was, for instance, voted the independent retailer of the year at the Greats gift-retailer awards in 2007 - and the husband-and-wife team are determined its online arm should follow suit.

"Customer service is at the heart of everything we do in store and has, I've no doubt, played a major part in helping us to defy the economic downturn," said Nicky. "It goes without saying, it will be paramount to the website as well. If it's to be as successful as we're determined it should be, we know an exceptional array of original and finely crafted products is merely the starting point."

From now until May 6 visitors to the site will have the opportunity to win more than £1,000 worth of fantastic gifts in a daily prize giveaway.

- If you're an artist or designer interested in featuring your products in the Handmade Britain section of the site then contact Nicky via [partners@gottohaveit.co.uk](mailto:partners@gottohaveit.co.uk).

- Ends -

For more information:

Nicky Edmunds, [gottohaveit](http://gottohaveit) - 07515 687386

Emily Pitkethly, Emily's Arc - 07810 865852

Damien Mills, Goal Media & Marketing - 07814 847074

---

» **For anyone with something worth shouting about** <<

Visit: [www.goalmedia.biz](http://www.goalmedia.biz) Call: 07814 847074 Email: [damien@goalmedia.biz](mailto:damien@goalmedia.biz)