

Highlight PR to promote British craft company TOFT

Luxury yarn brand selects Bath PR agency

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SUMMARY

Bath based Highlight PR has been appointed as the PR agency for modern British craft company and luxury yarn brand, TOFT.

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TOFT is a modern British craft company based in rural Warwickshire, selling superior quality alpaca and wool yarns, plus kits to make. As well as running workshops in its studio, and a coffee shop alongside, the farm also boasts a herd of 200 alpacas.

The TOFT Alpaca Shop UK was founded by Kerry Lord in 2006. Since then, Kerry has built the business to the level it is today – with 12 staff and a turnover which has increased from 50 balls of yarn in 2005 to 50,000 in 2015. TOFT is now a renowned luxury yarn brand, with products stocked in yarn shops across the world.

Recently, Kerry has written Edward's Menagerie – 40 soft toy animal crochet patterns, which was the best-selling crochet craft book of 2014. The next title in the series, Edward's Menagerie: Birds was published this month.

Highlight PR was appointed after a three-way competitive pitch.

Alison Vellacott, Director of Highlight PR, says:

"With the craft industry worth an estimated £3.4 billion to the UK, this is an exciting time for promoting craft products to time-poor, hobby-hungry consumers. TOFT is such a dynamic business, with so many different areas to support with PR. We're looking forward to helping TOFT secure widespread coverage across national press, plus women's, parenting, interiors, style and craft titles."



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— Alison Vellacott, Director, Highlight PR

IMAGES



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ABOUT HIGHLIGHT PR

Highlight PR is a results-focused PR and content marketing agency, based in Bath. The agency specialises in

consumer PR for baby, kids and family brands and licensed characters and B2B PR for architects, designers, events, leisure and creative companies.



Highlight PRpressroom