Flossy and Jim®

the brand deck

hello

Lynette and James are two illustrators living by the sea in picturesque Brixham, Devon in the UK and they are the Creators at 'Flossy and Jim.'
Their mission from the beginning has been to help young people feel positive and supported in life using bright and bold designs with comical and on-trend slogans that their audience can relate to.

They regularly present workshops in schools, talking to pupils about their own personal journeys; encouraging and inspiring them to believe in themselves.
Commissioned by the 'National Collaborative Outreach Programme' and also as part of the government coalition for 'Future.Now' they help young and often disadvantaged people to understand the importance of self-care and looking after their mental health, and also about working hard, self-discipline, resilience and looking at practical ways that they can build their futures.

the mission

welcome to the fun and colourful world of flossy and jim...

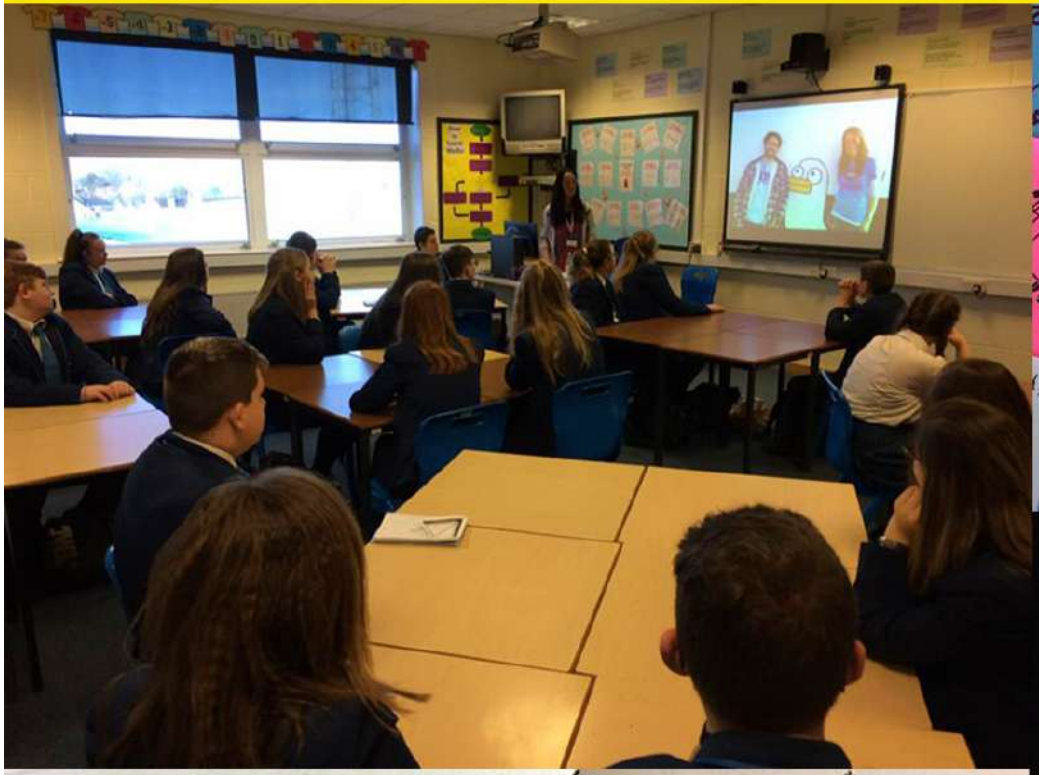
Flossy and Jim - a colourful lifestyle brand that delivers fun and happiness for shiny new babies, the coolest kids and on trend teens.

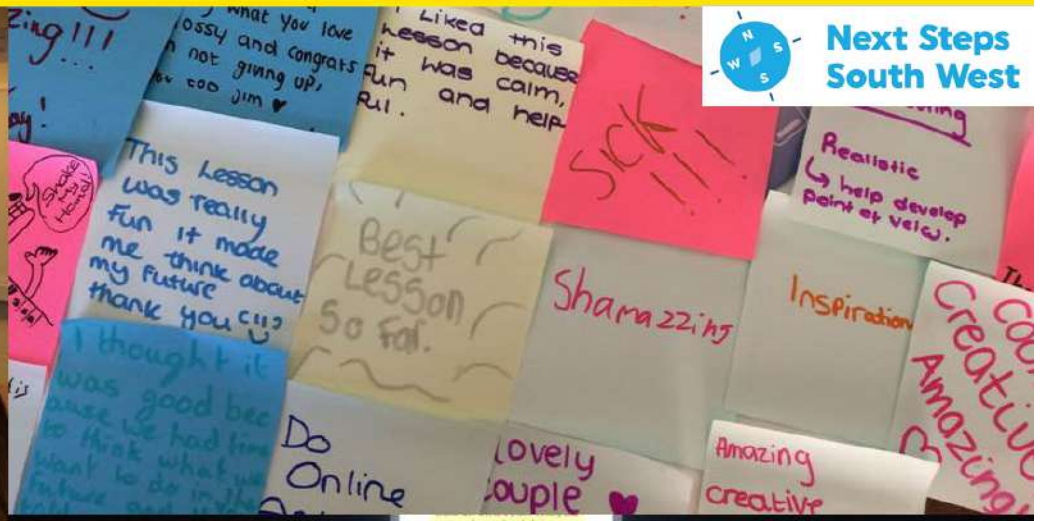
The bold and bright designs are relatable, and help young people feel good. Kids love the 'on-trend' art style and can engage with the brands look and humour. Leaders in fun, fashion and imagination, our llama design was spotted by WGSN (the world's leading trend authority for trends in over 94 countries) at Licensing Expo Japan. Flossy and Jim is design led and the Creators Lynette and James are able to provide new illustrations quickly and efficiently in an ever-evolving trend driven world.

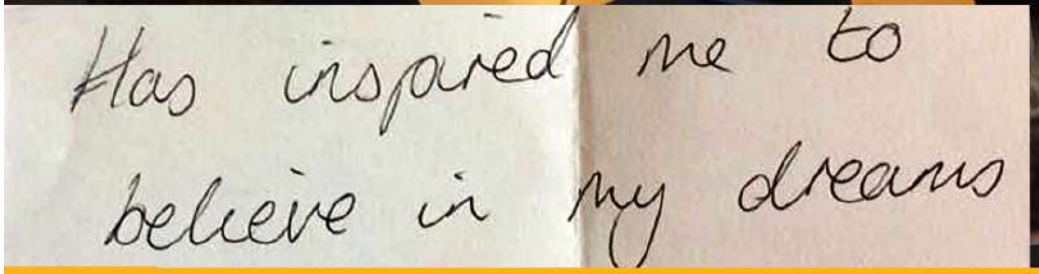
We want to help boost confidence and self-esteem so that young people can reach their full potential.

"Our fun and colourful designs are created to nurture and empower, to help kids BLOOM"

nurture

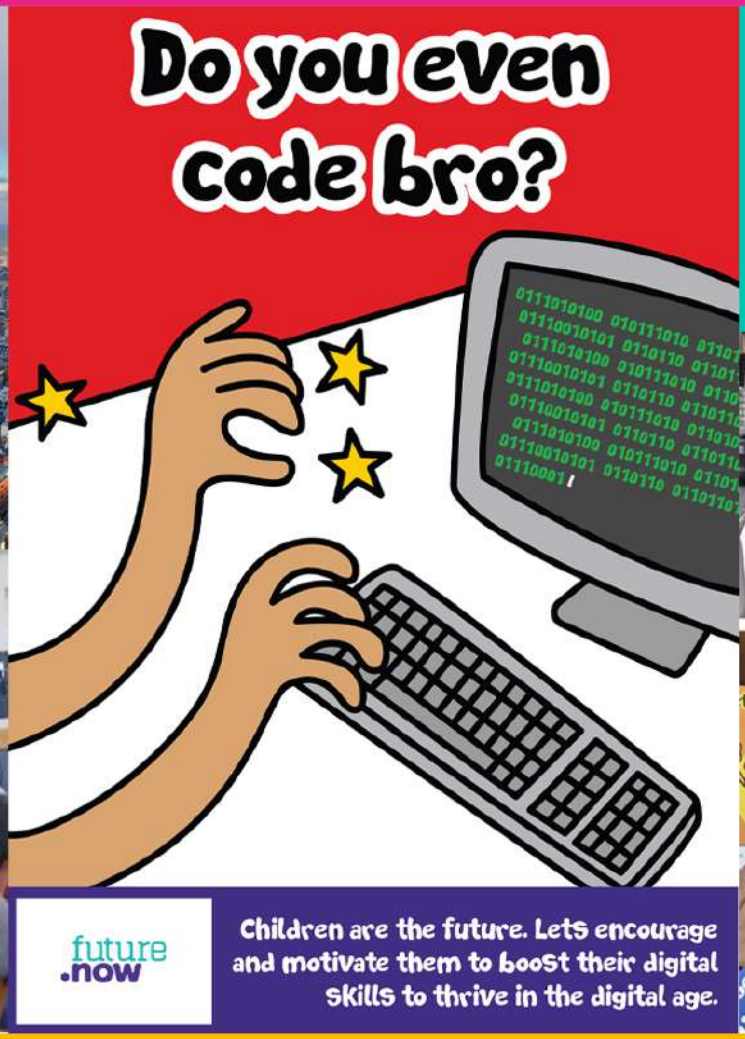


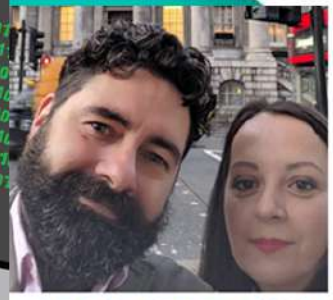




Working with the National Collaborative Outreach Programme, to help disadvantaged young people practise self care, whilst motivating them to reach their full potential.

empower





Working with the Government coalition project 'future.now', headed by the the Lord Mayor of London, Peter Estlin, to help disadvantaged young people get access to digital technology and learn digital skills.

the magical world of flossy and jim

flossy and jim tribes

flossy and jim babies

'Sunny Days' is where you will find designs for babies and toddlers!

Created with a cute and happy aesthetic, with bold, contrasting colours, this range has been developed to welcome the youngest of children into the 'flossy and jim' brand.

Within the first year of life there are limitations in babies' vision so our designs have been created so they can respond well to the simple, bold patterns with high contrast. Our strong black and white patterns will also help babies to develop their ability to focus their attention and levels of concentration.

Our designs include a range of positive affirmations to encourage confidence building throughout the vital early years.

flossy and jim kids

On the north side of 'flossy and jim island' you will find all of the designs for children from school age up to pre-teen.

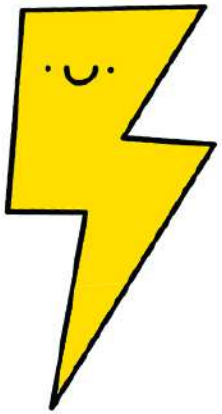
All of the designs here are bold, full of colour and bang-on-trend to appeal to a younger audience.

Our creations include a range of phrases to encourage young people to reach their full potential whilst also reminding them how important it is to look after yourself. We are exploring a balance of trends in mental health, talking about our emotions and darker narratives such as 'it's ok to be sad'. We uplift children with our designs with wholesomeness, community, simplicity, bloom, colour, floral, growth mindset.

COSMIC ADVENTURES (science/imagination), BIG BRAVE MOUNTAIN (mental health/growth-mindset), OVER THE RAINBOW (princess, soft trends), WHOOPS-A-DAISY WOODLAND (70's vintage colours to appeal to millennial parent) developmental and resilience), THE CAVE (gamer fun), JUMP JUMP JUNGLE (skaters/active/dance crazes), SILLY SEASIDE (mini vcso/environmental)

flossy and jim tribes

flossy and jim teens



On the south side of ‘flossy and jim island’ you will find all of the designs for teenagers.

All of the designs here are created for Gen Z who are living their lives in a digital world with emerging online tribes and millennial subcultures. Our illustrations have been created to uplift and motivate whilst also being relatable.

Everything’s Peachy: Designs for the **‘soft girl/boi’**, which is a fashion style, popular among some young people on social media, based on a deliberately cutesy, feminine look. Our designs feature pink and yellow colours, floral and heart patterns.

Turtle Beach: Creations for the **‘VSCO girl/boy’** which is a youth subculture that emerged among teenagers around the summer of 2019. The term refers to the photography app of the same name. Replacing the ‘basic’ and ‘preppy’ kids. All about the aesthetic. “and I oop, sksksksk”, summer vibes, save the world, eco warriors (or like to be seen that way), “save the turtles” hydroflasks, metal straws, beach, eco, banana, fruit designs.

Black Forest: Designs for **‘e-girls and e-boys’** which is a youth subculture that emerged in the late 2010s and is almost exclusively seen on social media. The look is inspired by 90s grunge and skater culture, 1990s–2000s fashion, anime, hip hop, TikTok, goth, and rave. Replacing emo/goth with a spat out by the internet look.

Dark Academia Study Group: Creations for **‘Dark Academia‘** which is an aesthetic that revolves around classic literature, the pursuit of self-discovery, and a general passion for knowledge and learning. Writing poetry in notebooks, reading the classics, going to local coffee shops, bookstores, libraries, and museums also fuel this aesthetic.

The Rainbow Lighthouse: Designs for the **‘LGBT’** culture, which is a culture shared by lesbian, gay, bisexual, transgender, and queer individuals. Our designs have been created so that young people can feel proud of who they are. This is also a category for campaign illustrations such as the recent #BLM movement. This is a place where young people can feel proud and be heard.

brand awareness

magazines

We are excited to announce a licensing partnership for Flossy and Jim with Kennedy Publishing for 100% WOW magazine which is a fun-filled magazine for girls aged 9-12 with a readership of 30,000. It's bursting with lots to make and do, friendship, shopping, quizzes and celebs! Readers will find all their favourite brands, cool competitions and loads of cute interaction inside.

digital and Social media

The Creators at Flossy and Jim work to ensure all digital and social media activity is interwoven and that content is regular, engaging and provides interaction, whilst also promoting new consumer products and retail partners.

With over 45k followers across all social media platforms, the Flossy and Jim brand is steadily building brand awareness.

The majority of all posts have a call to action, inviting users to access the main website, which is the hub for all activity and access to everything the Flossy and Jim brand has to offer.

existing licensees - Signature gifts

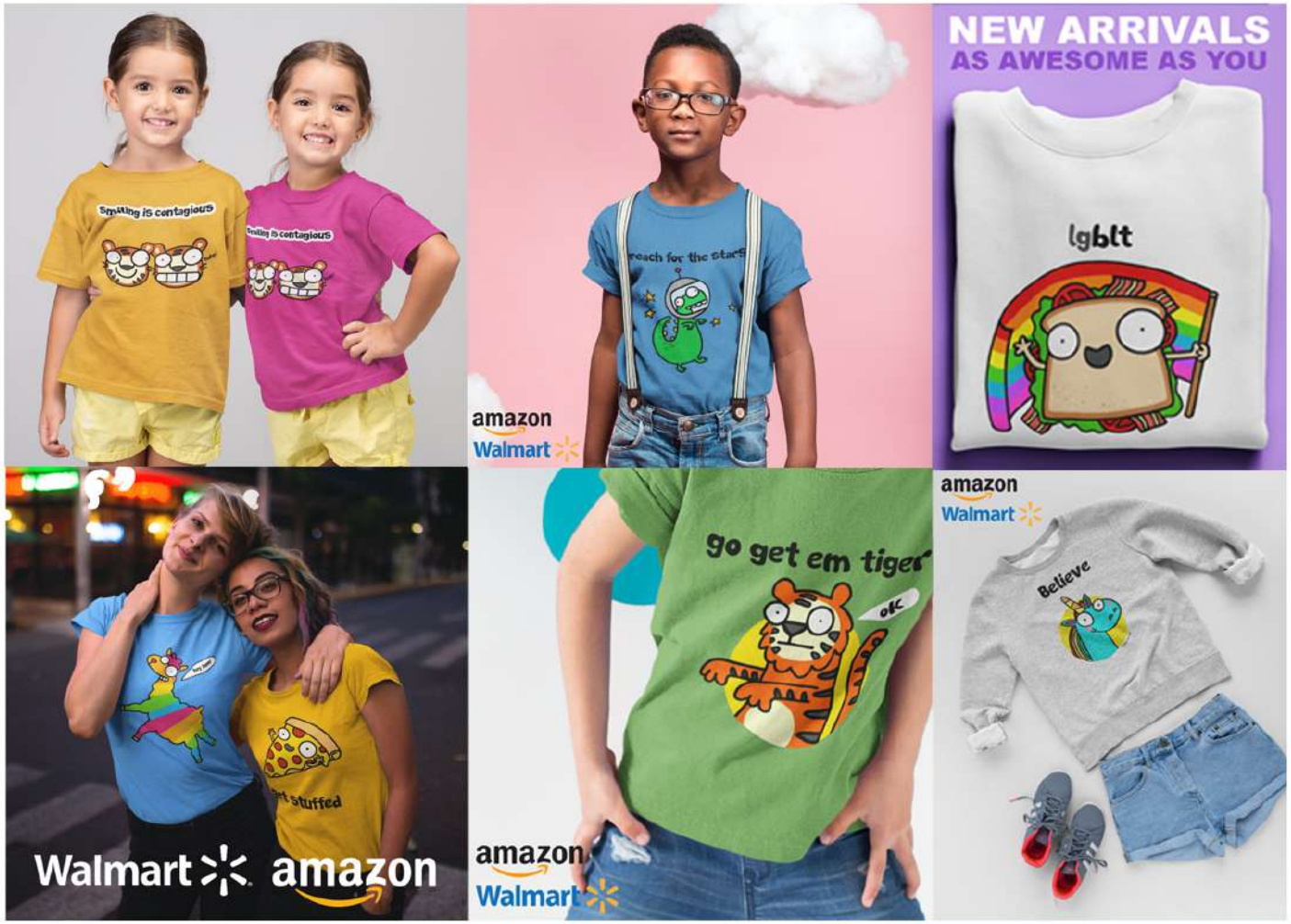
Flossy and Jim are super excited to have partnered with Signature Gifts for Flossy and Jim personalised gifts.

Signature Gifts is a leading personalised gift supplier both in the UK and US and has launched a broad range of unique personalised products featuring Flossy and Jim images.

The product range includes ceramics, bags, cushions, canvas and printed pictures, photo frames, apparel, water bottles, glassware and more!

retailers of flossy and jim gifts

existing licensees - inktastic



Flossy and Jim have licensed their designs for on demand print production. The Flossy and Jim clothing and gift range is available throughout the USA via inktastic.com as well as online via Amazon, eBay, Walmart and Sears.

INKtastic is a family owned print on demand company that was founded in 2007 by Alan Dail, Angie Smith-Dail and Joyce Dail with the goal of offering products at affordable prices. Their rule is simple 'If we wouldn't buy it, we won't sell it.'

The bold, fun and colorful designs are proving popular with customers, as well as the option for customers to personalise each individual garment. This added feature provides a unique selling point for the Flossy and Jim brand.

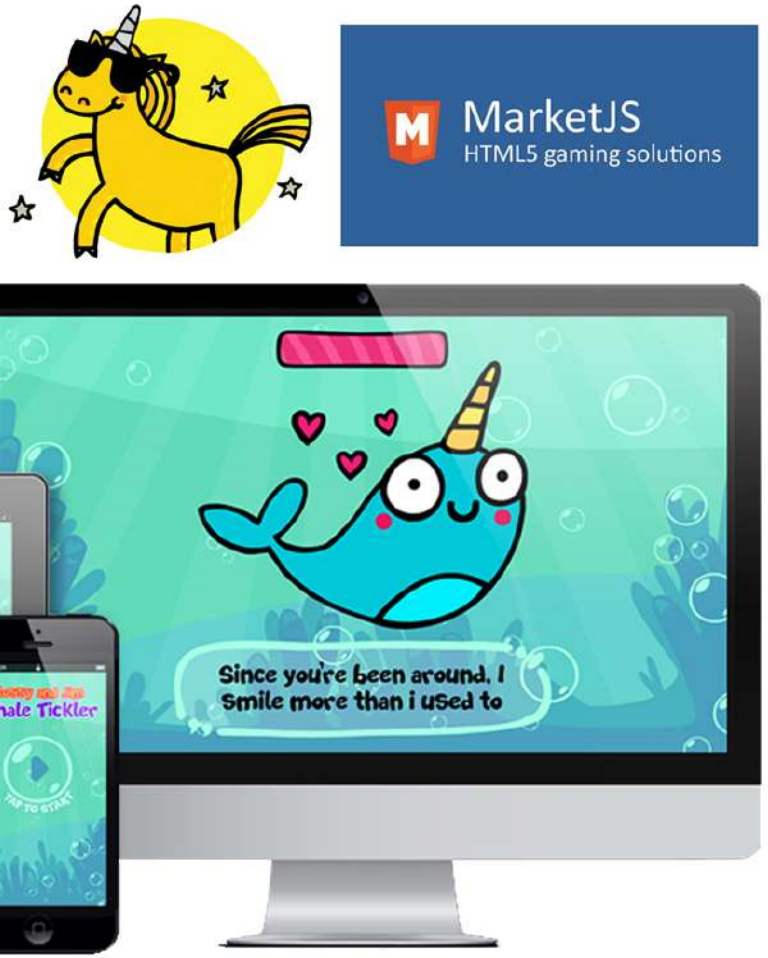
existing licensees - marketJS

MarketJS the B2B games developer have licensed Flossy and Jim for computer games. They have initially developed three games for Flossy and Jim to distribute via the MarketJS B2B platform as well as launching them on the App Store, Google Play and the Amazon App Store.

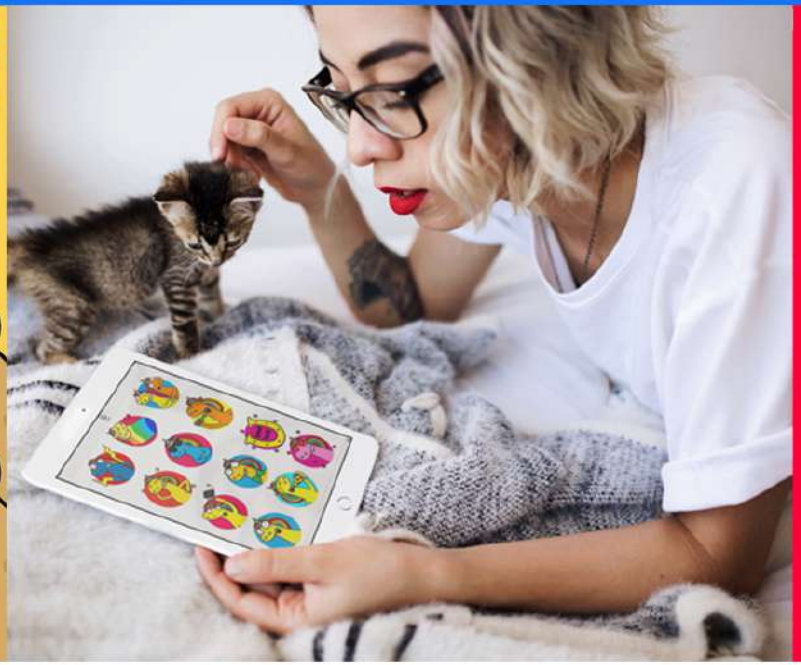
Their team of 30 talented developers provide ened-to-end game design, development, and distribution and they have over 170 games being distributed on their B2B platform reaching clients from all over the world, including the US, UK, Europe, LATAM, MIddle East and Asia.

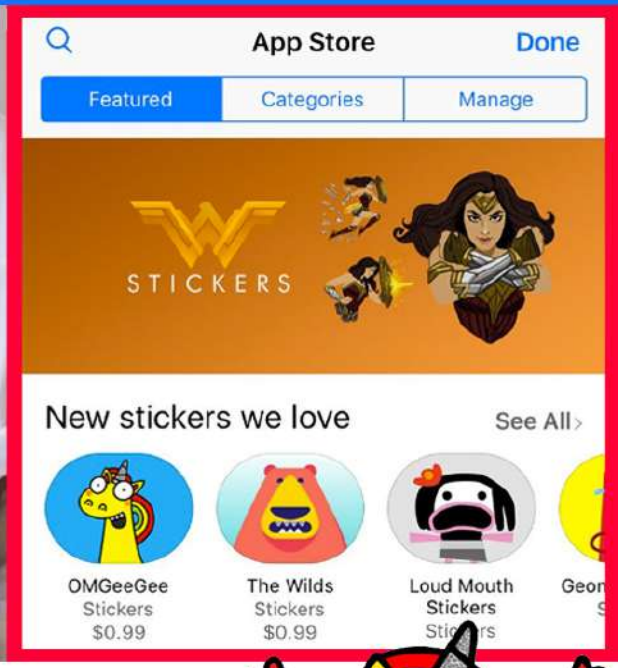
Their previous clients include Nickolodeon, Disney, Warner Bros, FOX, Amazon and more.

The Flossy and Jim games will be super fun and we're pretty sure super addictive as well - anyone for whale tickling or going on a cheese-tastic hamster adventure?



existing licensees - bare tree media





The digital stickers which feature some of Flossy and Jim's most popular designs are available on the company's app emojiTap.
emojiTap is a free mobile app featuring branded emojis, stickers and GIFs in a single app.
Consumers download and install emojiTap for free onto their iOS or Android smartphones and tablets.
The app allows them to access and share the stickers within their messages, social posts and photos directly from their device.
emojiTap is also compatible with popular messaging and social apps, such as Facebook Messenger and Twitter.
The app's real time content feed allows new content to be updated without the need for users to update their app.

*** Recently featured on the 'We Love' category at the App Store! ***

existing licensees - icon login

IconLogin Limited have joined forces with Flossy and Jim to launch a new lock screen app for Android users to unlock your phone in an exciting, colourful and fun way! The picture based app features a series of Flossy and Jim images that fans can use to access their phone instead of boring numbers. “The Flossy and Jim lock screen” app is available from the Google Play Store.

existing licensees - boomf

Flossy and Jim have licensed their designs for use on Boomf Marshmallow products. Boomf is a UK company delivering personalised marshmallows, chocolates, exploding cards and bunting by post. The company positions itself as an alternative to sending flowers.

flossy and jim in china

iPlay brand management is the agent for 'Flossy and Jim' in China and they have successfully opened pop-up shops in Shantou, in the Guangdong Province. They have been selling licensed items such as: bags, purses, clothing, stickers, phone covers and more. Some of the items were even available for personalisation! This has been a great event to introduce and launch the 'Flossy and Jim' brand into the Chinese market, and there are plans for more pop-up shops in the area.

iPlay BRAND MANAGEMENT

iPlay also exhibited at the China licensing expo this year and secured partners with skinAT for phone covers and with 3TC for apparel, homewares, phone covers, yoga mats, bags and accessories.

flossy and jim in china

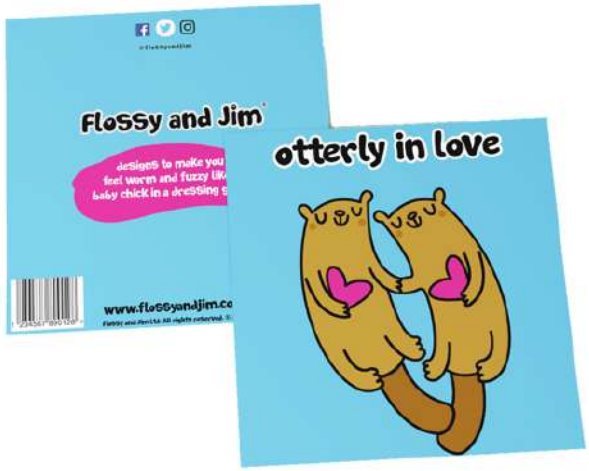
Flossy and Jim were very excited to confirm a promotional partnership with the retail café chain LELECHA in China over the Halloween and Christmas holidays.

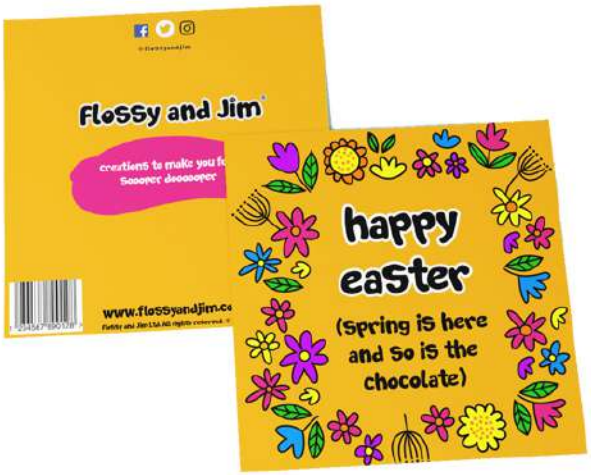
Founded in 2016, LELECHA is a high-end tea brand and has gone on to be one of the most popular tea franchises.

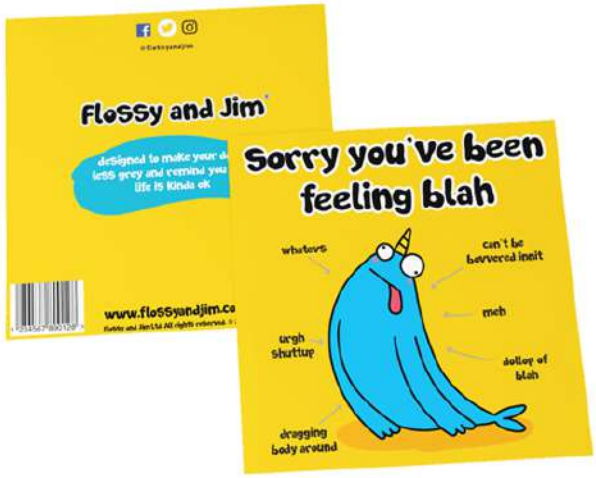
Their signature zangzangcha (black sugar milk tea) is sold alongside “dirty” buns for a messy yet delicious dining experience.

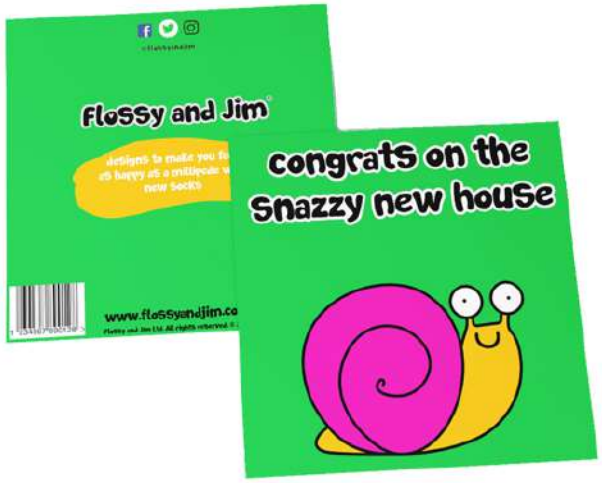
LELECHA uses the best original leaf tea and fresh fruits and makes everything on site offering “premium tea with soul”. A jointly branded Flossy and Jim and LELECHA product range using the slogan ‘my happy place’ featured on bags, apparel, phone covers, mugs, notebooks, cushions and badges.

licensing strategy - greetings









licensing strategy - apparel

licensing strategy - apparel

licensing strategy - apparel

licensing strategy - apparel

licensing strategy - tech

licensing strategy - tech

Filters that provide the user with positive affirmations to be used alongside the users unaltered image, to promote self esteem and confidence in their own image.

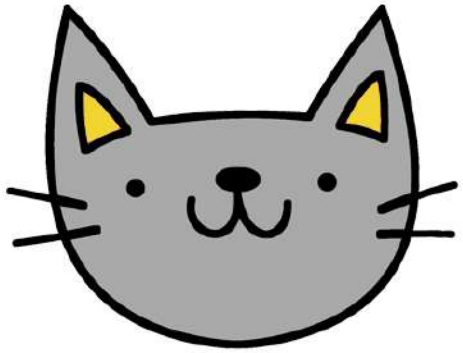
licensing strategy - home

Nursery: cute, bold, black and white prints with contrasting accent colour.

Developed so that babies can respond well to the simple, bold patterns with high contrast. Our strong black and white patterns will also help babies to develop their ability to focus their attention and levels of concentration.

Our designs include a range of positive affirmations to encourage confidence building throughout the vital early years.

Idea for the 'you are purrfect' theme.



licensing strategy - home

Kids room: on trend rainbow coloured theme with positive affirmations to boost self-esteem and confidence.

Developed to be bold, full of colour and bang-on-trend to appeal to a younger audience.

Our creations include a range of phrases to encourage young people to reach their full potential whilst also reminding them how important it is to look after yourself.

Idea for the 'sweet positivity' theme.

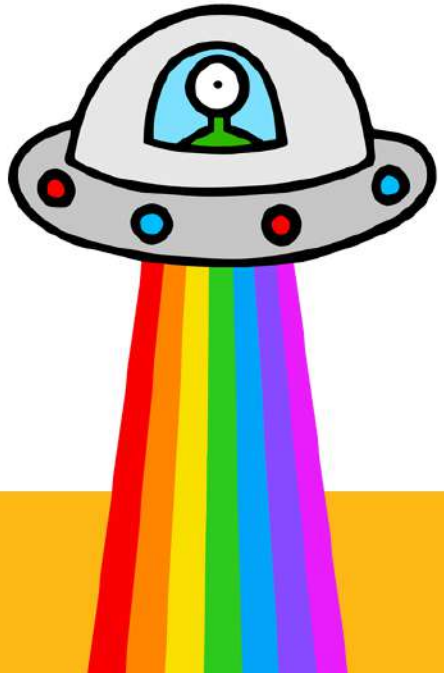
licensing strategy - home

Kids room: cosmic dinosaur theme with positive affirmations to boost self-esteem and confidence.

Developed to be bold, full of colour and bang-on-trend to appeal to a younger audience.

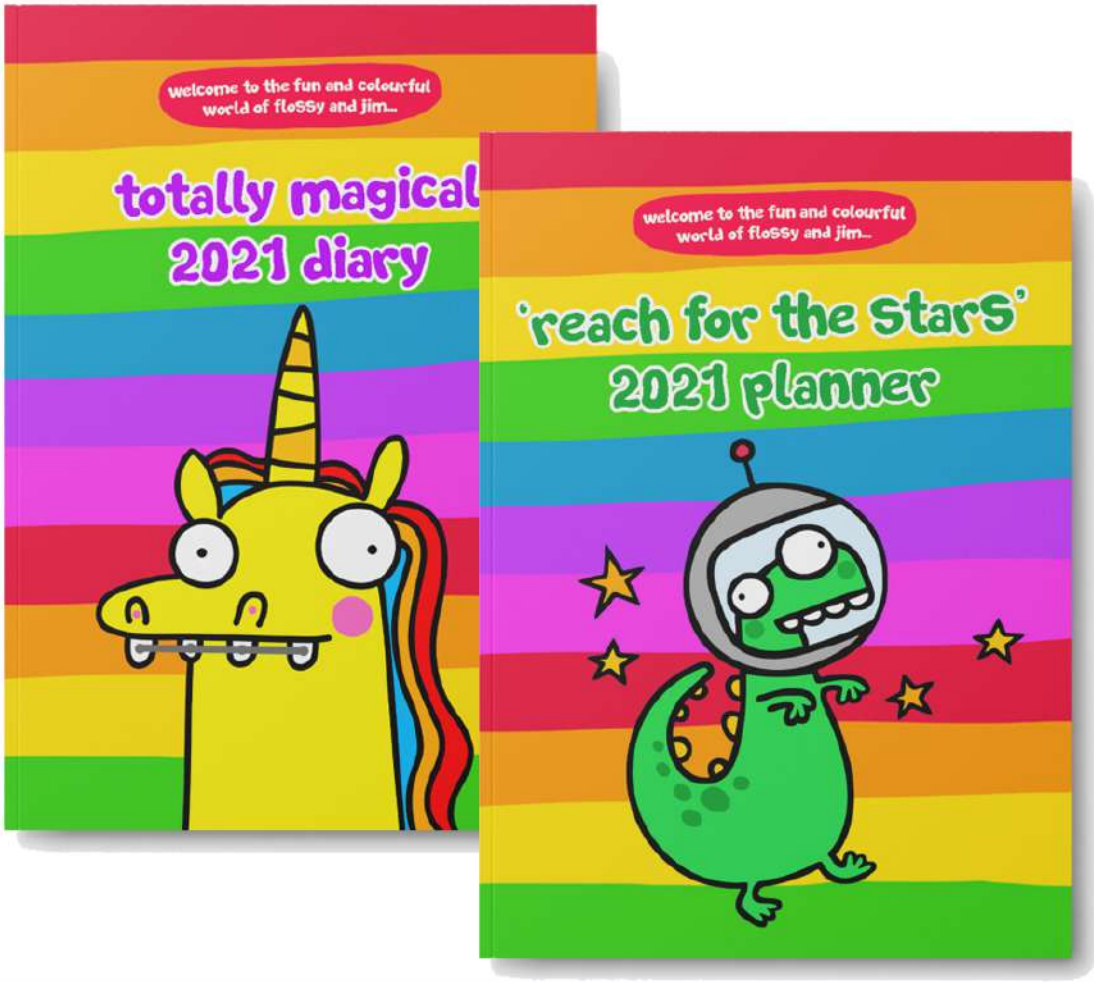
Our creations include a range of phrases to encourage young people to reach their full potential whilst also reminding them how important it is to look after yourself.

Idea for the 'out of this world' theme.



licensing strategy - home

licensing strategy - accessories



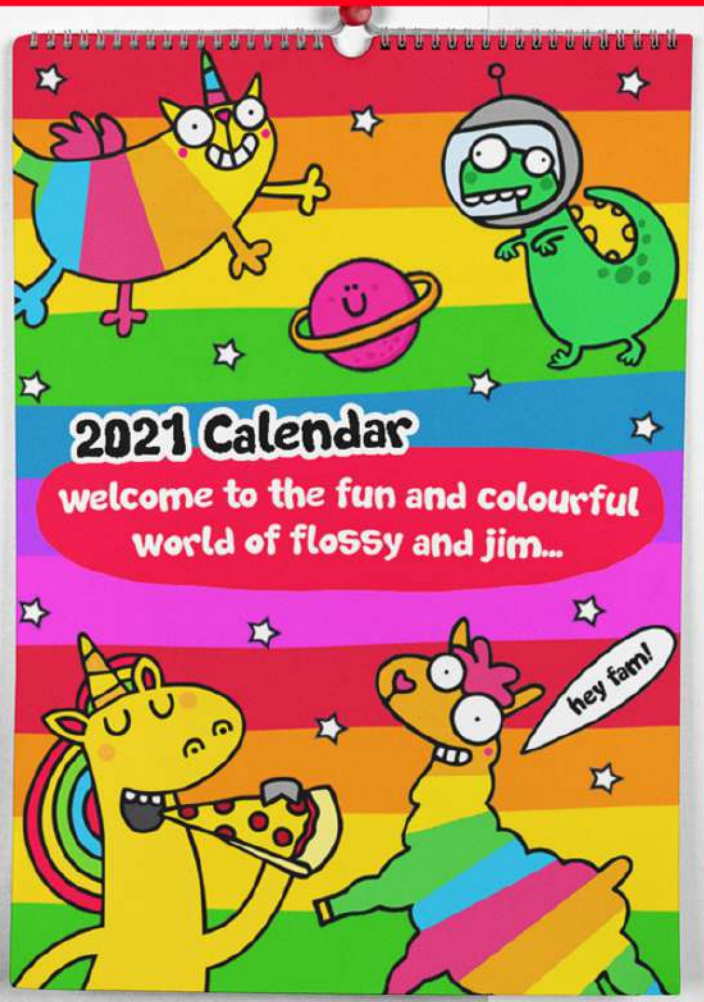
licensing strategy - accessories

licensing strategy - accessories

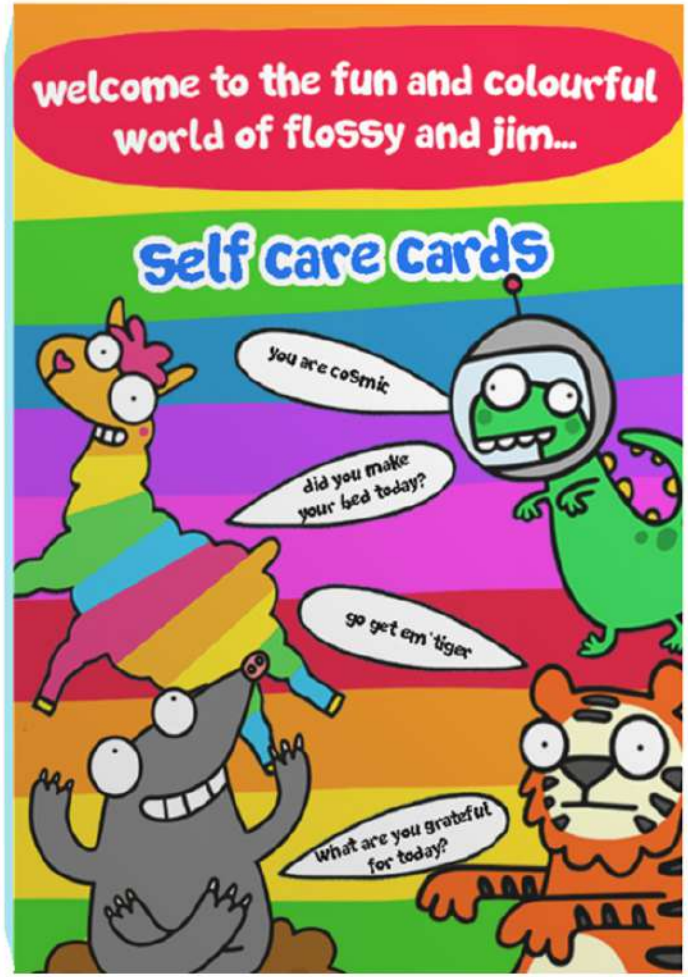
licensing Strategy - collectibles

Flossy and Jim blind bag mini collectable figures.
Which mini figure and positive affirmation sticker will you get in your pack?

licensing strategy - calendars



licensing strategy - games



welcome to the fun and colourful world of flossy and jim...

Over half of all mental ill health disorders start before the age of 14, with 75 per cent by 24 years of age.

Emotional disorders, particularly anxiety and depression, are on the rise. We are just beginning to understand how the increasing prevalence of social media and world issues are negatively impacting young people's emotional health.

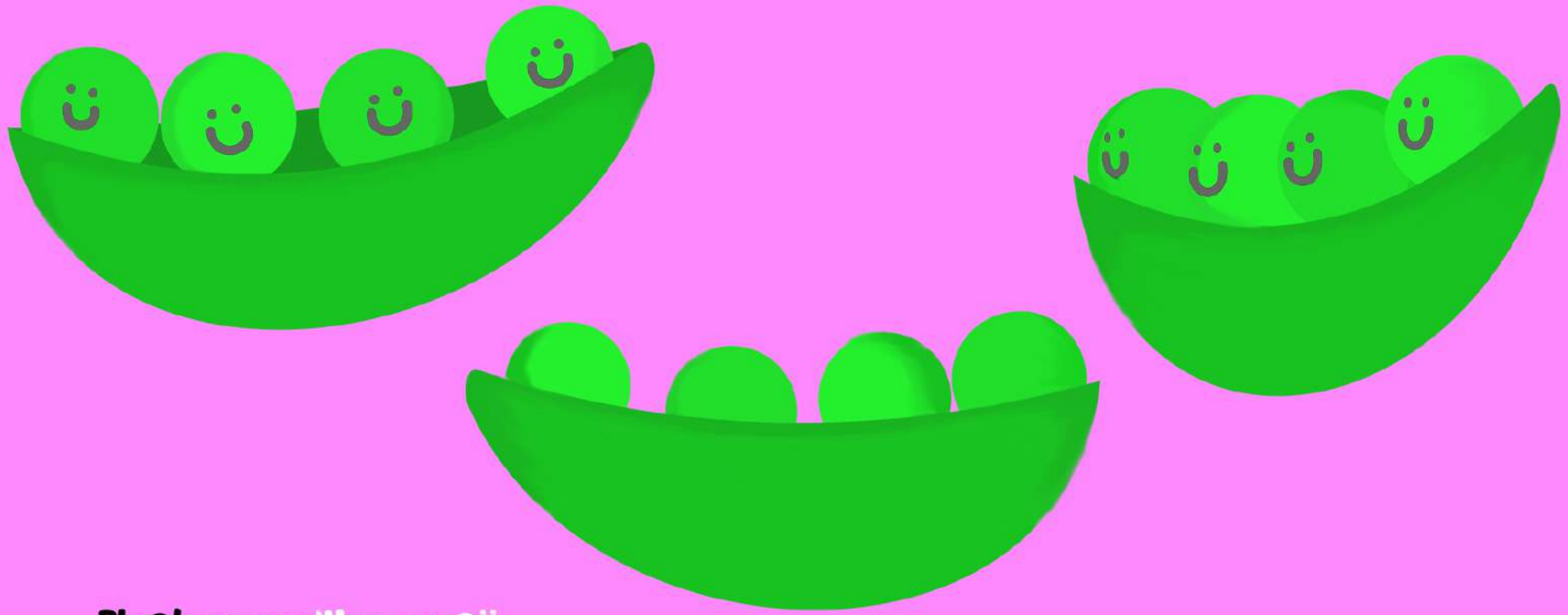
Self-care encourages self-improvement. It promotes rest and relaxation, which benefits overall health and wellness. When self-esteem and self-awareness improve, it has a positive effect on overall mindset.

These 'self care cards' will help young people by choosing cards at random or having them as a set routine to help improve their daily lives by taking positive action on things they CAN control.

We want to help boost confidence and self-esteem so that young people can reach their full potential.

"Our fun and colourful designs are created to nurture and empower, to help kids bloom"

licensing Strategy - plush

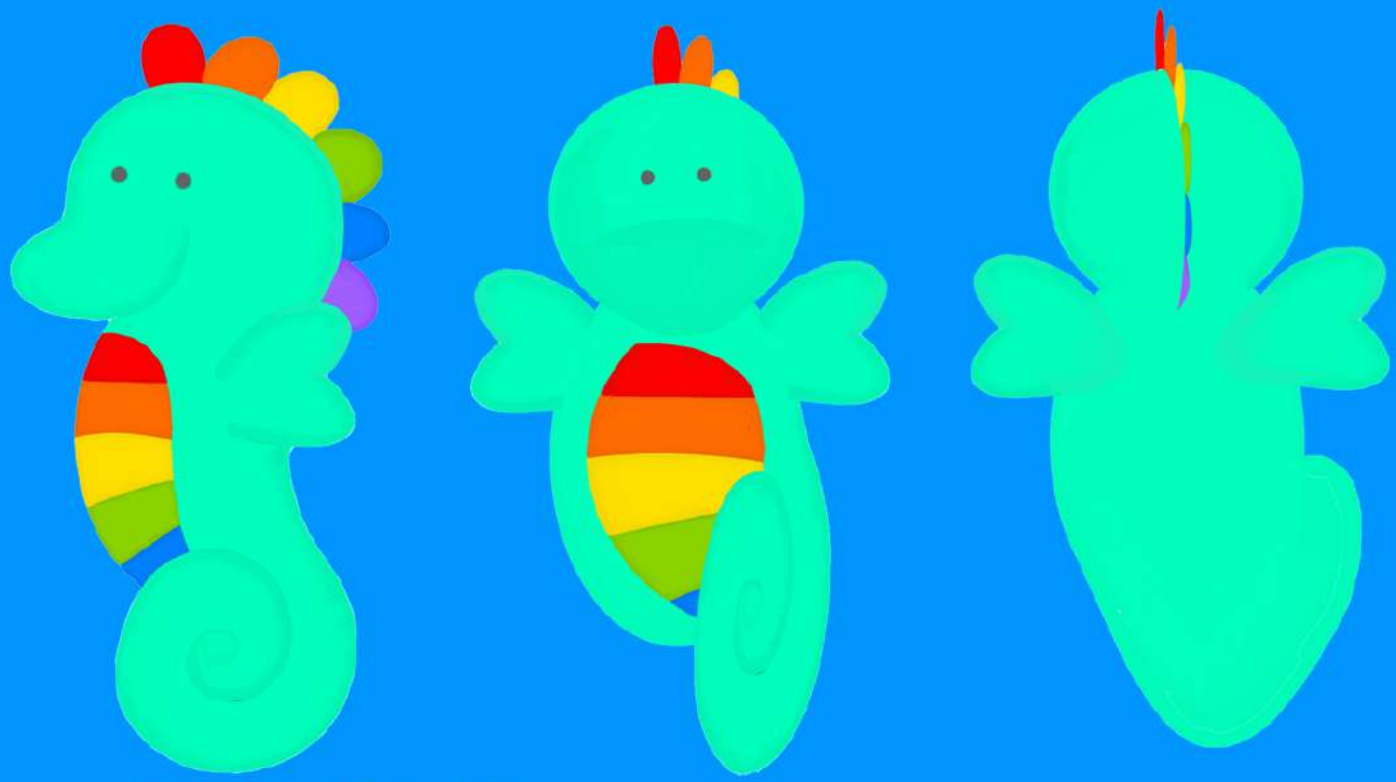


Plush name: "Hap-peas"
Target: Babies who are learning about family, friends, relationships & community.
Mission: This pod of peas are excited to be your friend! Each pea lives in a pod with it's family of other happy peas. Pull them out as individuals and put them back in together.

licensing Strategy - plush

Plush name: 'Bee Happy''
Target: Babies who are learning about the world and the animals around them.
Mission: Bzz bzz bzz! A happy little bee who loves to fly and is always smiling! His simple facial expression and cheerful face can't help but make you smile.

licensing strategy - plush

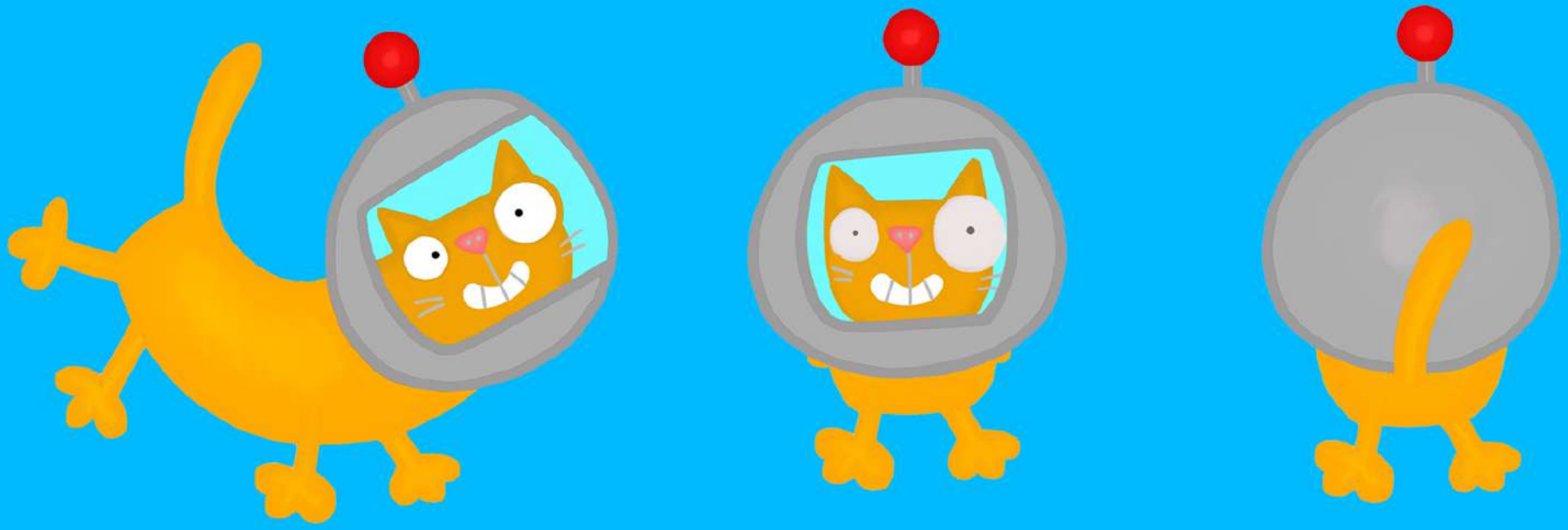


Plush name: 'Rainbow Splash'
Target: Babies who are learning about the world and the animals around them.
Mission: Splish, splash, splosh! We all love to swim! This colourful little seahorse loves being with his friends all under the sea. Have you been swimming before?

licensing strategy - plush

Plush name: 'Whoops-a-Daisy'
Target: Resilient Kids
Mission: Daisy is the Queen of Mistakes! She doesn't mind though because she knows that making mistakes means you are learning!

licensing strategy - plush



Plush name: 'Cosmic Kitty'
Target: Kids who love to use their imagination and reach their full potential.
Mission: Cosmic Kitty always wanted to be an astronaut but her friends said that "cat's don't go to space." Cosmic Kitty believed in her dream and now she is an epic space traveller! Look up in the night sky and see if you can see her!

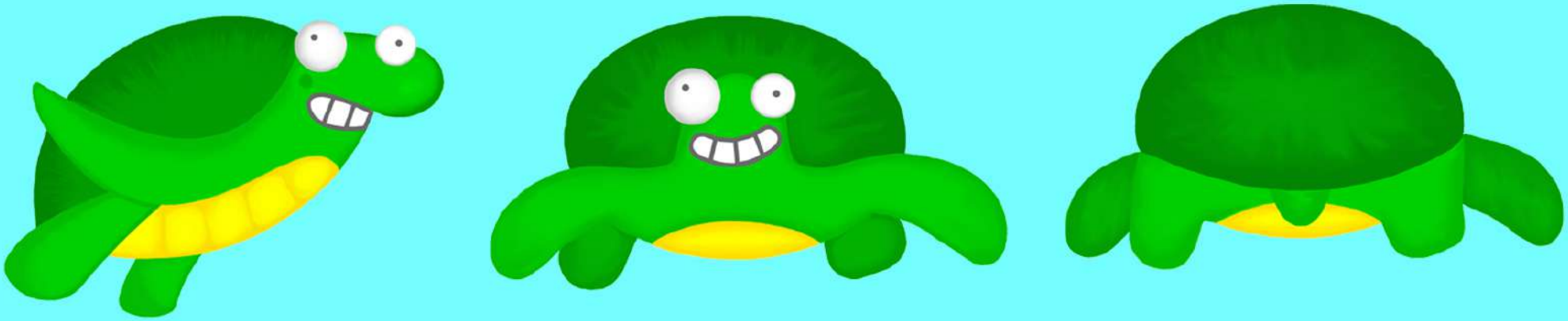
licensing strategy - plush

Plush name: 'Alpaca my pencil case'
Target: Kids who love to get creative and also practise mindfulness.
Mission: This llama is the most colourful llama in all the land and loves to get creative! Drawing, painting, crafts...this magical llama loves to create and it helps her feel so happy and relaxed. Get creative with your new little friend!

licensing strategy - plush

Plush name: 'Boo-tiful'
Target: Dark academia teens
Mission: To remind you that you are brains, beauty and a tiny bit scary.

licensing strategy - plush



Plush name: 'Oop'
Target: VSCO teens
Mission: "Save the turtles!" This little turtle is your lucky mascot and friend when you are saving the world little by little..."and I oop!"

licensing strategy - plush

Plush name: 'Peachy'
Target: Soft teens
Mission: When your world feels overwhelming and sad, this little furry friend is here to remind you that 'everything will be peachy in the end'.

licensing Strategy - plush

Poodle of Positivity is there when you need some encouragement and confidence.

"This poodle is your very own cheerleader, flap her ears up and down like cheerleader pom poms. She knows you can do this!"

Rainbow Kittycorn encourages imagination and the belief that anything is possible.

"This Kittycorn is part cat, part unicorn and can even fly! Who would have thought a cat could do all these things? Take her with you on your adventures!"

Go get em Tiger is a friend when you need to be brave, try new things or meet new people or situations.

"Go get em Tiger is a bit of a scaredy cat. He is scared of lots of things but with you as his friend he feels ready for anything. Let's be brave together!"

Whoops-a-Daisy teaches us about resilience and that it is ok to make mistakes.

"Whoops-a-Daisy is the Queen of making mistakes and she is proud! She is learning all the time and knows that she is amazing!"

licensing Strategy - plush

Rainbow Axolotl teaches us about self awareness, diversity, acceptance of others and that it's ok to be who we are.

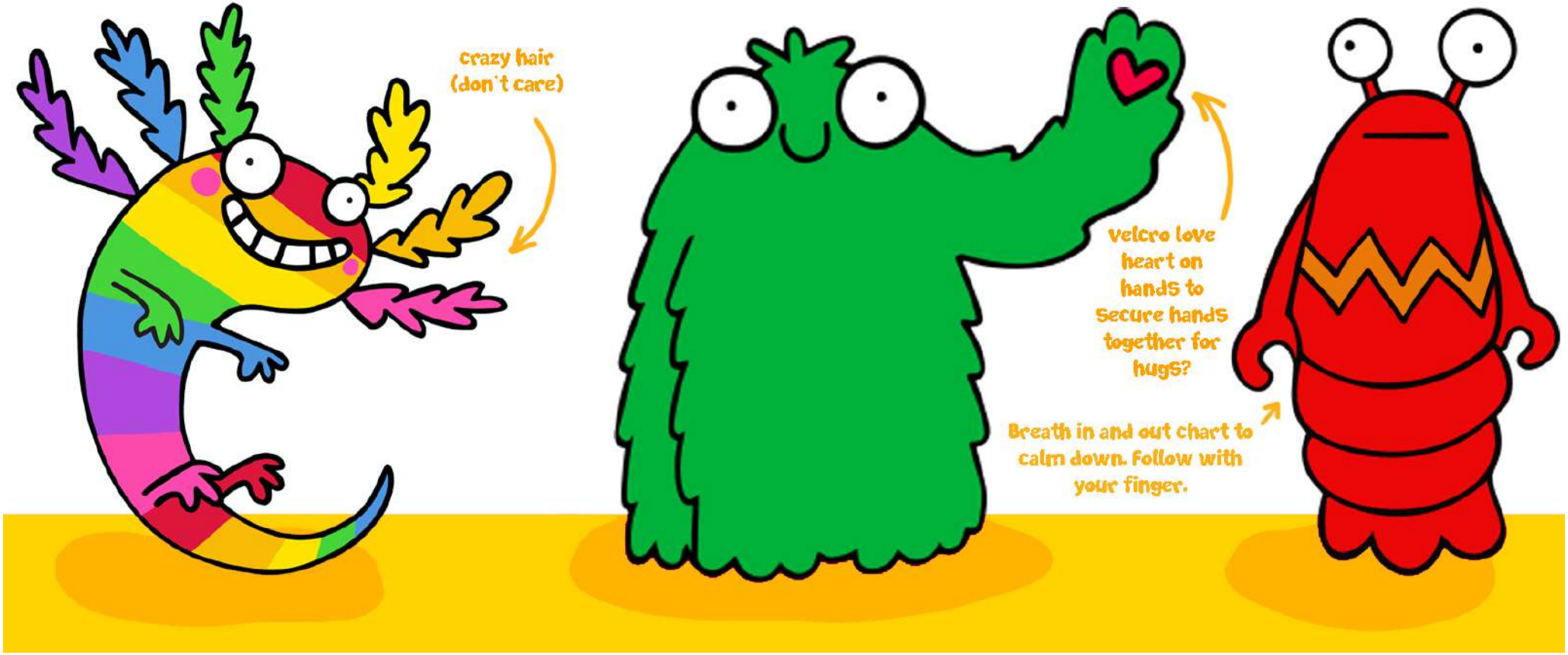
"Rainbow Axolotl is different to everyone else and he knows that makes him unique and special! He loves you because you are YOU."

Monster Hugs helps us cope with sadness. With his smiley face, soft fur and long arms for cuddles, he will be sure to cheer you up.

"Monster Hugs is your best cuddle friend. He has extra long arms to give you big hugs whenever you feel sad. You will soon be feeling much better!"

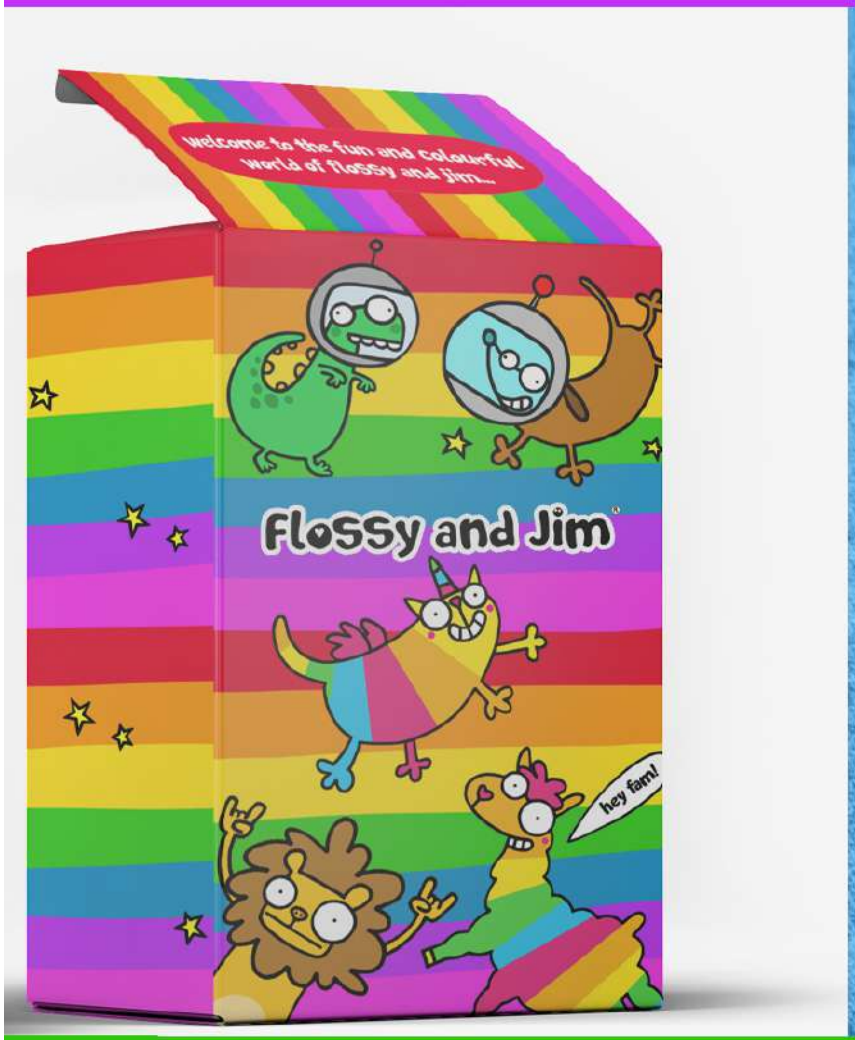
Cray-Cray teaches us how to deal with anger and how to calm down when things get too much.

"When you feel angry or crabby, Cray-Cray is there for you. Hug your new friend while breathing slowly ...Soon you will feel much calmer!"

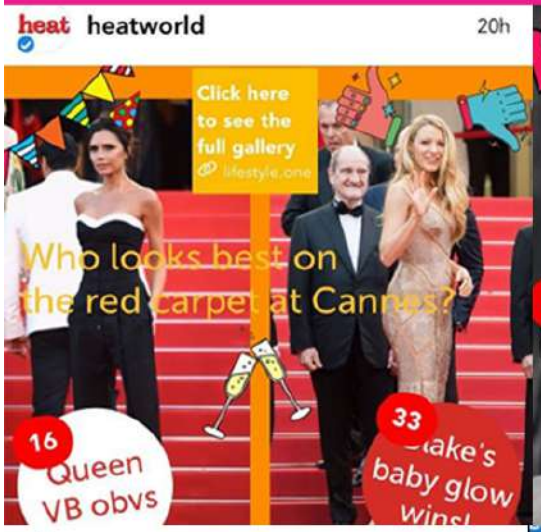


packaging

packaging


Welcome to the fun and colourful world of Flossy and Jim...
Flossy and Jim
hey fam!

Corporate Work



Creative messenger app 'YUBL' commissioned Flossy and Jim to create digital stickers. The app won BT's number one app, and consistently trended in the app store.
The stickers used were interactive and were used by top brands including Warehouse, Accessorize and Heat Magazine.

awards

Winner of the South Devon Excellence Awards:
Best New Business

Winner of the Venus Devon Awards:
Customer Service

charity work

Flossy and Jim support many charities locally and nationally, and are proud supporters of the charity 'Young Minds'. Young Minds is the UK's leading charity championing the wellbeing and mental health of young people. They champion children and young people's mental health and wellbeing across the UK.
Driven by their experience they create change so that children and young people can cope with life's adversities, find help when needed and succeed in life. Flossy and Jim support this charity with fundraising events and raising awareness.

The couple actively support good causes and volunteer at creative workshops for disadvanted young people to help with their mental health and also creative digital skills for future employability.

They also support the national campaign 'Let the Kids be Kids', by organising events and designing the logo for the campaign. The campaign has featured on the front of 'The Times' newspaper and on international news.

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agents

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