

Ohh Deer Launches new V&A collaboration

Ohh Deer have signed a licence with the V&A across Greeting Cards, Stationery and Gift Wrapping.

The range has been developed to engage broader audiences with the V&A. Coordinating patterns and details from archive assets have been styled, injected with fresh colours and surface treatments to give them vibrancy and appeal.

Speaking about the launch, Mark Callaby said:

"We feel incredibly fortunate to be collaborating with the V&A—an institution with such a diverse array of works. It's been a joy for us to explore their archives and bring a fresh, Ohh Deer twist to source material. We're deeply grateful to the V&A team for trusting us as a new licensing partner, and our in-house product team, led by Creative Director and Co-Founder Jamie Mitchell, has created something we're very proud of."

"Our hope is that this collaboration will help the V&A engage with new audiences while complementing the fantastic range of products we already offer."

The range of 82 SKUs will go on pre-sale across the Ohh Deer wholesale platforms (ohhdeerwholesale.com, faire.com/direct/ohhdeeruk or faire.com/direct/ohhdeer if you're based in the US) from 6th December 2024 and customers can get a chance to see all the new products at one of eight tradeshow in January and February. Top Drawer London takes the honour of the first official outing in the UK from 12th until 14th January and Dallas Market being the first overseas show in the Kimberley Wahlberg showroom from 8th January.

The initial range has four different themes (Scalloped, Neon Floral, Cottagecore and Geometric) and includes the use of neon inks, re-coloured artwork, blending different pieces of work together and special finishes including emboss, spot UV and foils.

Speaking about the range, Co-Founder and Creative Director, Jamie Mitchell said:

"What I love about my job is being able to throw myself into different universes and getting to collaborate with the V&A team has been a dream. We wanted to create an offering which carved out its own space within the market, we therefore worked on ways to bring the unexpected to life. Bright bold neons, playful geometric patterns, greeting cards inspired by the cottagecore aesthetic and plenty of things in-between."

The range will be available for general sale from February 2025 with the 2026 diaries landing in August 2025. Wholesale customers can start placing orders from 2nd December via their rep, faire.com or ohhdeerwholesale.com.

About the V&A

The V&A (Victoria and Albert Museum, London) is a family of museums dedicated to the power of creativity. With collections unrivaled in their scope and diversity, spanning 5000 years of human creativity. It was established in 1852 to make works of art available to all and to inspire British designers and manufacturers. Today, its purpose is to champion creative industry, inspire the next generation, and spark everyone's imagination.

Speaking about the new collaboration, Jon Morse, Brand Licensing Senior Creative Manager at the V&A said:

"Ohh Deer's enthusiasm for the V&A's archives was apparent from the very first meeting and it's been wonderful to see the assets transformed into new colours and compositions. The range presents the museum's objects through a new lens – dazzling neons and trend-driven cottage-core compositions help us to broaden the appeal of the V&A's collections. Ohh Deer are constantly pushing the boundaries of and their infinite experimentation with print and substrates ensures their collection is truly unique in this category"

Notes to the Editor:

- The launch consists of 36 Greeting Cards, 26 Notebooks, 12 Diaries and 8 Gift Bags.
- The products will be available to see at the following tradeshow in January and February: Top Drawer London, Dallas Market USA, Atlanta Market USA, Maison & Objet Paris France, Toronto Gift and Home Market Canada, Spring Fair Birmingham, Shoppe Object New York USA and Ambiente Frankfurt Germany.
- The full collection will be available from February 2025 with Diaries shipping from August 2025.

Key Facts about Ohh Deer:

- Ohh Deer was established in 2011 by Co-Founders Jamie Mitchell (Creative Director) and Mark Callaby (Managing Director)
- Ohh Deer work across various product types, with a special focus on paper. The current portfolio consists of Greeting Cards, Stationery (including notebooks, planners, diaries), Gift bags and wrap (including roll wrap), Art Prints and Mugs.
- In August 2024, Ohh Deer became a Certified B Corporation. B Corps are companies verified by B Lab to meet high standards of social and environmental performance, transparency and accountability. Ohh Deer were one of the very first Greeting Card and Stationery companies to achieve B Corp status globally. As of November 2024 there are approximately 2300 Certified B Corporations in the UK.
- Ohh Deer boast a wide range of artists, including an in-house team as well as working with over 100 different artists and brands including: Cath Kidston, Gemma Correll, Steven Rhodes, Twin Pines, Hello!Lucky, Ashkahn, Ken the Cat, Hartland, Elizabeth Olwen, Diane Hill and Suzy Ultman.
- Ohh Deer have won several awards over the years, including their most recent 'Best Licenced Heritage, Lifestyle, Art or Design Card Range' for their Cath Kidston collection at The Henries Greeting Card Awards 2024.
- Ohh Deer are also known for their stationery brand, Kaleido, which launched in January 2024.

Key Facts about the V&A:

- The V&A (Victoria and Albert Museum) is a family of museums dedicated to the power of creativity. It's mission is to champion design and creativity in all its forms, advance cultural knowledge, and inspire makers, creators and innovators everywhere.
- The V&A shares a 5,000-year-old story of creativity through exhibitions, events, educational programmes, digital experiences, conservation, research, and an ever-evolving national collection of over 2.8m objects spanning every creative discipline.
- The V&A comprises of the V&A South Kensington, Young V&A in Bethnal Green, V&A Dundee, V&A Wedgwood Collection and two cultural destinations – V&A East Storehouse and V&A East Museum – are opening in east London throughout 2025 and 2026 respectively.
- The V&A has been touring its exhibitions overseas since 1987 and today works with venues in over 40 countries making it one of the largest touring programmes in the world.
- In December 2017, Design Society opened in Shenzhen's Shekou district in southern China. The V&A partnered with China Merchants Shekou Holdings to open this new cultural hub dedicated to design, that features the V&A's first international gallery, alongside several other exhibitions and cultural spaces.
- The V&A was the first museum in the world to provide a public restaurant. One of which was designed by Arts and Crafts pioneer, William Morris.
- The V&A was the first museum in the world to collect photographs as art, beginning in 1856.