

Ohh Deer unveils new collaboration with the Natural History Museum

Ohh Deer, the popular UK-based design brand, is delighted to announce the launch of a brand-new collection in collaboration with the Natural History Museum. The range, which includes a mix of humorous greeting cards, vibrant art prints, and postcards, takes inspiration from the Museum's vast collection and transforms it into a fresh, fun, and contemporary offering.

Having previously worked with the Museum's retail buying team, the Museum's licensing team approached Ohh Deer about collaborating – they wanted Ohh Deer to produce a funny card range.

Mark Callaby, Co-Founder and Managing Director of Ohh Deer, commented:

"The Natural History Museum has always been my favourite museum thanks to my parents taking me there when I was young and going on many drawing trips during my Illustration Course whilst at Kingston University. So when the Museum approached us about this opportunity we were just as keen to collaborate. We definitely thought that we'd have to jump some hurdles with the type of humour we wanted to apply to the range... but the teams at the Museum wanted to see our brand shine through. These products really stand out and will look great on the shelves of many stockists."

The product range has been curated by Co-Founder and Creative Director of Ohh Deer, Jamie Mitchell and his product team.

Jamie Mitchell, Co-Founder and Creative Director at Ohh Deer, shared his excitement about the project:

"This range has been especially fun to work on because the Museum really allowed us to bring the fun elements of our brand into the collaboration. I've always been fascinated by dinosaurs, so working with the Natural History Museum, who are known as the home of dinosaurs, has been brilliant."

Speaking about the collaboration, Maxine Lister, Head of Licensing at the Natural History Museum said:

"Through our collaboration with the incredible Ohh Deer, we have put a fresh twist on the historical illustrations we have tucked away in the Museum's archives. Together we've had fun reimagining them as humorous and colourful products that will allow younger generations to share in the wonder of both the Museum's collections and the natural world in a whole new way."

The full range will be on display at all the tradeshows that Ohh Deer are attending from January. Including Top Drawer London and Spring Fair Birmingham. Wholesale pre-orders for the range start on 6th December with stock being displayed from January.



OHH DEER
PLAYFUL PAPER GOODS



Notes to the Editor:

- The launch consists of 24 Greeting Cards, 6 Postcards and 4 Risograph Art Prints.
- The products will be available to see at the following tradeshows 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 January 2025 with pre-sale happening from 2nd December 2024.

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.

ohhdeer.com
ohhdeerwholesale.com
press@ohhdeer.com | mark@ohhdeer.com
+1 44 1509 812075

About Natural History Museum

The Natural History Museum is a world-leading science centre and one of the most visited attractions in the UK. A global source of curiosity, inspiration and joy. Our vision is to build a future in which both people and the planet thrive. We aim to be a catalyst for change, engaging advocates for the planet in everything that we do. Our 370 scientists are finding solutions to the planetary emergency in all aspects of life. Visit, join and support the Natural History Museum today. Protecting the planet. It's in our nature.

About Commercial Licensing at the Natural History Museum

The Natural History Museum is an iconic heritage brand known and loved all over the world, and the winner of best licensed heritage brand for four years running. Its licensing department develops innovative products that reflect the Museum's core values and inspire a love of the natural world. The breadth of the Museum's collections, encompassing 80 million specimens, and its archives bursting with incredible artwork, enables it to be endlessly creative with the brands it collaborates with and the products they bring to life together, from apparel and stationery to gifting, homewares and toys. We are proud that the quality of the Museum and its licensees' work has been recognised with 20 licensing industry awards since 2019. This includes the best licensed preschool or accessories range at the 2024 Licensing Awards, and best brand home décor product or range at the 2024 Brand and Lifestyle Awards. The Museum's licensing department continues to team up with prestigious brands and retailers which share its vision of creativity and sustainability both within the UK and globally.

O H H D E E R
PLAYFUL PAPER GOODS

