



THE INSTAGRAM CHRISTMAS EDIT

SUPPORTING SMALL BUSINESSES

#THEINSTAGRAMXMAEDIT



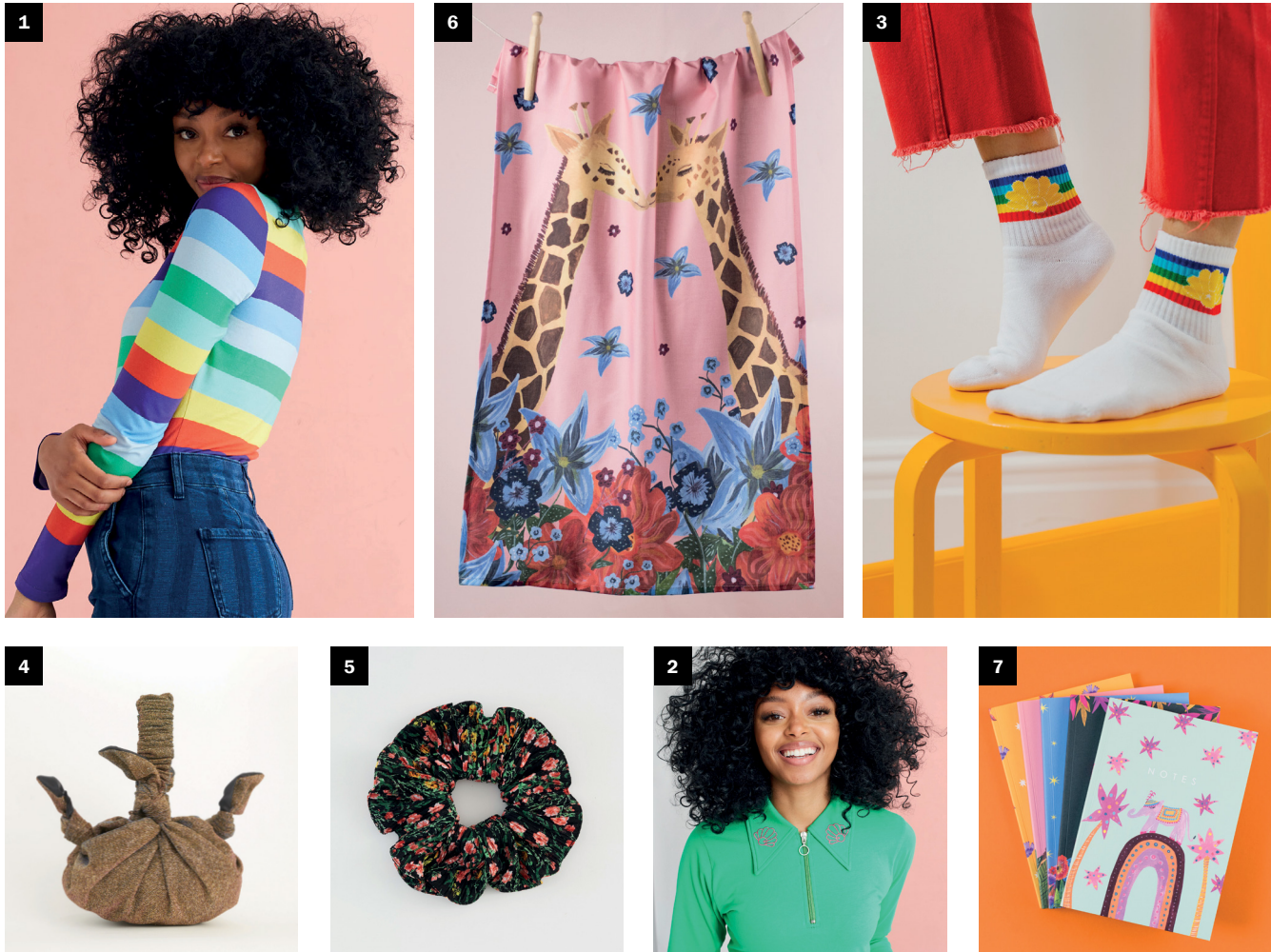
Small businesses are at the heart of the Instagram community and in 2020, they need our support more than ever. The Instagram Christmas Edit is packed full of some of the most unique British brands on Instagram, chosen by a group of the freshest voices on the platform. Enjoy browsing all the delicious picks within and show independent businesses some love this Christmas by shopping small!

Happy shopping,

Eva x

Eva Chen

VP, Fashion Partnerships



@meganellaby

Mancunian content creator and small business owner with a love of colour and print.

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@meganellaby Top Pick: @molbythelabel

Handmade, independent “slow-fashion” brand that focuses on creating timeless, beautiful pieces.

Meadow dress £105



SHOP NOW

@saturday_bymeganellaby

1: Rainbow Top £40

2: Margot Polo Top £45

3: Socks £15



SHOP NOW

@itsrooper

4: Furoshiki Bag £75

5: Melissa Scrunchie £15



SHOP NOW

@hutchcassidy

6: Tea Towels £12

7: Notebooks £12



SHOP NOW

@molbythelabel

8: Meadow dress £105

9: Ziggy Mini Dress £115

10: Ophelia Dress £105

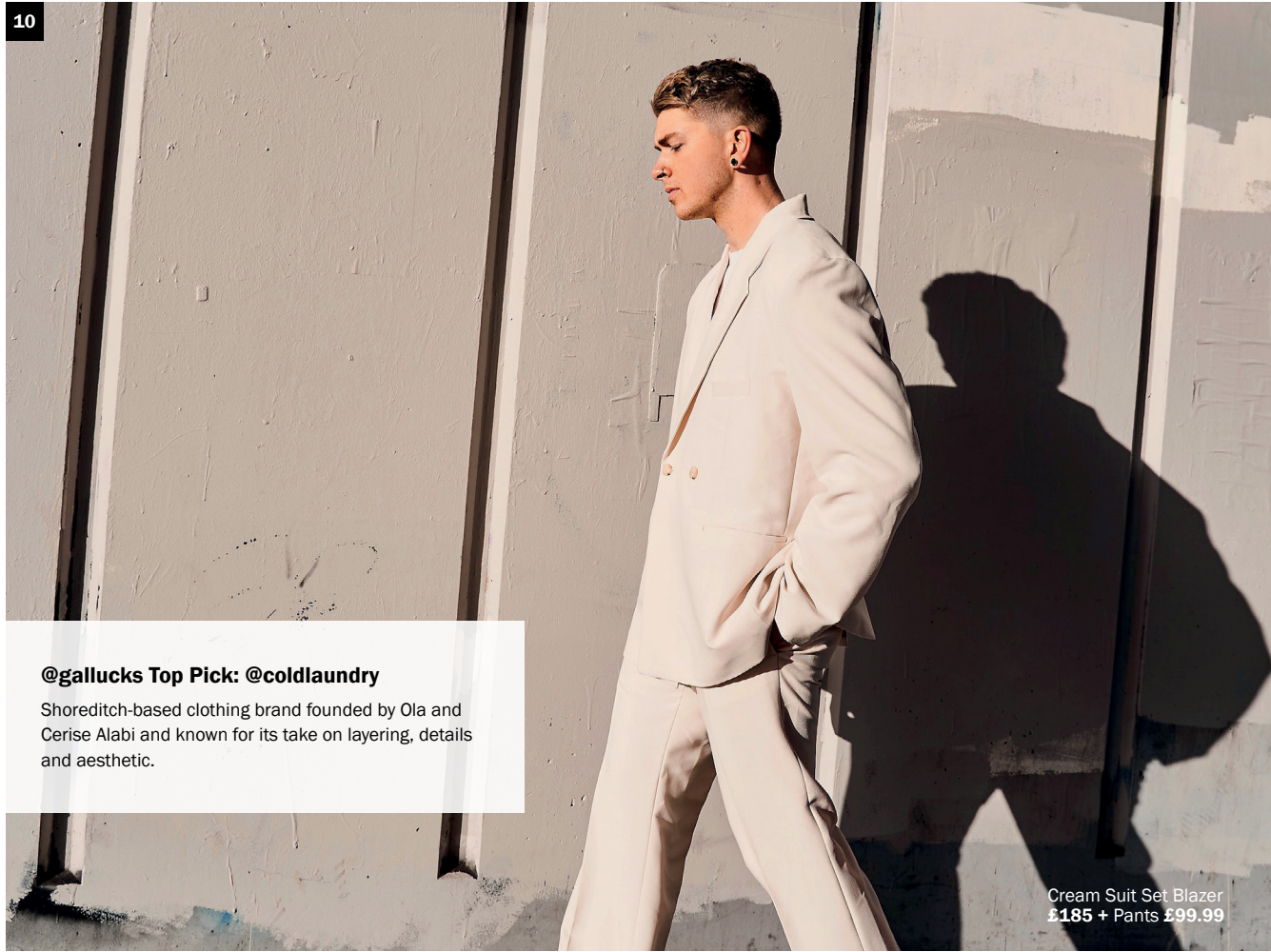
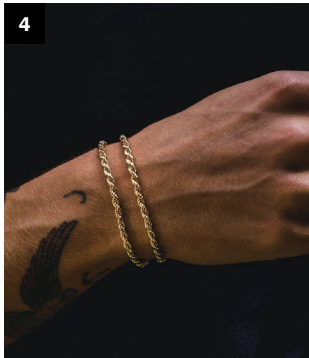
11: Madeline Top £90



@gallucks

London based Joel is known for seeking out the latest trends in casual and streetwear.

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@gallucks Top Pick: @coldlaundry

Shoreditch-based clothing brand founded by Ola and Cerise Alabi and known for its take on layering, details and aesthetic.

Cream Suit Set Blazer
£185 + Pants £99.99



@jimandtonic

- 1: G&T Gift Set £54.95
- 2: Roobee Gin £38.95
- 3: Mini Gin Gift Set £34.95



@sergedenimes

- 4: Gold Rope bracelet £90
- 5: Hathor Necklace £50
- 6: Mourning Ring £60



@bulanliving

- 7: Silk Eye Mask £45
- 8: Candle £35
- 9: Hydro Robe £90



@coldlaundry

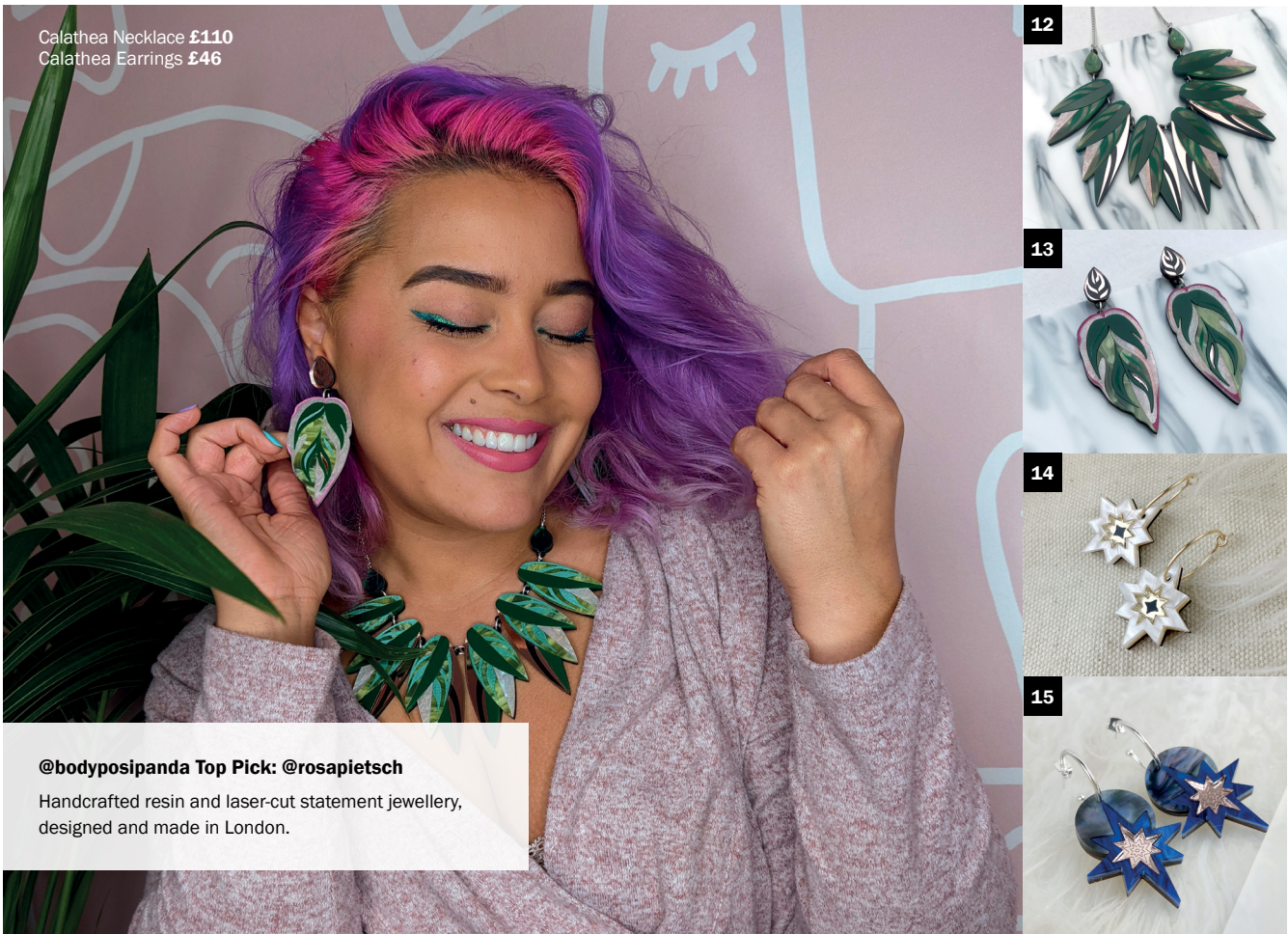
- 10: Cream Suit Set Blazer
£185 + Pants £99.99



@bodyposipanda

Body-positivity activist and author Megan Jayne Crabbe.

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SHOP NOW

@tayneetinsley

- 1: Margot Print £15
- 2: Vinyl Stickers £6
- 3: The Good Stuff Print £15
- 4: Celestial Print £15

SHOP NOW

@wowsancho

- 5: Pyjama Set £79.90
- 6: Pyjama Top £35
- 7: Sports Bra £35
- 8: Slippers £39

SHOP NOW

@nataliegaynordesigns

- 9: Embroidery Kit £26
- 10: It Is What It Is £18
- 11: This Too Shall Pass £14

SHOP NOW

@rosapietsch

- 12: Calathea Necklace £110
- 13: Calathea Earrings £46
- 14: Mini Star Hoops £22
- 15: Star Deco Earrings £38



@wearetwinset

Fashion stylists and best friends Sarah & Philippa.

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11



@wearetwinset Top Pick: @nellanddigby

Unique and stylish pieces from Hertfordshire-based and former fashion and homeware buyer Çigdem.

Large Cloud Bag £38

SHOP NOW

@aurumandgrey

1: Signet Ring **£495**

2: Initial Necklace **£290**

3: Name necklace **£190**

SHOP NOW

@charlestedinteriors

4: Potted Fir **£12.95**

5: Slim Candlestick **£12.95**

6: Lexi Bobble Vase **£44.95**

7: Metal Reindeer **£12.95**

SHOP NOW

@kokoblossom

8: Clear Phone Case **£20**

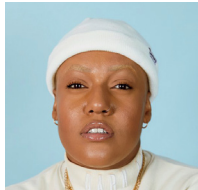
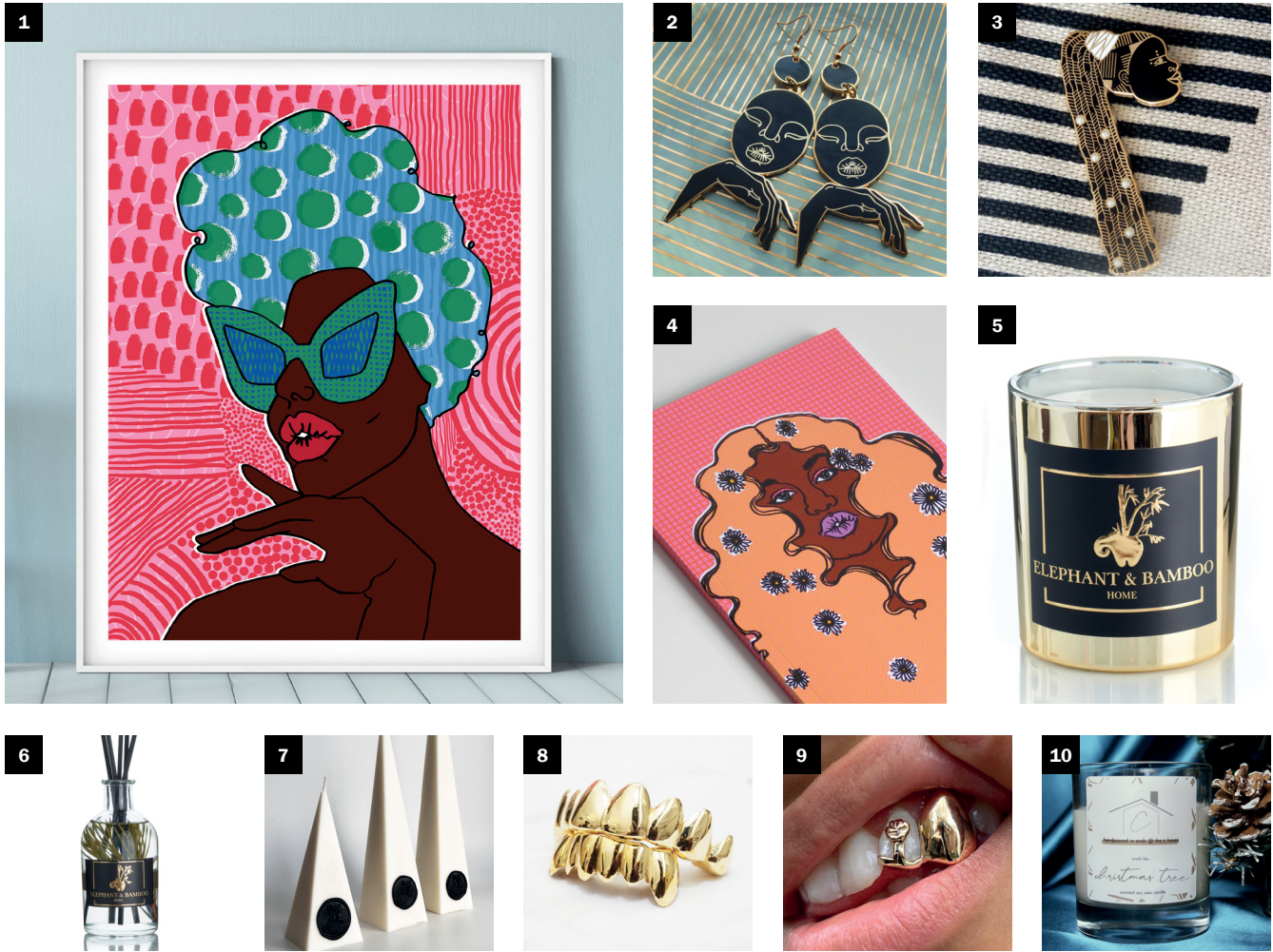
9: Pocket Phone Case **£35**

10: Monogram Earbuds **£59**

SHOP NOW

@nellanddigby

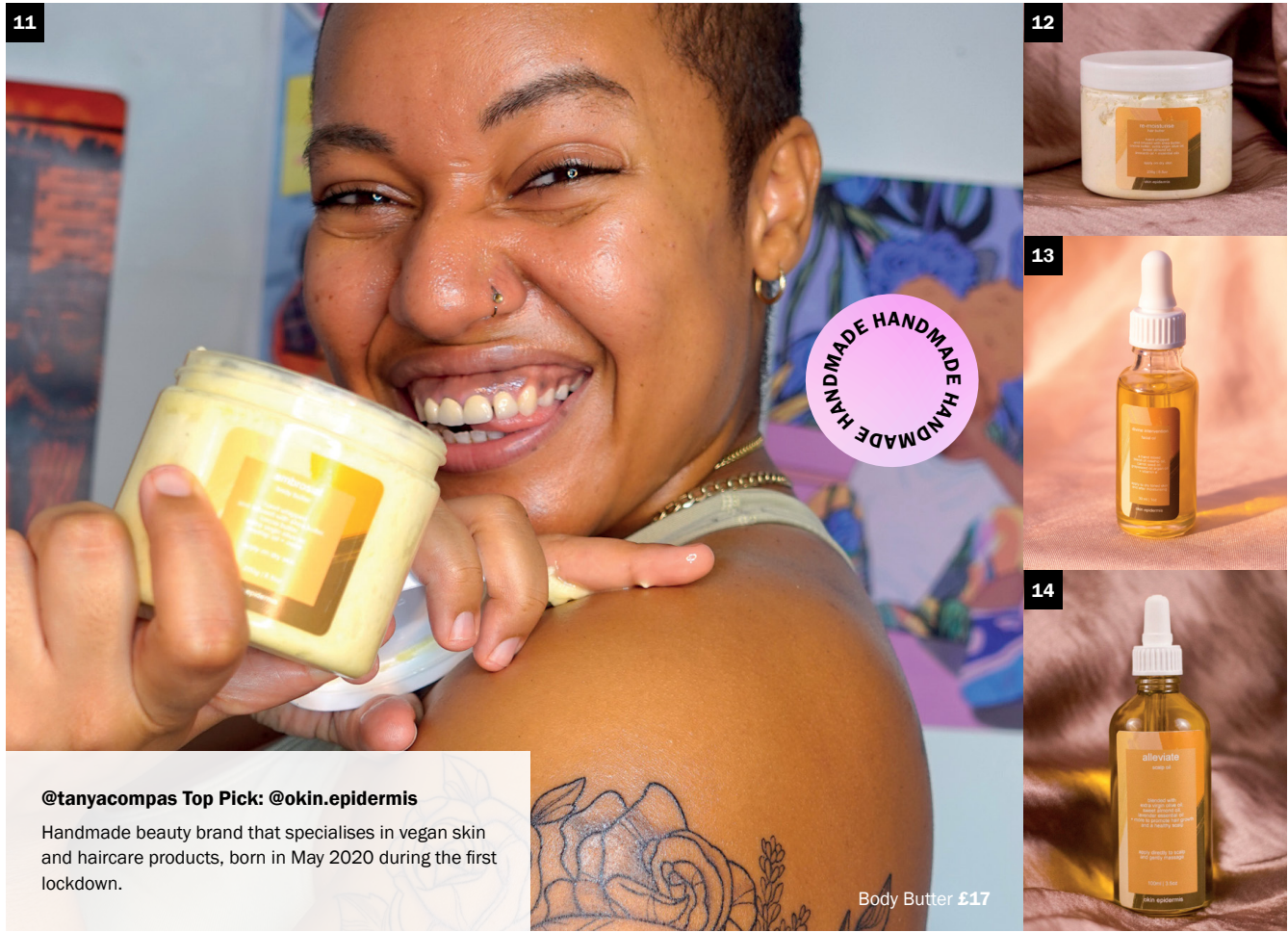
11: Large Cloud Bag **£38**



@tanyacompas

Founder of Exist Loudly and Queer Black Christmas, award winning youth worker and community builder.

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@tanyacompas Top Pick: @okin.epidermis
Handmade beauty brand that specialises in vegan skin and haircare products, born in May 2020 during the first lockdown.

Body Butter £17



@dorcascrates
1: Kemi Art Print **£30**
2: Ewaoluwa Earrings **£25**
3: Lindiwe Pin **£15**
4: Notebook **£8**



@elephantandbamboo
5: Candle **£28**
6: Diffuser **£30**
7: Pillar Candle Set **£35**



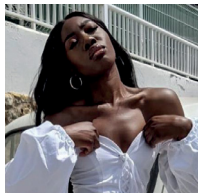
@milkandhoney.london
8: Grillz **£750**
9: 9K Cap **£140**



@the.chouse
10: Candle **£19.99**



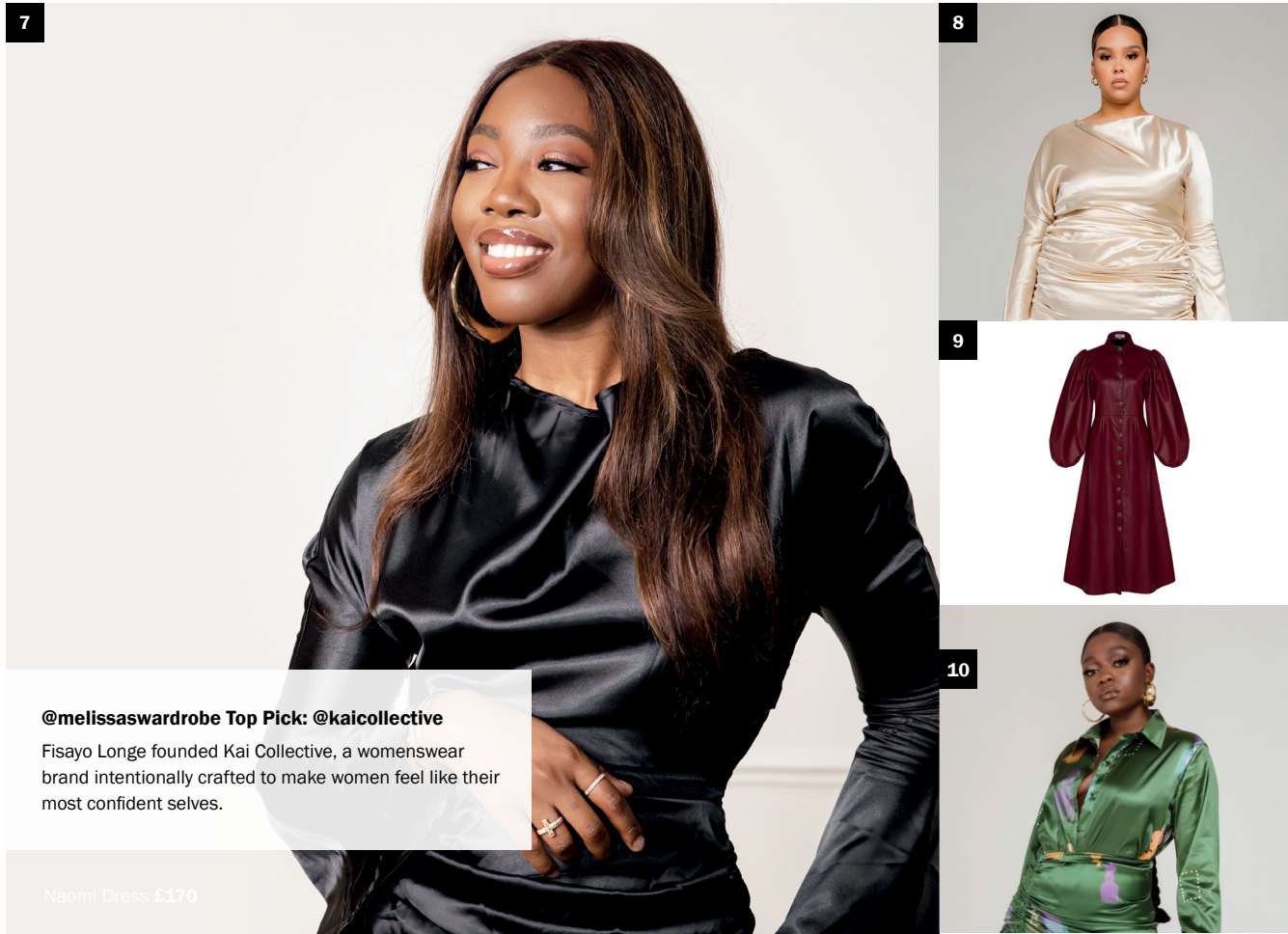
@okin.epidermis
11: Body Butter **£17**
12: Hair Butter **£15.50**
13: Facial Oil **£20**
14: Scalp Oil **£16**



@melissaswardrobe

Celebrity fashion stylist and lifestyle blogger, passionate about supporting black-owned brands.

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@melissaswardrobe Top Pick: @kaicollective
Fisayo Longe founded Kai Collective, a womenswear brand intentionally crafted to make women feel like their most confident selves.

Naomi Dress **£170**

SHOP NOW

@_felie
1: Carmel Vase **£60**
2: Galatia Vase **£40**
3: Elikah Vase **£40**

SHOP NOW

@eparaskincare
4: Night Balm **£100**
5: Cleansing Oil **£45**

SHOP NOW

@mybymahinamakeup
6: MY Glosses **£8.99**

SHOP NOW

@kaicollective
7: Naomi Dress **£170**
8: Naomi Dress **£170**
9: Umi Dress **£220**
10: Irun Shirt **£90**



@joshdenzel

Sky Sports presenter and content creator.

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@joshdenzel Top Pick: @8.7living
Champions of reusable products that fit into everyday life, making small life changes that lead to the bigger changes for the environment.



@punchydrinks
1: Mixed Case **£35**
2: Golden Hour **£12**
3: Holiday Romance **£12**



@theduppyshare
4: Spiced Rum **£26.50**
5: Mini Festive Rum Kit **£30**
6: Aged Rum (20cl) **£12.50**



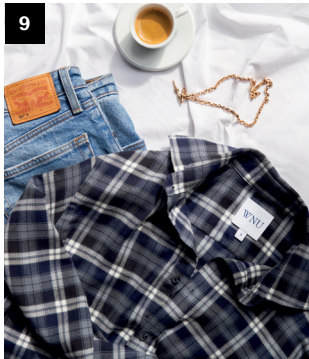
@8.7living
7: Insulated Bottle **£14.99**
8: Safety Razor **£17.99**
9: Bamboo Pads **£12.99**



@monikh

Writer and stylist known for fashion advice on obtaining aspirational and affordable style.

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11



@monikh Top Pick: @tovestudio

An advanced contemporary brand born out of a desire to create timeless clothing that balances modernity with femininity.

Flores Dress £725

12



Annely Midi Dress £475

SHOP NOW

@anissakermiche

- 1: Pearl Earring £398
- 2: Betty Earring £885
- 3: Perles Earring £725
- 4: Cotillon Ring £595
- 5: Brontë Doré Ring £480

SHOP NOW

@daphine

- 6: Baby Bea Necklace £110
- 7: Louise Earrings £60
- 8: Oli Hoops Mini £60

SHOP NOW

@withnothingunderneath

- 9: Brushed Navy Plaid £110
- 10: Brushed Olive Shirt £110

SHOP NOW

@tovestudio

- 11: Flores Dress £725
- 12: Annely Midi Dress £475



@oliver_cheshire

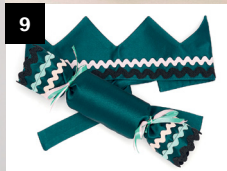
Fashion model, writer and small business owner.

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@oliver_cheshire Top Pick: @canopyPlants
A carefully curated selection of houseplants and pots from Saskia and James' studio in Peckham - a small business that puts the plants first.

Alocasia Zebrina £21.99



SHOP NOW

- @che.studios**
1: Valbonne Shirt **£75**
2: Belafonte Shirt **£90**
3: Navy Shorts **£85**
4: Pistachio Shorts **£85**

SHOP NOW

- @canopyplants**
5: Alocasia Plant **£21.99**
6: Livinstona Plant **£18**
7: Calathea Plant **£35**
8: Christmas Cactus **£13**

SHOP NOW

- @forever_crackers**
9: Reusable Crackers (x6) **£185**

THE SMALL BUSINESSES

@tovestudio	@8.7living	@the.chouse
@withnothingunderneath	@theduppyshare	@milkandhoney.london
@daphine	@punchydrinks	@elephantandbamboo
@anissakermiche	@wowsancho	@saturday_bymeganellaby
@nellanddigby	@tayneetinsley	@hutchcassidy
@aurumandgrey	@rosapietsch	@itsrooper
@charlestedinteriors	@nataliegaynordesigns	@molbythelabel
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@eparaskincare	@dorcascrcates	