

ANNABEL

de Jong



MY WHY

As someone who deeply values both style and sustainability, I deeply resonate with Filly & Fox's commitment to English farm traceable fashion. Having ridden since I was four years old, horses are a large part of my life. I love that the belts are made from traditional hand finished bridle leathers, a material I am familiar with, have used throughout my life, purposed into another part of my life that I love – fashion!

It is refreshing to be a tangible part of a movement away from fast fashion, sharing with people a sustainable brand, how you can reuse items in your wardrobe again and again, in different styles, from riding to going to smart events. I've been at polo tournaments where I've worn the same belt for playing as I have to the party in the evening – to me that is the epitome of versatility.

The quality of the materials and the attention to detail in every piece makes them a true investment. I truly believe that well-made products like these should be the future of fashion – pieces that endure both in style and durability and built to last a lifetime.

Filly & Fox, really has its place in the market, capturing those who love the countryside, and those who want to be able to support British production, while looking elegant in the process.

Filly & Fox's products capture attention. draw a crowd and make a stylish addition to any wardrobe collection. From the everyday wear, casual or formal to elegant and sophisticated evening wear. They are a conversation pieces as well as investment pieces.

Working with Filly & Fox has been an incredible experience, and I've loved seeing the brand evolve. The passion behind each piece and the deep care for creating a product which cares for the environment. This is evident the moment you open the carefully considered and ethical packaging and witness first hand the level of craftsmanship and attention to quality in every piece.

Christian has worked relentlessly on every detail of Filly & Fox's Products. How they move, function, and wear. He has been a pleasure to work with and I have loved the process of looking towards how the brand can grow, the marketing, and creating content that captures the true meaning of Filly & Fox!

I look forward to seeing the brand continue to grow, as I believe its dedication to sustainability and craftsmanship will resonate with the market and the increasingly more conscious consumers of authentic country style fashion.

We need your support to make Filly & Fox the the UK's leading farm to fashion brand for the country women who seek better in fashion. Why not join our community, our farm to fashion family and be a part of a different kind of fashion HERD.













FILLY & FOX



TRADITIONAL HERITAGE COUNTRY ELEGANCE

THE UK'S ONLY FULLY AUTHENTICATED FARM TO FASHION BRAND

FARMED / SOURCED / TRACED

MADE IN ENGLAND

THANK YOU

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