



HANNAH

Smith

MY WHY

As a true country girl at heart from working the land, living the country lifestyle and a competitive equestrian I was only too pleased to see FILLY & FOX come to market. A brand sourced from the land, authentically British and based on traditional crafting heritage, a return to how it once was before we lost it all to overseas mass production and fast fashion.

The attention and return to craft in the belt collection is stunning and not like anything you will see in current country style retail.

The smell of the farm traced bridle leather, the quality of the make and the overall presentation all carefully considered from an ethical and compassionate perspective and true dedication heritage and timeless elegance. Nothing has been left to chance.

As a owner of horses and in daily use and appreciation of bridles, reigns, saddles and many other bridle leather equestrian products it was evident the minute I opened the box that these have meticulously been crafted by a highly skilled maker from the saddling industry.

These belts show all the hallmarks of the finest saddle production skill sets I have known for years.

Taking this leather from its typical use in equestrian sporting into the high end fashion accessories is pure joy.

The colourful aligned rebranding, youthful, playful and engaging narrative with mission and purpose clearly sets a new benchmark in the industry for something a little different to the rest, whilst still maintaining the traditional and country style heritage values, but for a new emerging audience.

I am looking forward to working with Christian and the rest of the team with the new collections in development in what will be the full farm to fashion wardrobe collection for those who want authenticated British elegant country style fashion with peace of mind knowing how authentic and connected to the actual source it is.

The future products and collection pieces are shaping up to be something rather special with the unique FILLY & FOX twist and farm traced stamp of approval. Clearly in a field of their own with no gatekeeping either.

It has to be a win all round - Hannah”











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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