

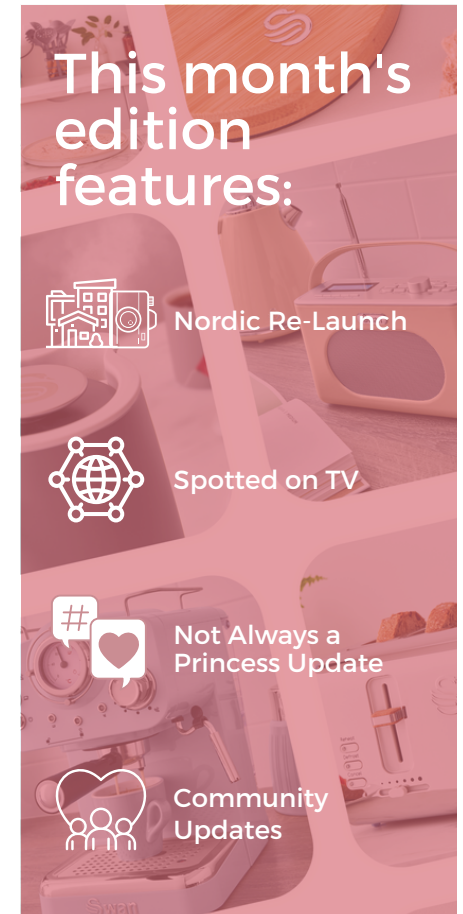


THE SWANDAY TIMES



TIKTOK SHOP 'TIL YOU DROP

It was great to attend the TikTok Shop UK Merchant x Creative Agency Partners (CAPs) Matchmaking Event this month at TikTok's brand new London office. Our E-Commerce Sales Director and Marketing Executive networked with so many incredible CAPs to discuss the brand's growth on TikTok Shop. With an organic following of 123.8k on TikTok already, we have truly created the perfect space to flourish and grow our TikTok Shop potential. We can't wait to see where this platform can take us and we anticipate great things from this partnership.



NORDIC COLLECTION

RE-LAUNCH WITH

LAUREN SADDINGTON

This month, we re-launched our Nordic Collection. Swan have collaborated with TikTok sensation, Lauren Saddington, to bring a fresh new look to our Nordic range. Lauren's bright and bubbly personality has captivated a whole online community, encouraging positivity across all of her platforms, and is reflected into the products within this Scandinavian-inspired collection. Lauren hopes that you love each product as much as she does and that they breathe life into your home.



NORDIC COLLECTION

A recognisably Scandi inspired collection, the Nordic range utilises the soft wooden textures and neutral colours of Sweden, Norway, Denmark and Finland to truly transport the taste of Scandinavia to your home.

FOUR ICONIC COLOURS



AN INTERVIEW WITH OUR MARKETING DIRECTOR

After joining the team at Swan 14 years ago, Marketing Director David Foulstone has taken the company in exciting new directions. With a passion for innovation and an eye on what's coming next, he's been instrumental in launching fresh product ranges and enlisting influential brand ambassadors to get people talking – ensuring that this business is always up-to-date with tomorrow's trends.

We sat down with David to discuss how Nordic came about, what inspired this range, and why it's being re-launched.

He said,

“The reason for the reshoot was, back in 2017, as I mentioned earlier, it was very image first, picture first, now in 2022 it's video first. Everything's video; Instagram, TikTok, you know TikTok wasn't even a thing in 2017, well it was, but no one knew about it. So for us with the relaunch of the range, we wanted to find somebody that would fit the product range and help influence on TikTok because that is the emerging market, and that's why we selected Lauren – we felt that she would be a really good fit for the range.”

You can read or watch the rest of the interview [here](#).





EBAY VISITS THE SWAN SHOWROOM



Katie Lindop and Lily David from our E-Commerce Sales Team welcomed Tom Familton from eBay to our Showroom in Stoke-On-Trent.

After short introductions, we got straight to business and began planning eBay's 2023 strategy.

eBay is an exciting platform where you can shop, sell, and find great deals and we can't wait to see what 2023 brings for this account!

SWAN LIVE ON DEBENHAMS

Did you know that we now stock some of our wonderful products on Debenhams?

Members of our savvy Sales team have absolutely smashed it since November and we are so proud of them and can't wait to see how well this partnership does!

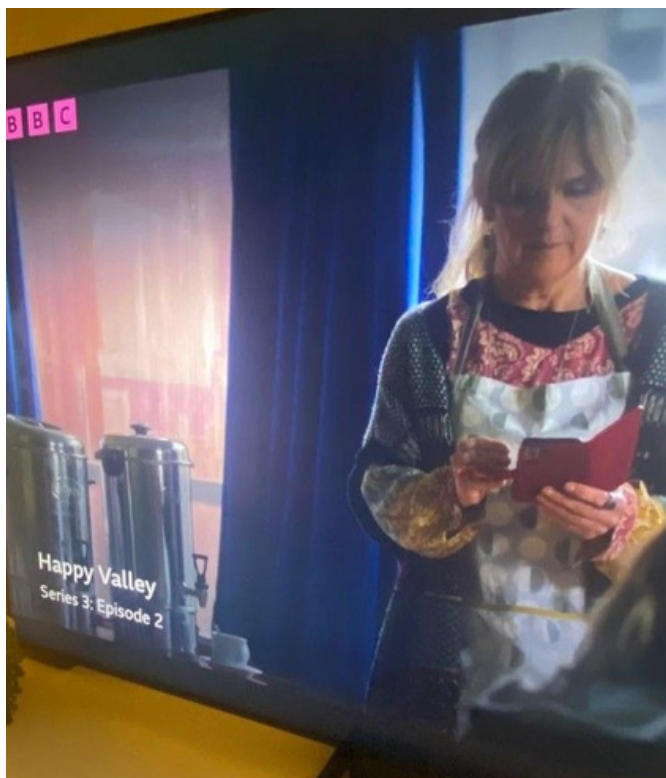


SPOTTED ON TV!

Swan Urn on Happy Valley!

We are totally hooked on the new series of Happy Valley, so seeing our very own catering urn in episode 2 was an absolute delight!

To stay up to date with all things business and behind the scenes at meetings and events, follow our [LinkedIn page](#).





#MySwanKitchen Winner Announced

Our share to win #myswankitchen winner for December is...

Becca - @exhaustednurse_

We're delighted to announce that our December share to win winner is Becca, who captured this lovely shot of her blue Retro pump espresso machine doing its glorious thing! We hope you love it as much as we do as well as your chosen prizes of the matching Retro dial kettle and sensor bin!

If you want to be in with the chance of winning a new Swan product, why not enter this month's share to win competition? Simply snap a photo of your Swan product in its lovely home. Post the picture on Instagram tagging @SwanBrandUK and #MySwanKitchen to enter.

It's that easy! What are you waiting for? Get sharing to win!



Lauren's Podcast Reaches New Heights

We are proud to sponsor one of our brand ambassador's podcasts and are thrilled to see it really take off! Lauren shared a snippet of her new episode with Holly Murray to her Instagram page where it received 15k views in just a short couple of hours!

Don't forget to listen to *Not Always a Princess* on all major podcast sites or watch the full episodes on YouTube. The latest episodes feature TikTok makeup sensation Holly Murray, who quickly grew her TikTok page to 8.2m all whilst being a mum of two, and Ellie Mae Grady, known for being open about her dating life and bad experiences.





Kingsway Power U16 Regional League Qualifiers



We are all ecstatic with the amazing news that the U16 netball team has qualified for the NW U16 Regional League. This is a huge accomplishment and these brave netballers have worked incredibly hard to make it happen. Everyone associated with the netball club should feel hugely proud of this remarkable achievement and let's wish them even more success going forward! Congratulations one and all, you have earned it!

And if you want to keep up to date with all things Kingsway Power Netball Club, follow them on Instagram @[kingswaypowernetballclub](https://www.instagram.com/kingswaypowernetballclub).

It's Getting Steamy

We launched our brand new Dirtmaster 1300W Lightweight Steam Mop this month and our lovely Swan community has gone crazy for it! We wanted to share some photos shared by you on Instagram receiving and using your new steam mops.



@mummytoasmallarmy



@the_pavitts_lansdown_home



@laurens cleaning



WORDSEARCH

There are 8 hidden answers to be found related to this issue, reading in any direction, in the wordsearch grid below.

C F I L M S N J H O S T A W X
H E S N E R U A L C E F W D J
T B A H A S H R A P L A C G B
S M L R T D R T U Q R N A M I
M E L O O R R N N L S M J K Y
O S B W C H T D C A E T A C E
S S L A F O G I H S A Y U E L
K E B N Y E F J I W P T T G L
Y N B C G E T R B C O R U I A
E B T I K T O K I I D O M F V
T I E P A C I T N D C E N T Y
A A N O Y M A C I D A O N L E
L L O J F Y S A M T S I R H P
P S H O P L O X A Y T P L V P
C R N O R D I C R T A E H A A
O J O O V Z I C O J B A Q T H
H Y P A S D A X E S T P V E U
C J D O F Z I L O D W F I L S

SUDOKU

Place each of the numbers 1-9 once in every row, column and 3x3 box.

2	5			7				
			5	9		1	3	
				2	3		6	7
							9	6
8	1	4						
			7		5			
4		2	1			6		
		8			6	3	1	
		1		3		8		9

ANSWERS

NORDIC LAUNCH TIKTOK SHOP HAPPY VALLEY EBAY

6	1	4	3	7	0	2	9
9	7	0	2	5	6	3	1
4	3	2	1	8	9	6	7
0	1	4	9	6	2	7	5
3	9	6	7	4	5	2	8
8	1	4	9	6	2	7	5
7	2	5	3	1	8	4	9
1	4	9	6	2	7	5	3
6	8	7	5	9	3	1	2
2	5	3	6	7	1	9	4

NORDIC COLLECTION

