



MEDIA PRESS KIT

Grace & Dotty
Media Kit
2026



Written by Grace & Dotty and Shh! PR for editors, journalists, brand managers, stylists, photographers, and more.



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BRAND INTRODUCTION

Nestled in the heart of the stunning Vale of Belvoir, England, Grace and Dotty is a proud country clothing brand dedicated to British craftsmanship and quality.

Our mission is simple: *"To create exceptional products that are truly loved by their owners."*

ABOUT OUR BRAND

Grace & Dotty is a British country clothing brand based in the beautiful Vale of Belvoir, quietly nestled between Nottingham and Grantham. The Grace & Dotty brand is named after the brand owners' daughter, Grace, and her beautiful pet Labrador, Dotty.

Grace & Dotty was born in 2017. Spotting an opportunity in the country fashion market, Karen Ellis researched, developed and designed a small range of tweed poncho products to be sold at the London International Horse Show. The response was far better than expected and has led to Grace & Dotty establishing itself as a well-known country clothing brand that offers high-quality, British-made products.

The majority of the Grace & Dotty product range is made by a small but highly-skilled set of seamstresses from in and around the Vale of Belvoir.

Grace & Dotty is a direct-to-consumer brand, which retails through the brand's website as well as at a number of well-respected racecourses throughout the UK, including Stratford, Uttoxeter, Doncaster, Southwell and Leicester.



STATISTICS

9 YEARS
IN
BUSINESS

22500+
UNITS
SOLD

BRITISH-
MADE
PRODUCTS

15,455+
FOLLOWERS

THE GRACE & DOTTY TEAM –

Grace and Dotty is the brainchild of Karen and Richard, a dynamic, but fun loving couple with decades of experience in the clothing and apparel industry. You'll often find one or both of them at the race meetings, proudly representing their favourite brand to date, Grace and Dotty.

KAREN ELLIS – OWNER

Karen Ellis is a lingerie and swimwear designer by trade. Throughout her career, she has worked with some of the world's most high-profile lingerie brands and had an ownership share in a number of brands herself.

Karen's talents became well-known when she designed the first ever padded push-up bra to reach a GG cup. A feat that saw her featured in national publications in the UK.

RICHARD ELLIS – COMMERCIAL MANAGER

Richard Ellis is from a sales and marketing background and has worked in the lingerie and swimwear sector for over 20 years. In his role as Commercial Manager, he supports the direct-to-consumer business growth of the brand, developing and executing brand strategies to support the aspirational growth expectations of the business.



WHAT YOU
WEAR IS HOW
YOU PRESENT
YOURSELF TO
THE WORLD.



ABOUT OUR PRODUCTS

The Grace & Dotty product range has grown considerably since 2017. The brand still offers its signature range of ponchos, which come in three sizes: short (perfect for sizes 6-12), regular (for sizes 10-16) and long (for taller ladies or sizes 18-22).

Alongside the ponchos, we offer premium-quality fedora hats with individually handmade, bespoke feather decorations, fascinators made with feather decorations, men's tweed waistcoats and pure wool high-quality trilby hats and cowboy hats, as well as a wide selection of pure wool tweed flat caps and baker boy caps.



PRODUCT RANGES



BRANDING -

		
Dark Camel	Blush	Light Grey
		
		
		
		
Black	White	Dark Grey
		
		
		



VISUAL ASSETS

At Grace & Dotty, we have a variety of logos available for use.

We also have a collection of both lifestyle and product images for the full range, giving you a selection to choose from.

All logos and images are available in standard and high-resolution and can be provided in JPEG or PNG format, so you have the right images for your needs. If you need an alternative format, please let us know, and we can provide this for you.



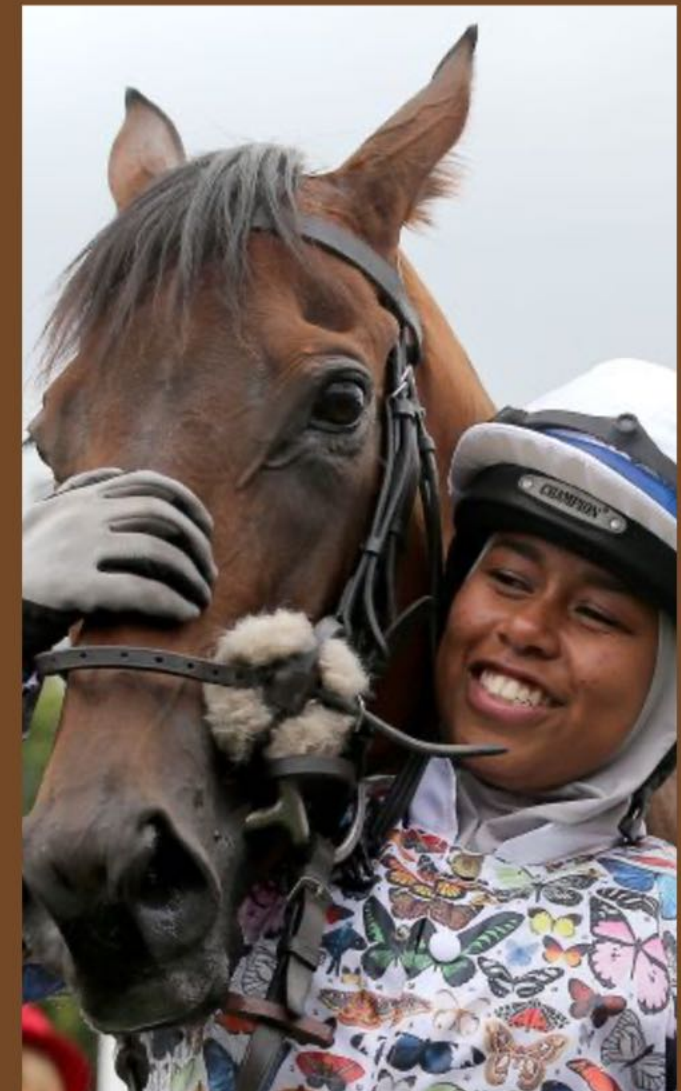
NEW FACES OF THE COUNTRYSIDE CAMPAIGN

Grace & Dotty's *New Faces of the Countryside* campaign is a natural next step in our commitment to making sure rural style belongs to everyone. Following the success of our previous *Here Come the Girls* campaigns, we decided to commit even further with a three-year sponsorship of Aamilah Aswat, Britain's first Black female jump jockey, whose story speaks to courage, representation and a changing countryside.

WHY THIS CAMPAIGN

From day one, Grace & Dotty has been about real people living real country lives. In our *Here Come the Girls* campaigns, we celebrated women of different ages, shapes, and stories, showing that confidence and country style have nothing to do with size or stereotype. The response showed us how powerful it is when customers see themselves reflected in what they wear and who wears it.

New Faces of the Countryside builds on that same belief: that the countryside is richer when more people feel welcome in it. By spotlighting individuals whose paths into rural life and sport might not fit the traditional picture, we want to help redraw that picture altogether.



WHY AAMILAH?

Aamilah's journey to becoming the first Black British female jump jockey is a clear example of barriers being quietly, determinedly broken. Her talent, work ethic, and ambition to ride at the very highest level sit perfectly alongside our own values of perseverance and possibility. She is also a visible reminder that the future of the countryside and of racing will be more diverse than its past.

Our three-year sponsorship is designed as a long-term partnership, not a moment in time. It gives Aamilah consistent backing as she chases her goals in jump racing, while we work together to tell a wider story about belonging in rural Britain.



A BRAND FOR EVERYONE

We believe clothes should feel as good as they look and be made for bodies and lives as varied as the people who wear them. That's why inclusive sizing and real-life storytelling sit at the centre of our collections and our campaigns. New Faces of the Countryside takes that ethos beyond the wardrobe and into the world our customers ride, walk, and work in.

By supporting Aamilah and others like her, we hope to encourage more people to step into countryside spaces with confidence, whether that's at the races, on the yard or out on a Sunday walk. This campaign is our way of saying that the countryside is changing, and everyone is invited to be part of what comes next.



QUOTES

“Grace & Dotty was born out of my passion for timeless fashion. I wanted to create a brand that not only celebrates country fashion but also empowers everyone to express their unique style with elegance and grace.”

Karen Ellis - Owner of Grace & Dotty

“Every piece at Grace & Dotty is meticulously crafted to ensure the highest quality. We believe that fashion should be both beautiful and durable, standing the test of time in both style and craftsmanship.”

Karen Ellis - Owner of Grace & Dotty

“As we look to the future, our goal is to continue evolving while staying true to our core values of elegance, quality and empowerment. Grace & Dotty is more than just a brand; it’s a celebration of men and women and the stories they tell through their style.”

Karen Ellis - Owner of Grace & Dotty



GRACE & DOTTY MEDIA PRESS KIT

Feel free to reach out to our media team to get the inside scoop on all things Grace & Dotty.



CONTACT INFORMATION



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