

Mission Statement



I am a bespoke wedding cake designer, providing innovative designs for creative couples who want their wedding to truly reflect their personalities. I take inspiration from my glorious Yorkshire countryside surroundings and specialise in unique designs using natural textures, bold florals and delicate handpainting. However, I also have a naughty and geeky alter-ego and love nothing more than adding quirky elements, for example, favourite films, pastimes, pets etc to make something that is truly tailored to the couple and their story.

My website is designed not only to showcase my designs using beautiful photography but also to make choosing your wedding cake as painless as possible. The photos take centre stage but the copy is written to reflect my friendly, lighthearted and honest nature so as to put customers at their ease. Prices are provided for the customers ease of reference and blogs are chosen to be thought-provoking but also informative. Nothing should be ambiguous but if they do need clarification, I am only a contact form away.

I have chosen a black logo but with my name in a handwritten font which stands out amongst the pastel colours of my competitors in the wedding industry. I want to portray that I will not follow the herd and churn out the same designs, my approach is unique but it is done in an approachable and friendly way. By using my own name, I have taken ownership and am not prepared to hide behind a fancy name. I am the brand and I am in full control, from start to finish.



OUR OBJECTIVES

To create original designs using artistry and skills from fresh locally sourced ingredients in a sustainable manner.

I want visitors to start believing that there is a cake maker who will listen to their ideas and dreams in a non-judgemental way, mould and embellish those ideas (and perhaps add a little crazy and whimsy!) and then turn them into something fabulous that they will love. I want the visitor to experience the excitement and passion that I have for my craft and the little bit of my soul that goes into every creation. I ultimately want the customer to feel completely special, have fun choosing their cake and to feel that they have my undivided attention. It is not just a cake, it is an experience!!!