The company

Nearly a year after graduating, Laura started taking her first steps in becoming a designer-maker for wallpaper and interior accessories. Her career took off with the motivation in her final year of her degree as well as gaining work experience through internships, during and after University. ‘These experiences consisted of working for independent designers similar to me, interior designers and a high profile designer, all of whom inspired me into this role.’

As Creative Director of Laura Felicity Design, she specializes in hand drawn and screen printed luxury wallpapers and homewares for both bespoke services and retail sales. ‘Additionally, I host printmaking workshops for beginners, parties, children and for team building. I’ve also worked as a Visiting Lecturer at the University of Hertfordshire for second year Applied Art students and as of September 2014, I will be tutoring the evening short course in Textiles – Design and Print.’

Day-to-day activities for her business include tasks such as admin, networking, meetings, client projects and social media promotion. ‘I find that each day brings a range of activities in order for me to grow and develop the company.’

Advice & future plans

Without Laura’s degree, her ability to set up the business would have proved to be difficult as throughout the course of her studies, she learned four different, but very important disciplines; ceramics, textiles, glass and jewellery. ‘In my second year, I went down the textiles route where I fell in love with the screen print process. I currently use paper, textiles and screen print throughout my design collections, which is also the USP of my business. Without my degree, I wouldn’t have been able to set up business as effectively as I have done.’

‘Prepare, research and have dedication’ is the advice Laura offers should you set up your own business. ‘You really must carry out market research and check out your ‘competition’ before you go into a particular career. I believe you have to be very passionate about what you do and where you want your business to develop, because there can be a lot more hard times than good at the start (or for at least the next five years).’

As far as future plans go, Laura hopes to take the business full-time (by January 2015) and continue to grow the business name. ‘I would love to have a small team working for Laura Felicity Design in the coming years. I’d also like to work on more wallpaper and homeware projects throughout the UK and branch out internationally. Another ambition of mine is to have my own studio/showroom space where clients can come and visit as well as for my team to work.’

Prepare, research and have dedication. I believe you have to be very passionate about what you do and where you want your business to develop, because there can be a lot more hard times than good at the start.