

LOOKBOOK

CELEBRATING OUR MOTHERS

thoughtful. 



MUM'S GOT BAGGAGE.

Not your mum. The word mum. Over the years, decades, centuries, it's picked up a lot of associations and connotations. Homemaking. Hoovering. Three rings to let me know you're home. Packed lunch, Sunday dinner, kiss it better, gin drinker.

Did all of these apply to your mum? Did any of them? Did you even know your mum? Is this all there really is to 'mum'?

This year we're putting the baggage aside for a bit and thinking about the people we call mum. You'll find some ideas about that in the rest of this look book.

We're also thinking about what mum means in different kinds of families. We're excited to see cards that acknowledge stepfamilies; single-parent families; families headed by two unmarried partners, either of the opposite sex or the same sex; households with family members from different generations; adoptive families; foster families; found families; bereaved families who've lost a parent or a child; families where the 'kids' are pets; and families where children are raised by their grandparents or other relatives.

We can't wait to see what you come up with. Remember we keep our new Mother's Day cards a secret in the catalogue until it's the best time to release them... until then, mum's the word.

MOTHER'S DAY ARCHETYPES.

Archetypes can help us identify universal patterns in ourselves and others.

These patterns can include values and core belief systems that make us who we are.

These are a result of collective, shared ancestral memories that may persist in art, literature and religion but aren't always obvious to the eye.

"The primordial image, or archetype, is a figure—be it a daemon, a human being, or a process—that constantly recurs in the course of history and appears wherever creative fantasy is freely expressed. Essentially, therefore, it is a mythological figure... In each of these images there is a little piece of human psychology and human fate, a remnant of the joys and sorrows that have been repeated countless times in our ancestral history..."

Carl Gustav Jung, Swiss psychiatrist

THORTFUL'S MOTHER'S DAY ARCHETYPES...



THE CAREGIVER

Driven by compassion and lives for helping others, the Caregiver is responsible and protective. "Caregivers" run the risk of putting others before themselves and neglecting their own needs. They often find it difficult to maintain personal boundaries - a characteristic that makes them phenomenally emotionally accessible but often feeling encroached upon and depleted of their vital energy. Persistence is often an aspect of this archetype; she may be deeply stubborn.



STRENGTHS

Nurturing, persistent, compassionate, grounded, selfless, generous, optimistic, reliable, quick to forgive

CHALLENGES

Self neglect, stubbornness, letting go, lack of boundaries, over-involved, single-minded, easily deceived

TENDENCIES

Fixes things & takes action, makes things worse, steamroll others, humanizes villains - helps us empathise, give refuge to the protagonist, lends a listening ear and safe place

CARDS FOR CAREGIVERS

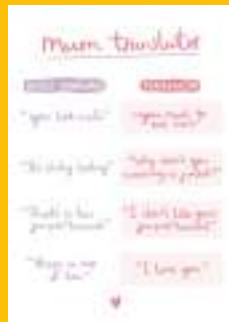
Just like any archetype, there will be different ways in to express how we feel about our CAREGIVERS - remembering that we are all multifaceted! These are a few that we think will work best on a card.

Observational humour

What does our Caregiver do that's caring, predictable, an 'in-joke' and that lets them know, by the back door, that we love & appreciate them?



Izzy Likes to Doodle



Very British Problems

From the heart

Sometimes the simplest way is to let the card do the talking. Acknowledging the role they've played in shaping us as a human - no jokes, just care.



Bird & Co Studio



Harkiran Kalsi

Multi-faceted Mum

The Caregiver runs the risk of over-extending themselves. Cards that let mum know that you can see how far-reaching their care is are both true and appreciated.



Poet and Painter



The Joy of Memories

FOR CAREGIVERS IN 2023, FOR STAND OUT, CONSIDER...



Muted earth tones to complement the natural care this mum gives



Modern, pretty references that deliver on detail - notch it up from copy-heavy routes



Sophisticated soft fonts to cut through 'samey' types in the listings

THE HUNTRESS

The Huntress is arguably one of the most compelling archetypes. This female protagonist has an emotionally loaded backstory that sets them on a fevered mission. This character ventures far beyond the norm to wrestle with danger on her terms and pursues her path with laser focus. No one is going to stop her freedom, success and dominance and she will advocate for the marginalised people, righting the world's wrongs, along her way.



STRENGTHS

Mental courage, resilience, strong sense of right & wrong, commitment, impulsive, persistent, inner-strength

CHALLENGES

Idealistic, reckless, arrogance, foolhardiness, selfish, obsession, isolation

TENDENCIES

Willingly faces tremendous trials, discovers new friends, new enemies, new interests, learns difficult lessons - sometimes the hard way, leaves 'ordinary' behind

CARDS FOR HUNTRESSES

Just like any archetype, there will be different ways in to express how we feel about our HUNTRESSES - remembering that we are all multifaceted! These are a few that we think will work best on a card.

Empowered design

Capture their 'roar' on a card. Powerful affirmations that get to the single-minded truth - this female is FIERCE.



Little Birds Talk



Emmy Lupin Studio

Defy norms

Cards can call out that our Huntresses play a role that society doesn't expect. Celebrate their contradictions.



Mrs Best



Kerry Stewart

Go WILD CHILD

Keep it artistic but ditch the pastel pink, pretty flowers for this female force. Vibrant, energy, bold, big design.



Claire Barclay



Potty Mouth

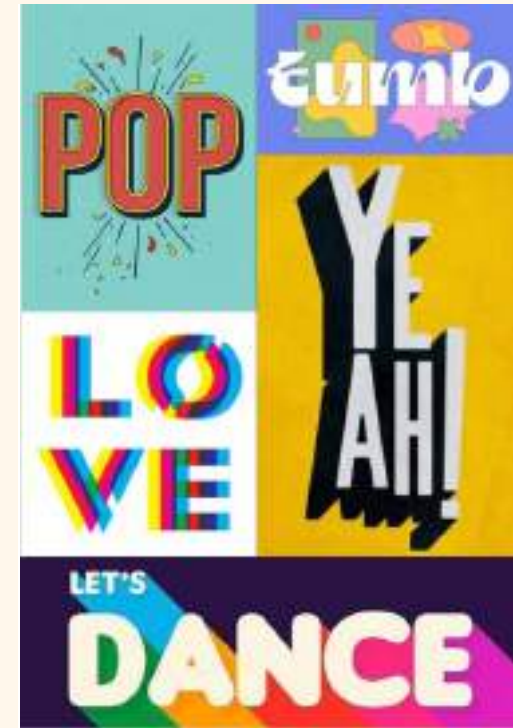
FOR HUNTRESS IN 2023, FOR STAND OUT, CONSIDER...



Vibrant colour palettes with high clash to shock the card off the shelf



Power shapes and patterns kick out and disrupt. Consider mix media for stand out



Full-bodied, angular and intense fonts

THE SAGE

One of narrative's oldest, most enduring archetypes. She is, in a sense, the Spiritual in human form but a wise woman isn't born a fully formed sage. She is molded by her experiences and lifelong pursuit of knowledge. Never identifying as 'wise', the mantle of 'wise' is often bestowed upon her. Her wisdom comes from forced choices; encountering obstacles and growing through their actions.



STRENGTHS

Adaptable, challenging, intuitive, considered, calm, rationale, trustworthy, helpful, patient, logical, determined

CHALLENGES

Aloof, calculating, judgmental, nosey, presumptive, arrogant, critical, unsympathetic

TENDENCIES

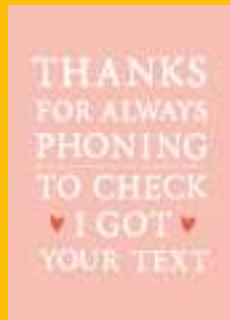
Devoted to understanding, single-mindedly focussed on a given task, can unwittingly criticise and cause offence, sometimes passive - not constructively active

CARDS FOR SAGE

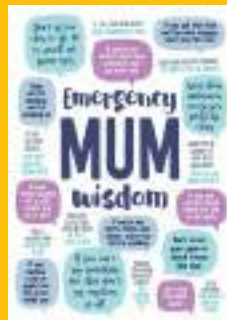
Just like any archetype, there will be different ways in to express how we feel about our SAGES - remembering that we are all multifaceted! These are a few that we think will work best on a card.

Observational humour

What does our Sage do that's all knowing yet predictable, an 'in-joke' and that lets them know, despite their constant advice, we appreciate them?



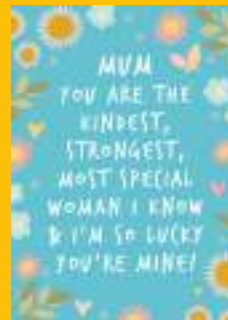
Zoe Brennan



Paper Plane

From the heart

Sometimes the simplest way is to let the card do the talking. Acknowledging their wisdom and how it's kept us growing & safe without our tongues in cheek.



Fifi Designs



Sophie Potter

Calm & considered

As the Sage is calm & considered, artistic design that lends to this feeling of tranquility and steadiness will resonate with Sage Mum-figures.



Rebecca Prinn



Kate Fox

FOR SAGE IN 2023, FOR STAND OUT, CONSIDER...



Palette-wise, forest meets sky as our Sage sees the bigger picture



Graphic design or illustrations that yield reflection, stability and cleverness



Crafted fonts - carefully considered and finessed

THE INNOCENT

This archetype tunes into our longing for wholesomeness, a kinder world. We readily imagine the Innocent as pure, virtuous and faultless. Eternally optimistic, the Innocent looks to do things the right way and fear being 'wrong'. They always see the good in people and enjoy simple things, a pure heart, free from corruption. But, because of their idealistic view, they can inadvertently create chaos and experience heartbreak.



STRENGTHS

Inspiring, wonder, optimistic, cheerleader, romantic, devoted friend, trusting, sincere

CHALLENGES

Naivety, foolhardiness, resistant, fear rejection or disappointing others, obedience, repeats mistakes

TENDENCIES

Favour harmony over conflict, rally others with their optimism, easily disappointed if it doesn't end 'happy', resist & deny change or complexity, encourage healthy or wholesome habits or actions in others

CARDS FOR INNOCENT

Just like any archetype, there will be different ways in to express how we feel about our INNOCENTS - remembering that we are all multifaceted! These are a few that we think will work best on a card.

Say what you see

Literal translations of how this role model makes us feel. Soft and gentle prose & design. A good space for 'mum to be' or 'first mothers day' cards.



Charley Muttit



Cloud 9 Design

Innocent accolades

Reassure our Innocents that their world is good and they are good within it. 'Best' and 'No. 1' expressed delicately not fiercely, with dainty design.



The Little Posy Print



Helen Mackay

The gentlest of humours

Our Innocents are sensitive so we would never deride them mercilessly but gently prodding them on their optimistic mum-frailties they can bear.



Jungle Beat Creations



Nikki Noo Cards

FOR INNOCENT IN 2023, FOR STAND OUT, CONSIDER...



A classic palette but consider a challenger accent to push this off the listings



Dainty design but stray away from the typical - reinvent 'pretty' for our Innocents



What's a modern take on Serif or Script? Avoid repeating what's already in the catalogue

THE QUEEN

Highly recognisable, our Queen is all about stability and anti-chaos. They create and maintain order be that benevolently with grace and fairness or rigidity with rules to be obeyed. They can be passive, part of your story, and your driving force - serving to create and define your world, OR they can be active; pushing themselves and consequently your future ahead.



STRENGTHS

Serve the greater good, charisma, commanding, inspiring, fair, confident, social

CHALLENGES

Status-orientation, fear of loss, vengeful, vain, paranoia, jealousy

TENDENCIES

Define and maintain structure and order, will make unpopular decisions in service of the greater good, do not shy away from leadership, strong sense of fairness & values, unites groups against a common goal

CARDS FOR QUEENS

Just like any archetype, there will be different ways in to express how we feel about our QUEENS - remembering that we are all multifaceted! These are a few that we think will work best on a card.

Foreceful accolades

More ardent than the Innocents' equivalents, let mum know she is the ruler; the Queen that binds; the force of order and we're grateful for it. If you have to throw Dad-figures under the bus to do it, so be it!



Giddy Kipper



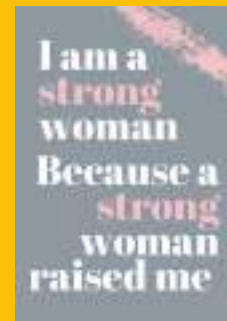
Accidental Artist

Match her

Let this female force know that you are emerging in their ilk or aware of their frailties. Compete with this mum – she'll respect you for it.



Katie Brookes



Jean Lawrie

Sassy sacrifice

Cards that acknowledge how having & caring for a child takes a toll on our Queens act as backhanded empathy and draw a smile. Our audacious Queens can take it.



Jeffery & Janice



Mark Williams

FOR QUEENS IN 2023, FOR STAND OUT, CONSIDER...



A modern maximalist palette. Rich, unusual - reserved for 'best'.



Consider the use of elegant, regal symbolism. From crowns, to coats of arms to Queen of Hearts.



Flourished fonts with lengthened and indulgent letters.

THE LOVER

Not just romantic love, our Lovers are generous with theirs - friends, family, their gods or simply the world around them. The Lover seeks passion regardless of the nature of the “object” they fall for. They are all about creating and holding on to relationships and evoking devotion both ways. They strive to make others feel loved, secure and take pleasure in the meeting the needs of others.



STRENGTHS

Idealist, intimate, sounding board, confidante, patient, giving, respectful, sensual, magnetic

CHALLENGES

Intensely emotional, hedonist, obsessive, dramatic, single-minded, indulgent

TENDENCIES

Pursue connection & togetherness, fearful of being alone or unloved, avoid conflict if it jeopardises the relationship, value beauty & luxury, dreamers with active imagination, make emotion-based decisions

CARDS FOR LOVERS

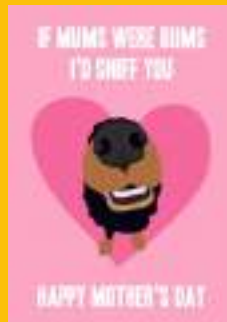
Just like any archetype, there will be different ways in to express how we feel about our LOVERS - remembering that we are all multifaceted! These are a few that we think will work best on a card.

From 'not the kids'

Partners often buy for the 'mum' role model - whether that be from the kids when they are very young, from the teenager when they've forgotten or heartfelt from the partner - as gratitude for the co-parenting. And don't forget fur-babies. Great space for Pet Mums.



Six Eleven Creations



Miss Tash

Familiar, familial friendships

Our lover females can be our best friends and service a different type of love. Cards that pull in a belly laugh or a cheeky giggle will work for this confidante.



Doodle Dot Design Co



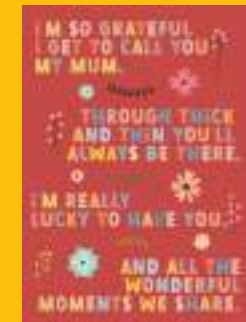
© Ladybird Books Ltd

Pour it on

Lavish these Lovers with hyperbolic sentiment. It can be cute, it can be soppy, it can be indulgent. Go to town - there's no such thing as 'too much' for lovers.



Katie Illustrated



For Cards Sake

FOR LOVERS IN 2023, FOR STAND OUT, CONSIDER...



Vigorous, velvety rainbows,
palette-wise



Sensual, indulgent graphic design and
illustrations



Nesting and 3D fonts. How can
you lift them off the card?

THE MYSTIC

The seer, alchemist or crazy old hermit that lives under the waterfall, we revere our Mystics. Often our mentors, they are knowledgeable, experienced and powerful. They bring discipline and foresight; vision and creativity. The exude intuition and their influence is sought and prized. They spread hope and belief in the seemingly impossible.



STRENGTHS

Disciplined, intelligent, perceptive, compensates for other, introspective, intuitive, private, artistic

CHALLENGES

Arrogance, hubris, indifference, selfishness, distant

TENDENCIES

Detached from everyday experiences of others, lose interest in 'normal', compensates for others' frailties, drawn to unconventional lifestyles and relationships, can withdraw or become introverted

CARDS FOR MYSTIC

Just like any archetype, there will be different ways in to express how we feel about our MYSTICS - remembering that we are all multifaceted! These are a few that we think will work best on a card.

Amp up the mystic

Bring in the sense of "other worldly" for our mystic mums with artful use of dark & light design.



Callisto Design Co



Paper Picnic Designs

Pure art

Drop with tradition and reward our Mystics with beautiful design they'd mount on a wall. These cards are keepers!



Andrea Lauren



Audrey & Coco 2022

Spell it out

There is nothing simpler than labelling our Mystics with headline copy that celebrates their magic & versatility.wv



Wild Card



Oh Elle Studio

FOR MYSTIC IN 2023, FOR STAND OUT, CONSIDER...



Celestial, twilight or brink of dawn palettes



Familiar symbolism or talismans, layering or nesting, dark and light or silhouettes - many ways to bring our Mystics joy



Decorative calligraphic be it pen, pencil or brush

SO THAT'S THAT

We know you have a unique style as a thoughtful creator and our aim in our look books is purely to bring you some inspiration, trend projections and insights on how we might show our mum figures how special they are on Mother's Day.

As a bonus, some quick facts to help you see how thoughtful shoppers have approached the occasion in the past.

Thanks for reading.

Team thoughtful x

Exclusive cards sold 22% more than non-exclusive

Classic & Cute are best selling styles

Gentle Humour & Heartfelt outperform on sentiment

Mum To Be & First Time Mum emerging as strong for Mothers' Day

Pet Mums are a popular choice - dogs & cats especially!

Grandmother/ Dad & LGBTQi are increasingly searched for

High TV Searches:
Gavin & Stacey
Greys Anatomy
Friday Night Dinner

High Movie Searches:
Harry Potter
& Pretty Woman!

March '23 Movies:
Dune 2
Barbie
Little Mermaid
Hunger Games
Magic Mike
Luther