

La La Land®



# Inspiring Happiness & Creativity

La La Land is a unique, lifestyle shopping destination, offering an exciting assortment of accessories, greeting cards, homewares, décor, and more with a special focus on illustration.

Based in Sydney, Australia, the brand is run by Creative Director Elie Azzi and his team of talented illustrators and designers with the intention of creating products that inspire happiness and creativity.

Today La La Land is stocked in over 400 stores around Australia and has recently jumped the pond to establish themselves in the UK.

# About Us



Established in  
2009 based in  
Sydney, Australia



120k Followers  
Combined On  
Socials



400+ La La Land  
Stockists  
Australia Wide



70k+ EDM  
Subscriber  
Base



## About Us

# Global Creators

La La Land is made up of a diverse team of artists and designers from all across the globe. As an LGBTQI+ safe space, we foster diversity and creativity, reflected in our vibrant, illustrative homewares that bring happiness to everyday life.

# Our Values

## Inspiring Happiness & Creativity

We believe that by showcasing unique designs & illustrations on our everyday products, our customer will be inspired to go forth and be creative themselves, and with inspiration, comes happiness.

## Supporting Illustrators & Artists

We focus on raising our artists and illustrators up and showcasing their talents to the world by showcasing their names & websites on all artist packaging, and promote them as individuals online.

## Stand Against The Ordinary

Life is too short to be plain and unadventurous. We firmly reject the boring and vow to always design and create quality products that help you stand against the ordinary!



## About Us

# Our Customer

Our customers are creative people who want to stand against the ordinary. They have a sense of adventure about what they wear and take a thoughtful, personal approach to interior décor and the harmony of home. Although personal style is important to them, they're not governed by trends. We listen to our customers and look to our community for inspiration and feedback – the intention is to exceed their every expectation, in unique, unexpected ways.

# The La La Land Customer



## Females Aged 35-55.

Identifies as female and is predominantly aged between 30-60.



## Values Creativity & Supports Art

They set their own trends, are creative and seek happiness and creativity in everyday life.



## Loyal & Repeat Shopper

With a 47% Average Return Customer Rate, they love stocking up, and hold out for seasonal releases.



## Product Preferences

Most loved products include Diary & Calendar, Greeting Cards, Jigsaw Puzzles, Bags & Purses & Glass Tumblers.

# About Us

## Creative Team

As well as publishing a diverse selection of independent designers and illustrators from across the globe, La La Land has its very own in-house team responsible for the design and creation of all the brand's home, gift and decor collections.



**Elie Azzi**

Founder & Creative  
Director



**Murilo Manzini**

Head Artist &  
Designer



**Laura Ramos**

Illustrator & Designer





## The Work

# Art & Illustration

Led by Creative Director, Elie Azzi, our creative team of artists passionately work together to create unique designs and illustrations, often inspired by Australia's flora and fauna or their appreciation for international culture. Each La La Land artwork is a labour of love and is carefully crafted and applied to their array of quality gifts and homewares which are available online and in-store with our 400+ stockists.



# Our Products

We strive to create unique lifestyle items that stand against the ordinary. From greeting cards to home decor, bags and accessories, La La Land products offer something uniquely different that inspires happiness with our customers.





# Our Greeting Cards

Our very first product (and best-selling to this day) is our Illustrated Greeting Cards. We spread joy with over 400,000 greeting cards printed and sold each year, we have crafted special designs for all themes and occasions.



# In Store Our Stockists

With over 400+ stockists Australia-wide and recent expansion to the United Kingdom, La La Land has become a household name in the realm of gifts, cards, home decor and accessories.





# In Store Myer

We've been supplying Myer, one of Australia's largest department stores, over the last 7 years providing them with unique product collections, gift boxes, and point of sales for over 56 of their stores across Australia.



# In Store Peter Alexander

We have a decade-long relationship designing bespoke limited edition and seasonal products for the luxury Australian sleepwear brand, Peter Alexander. Sold and distributed across over 100+ of their stores Australia wide.





# In Store Australia Post

We've created bespoke collections for Australia Post's flagship stores across Australia featuring a variety of gifts, stationery, postal boxes and homewares with a focus on seasonal gifting.





# COLLABORATIONS

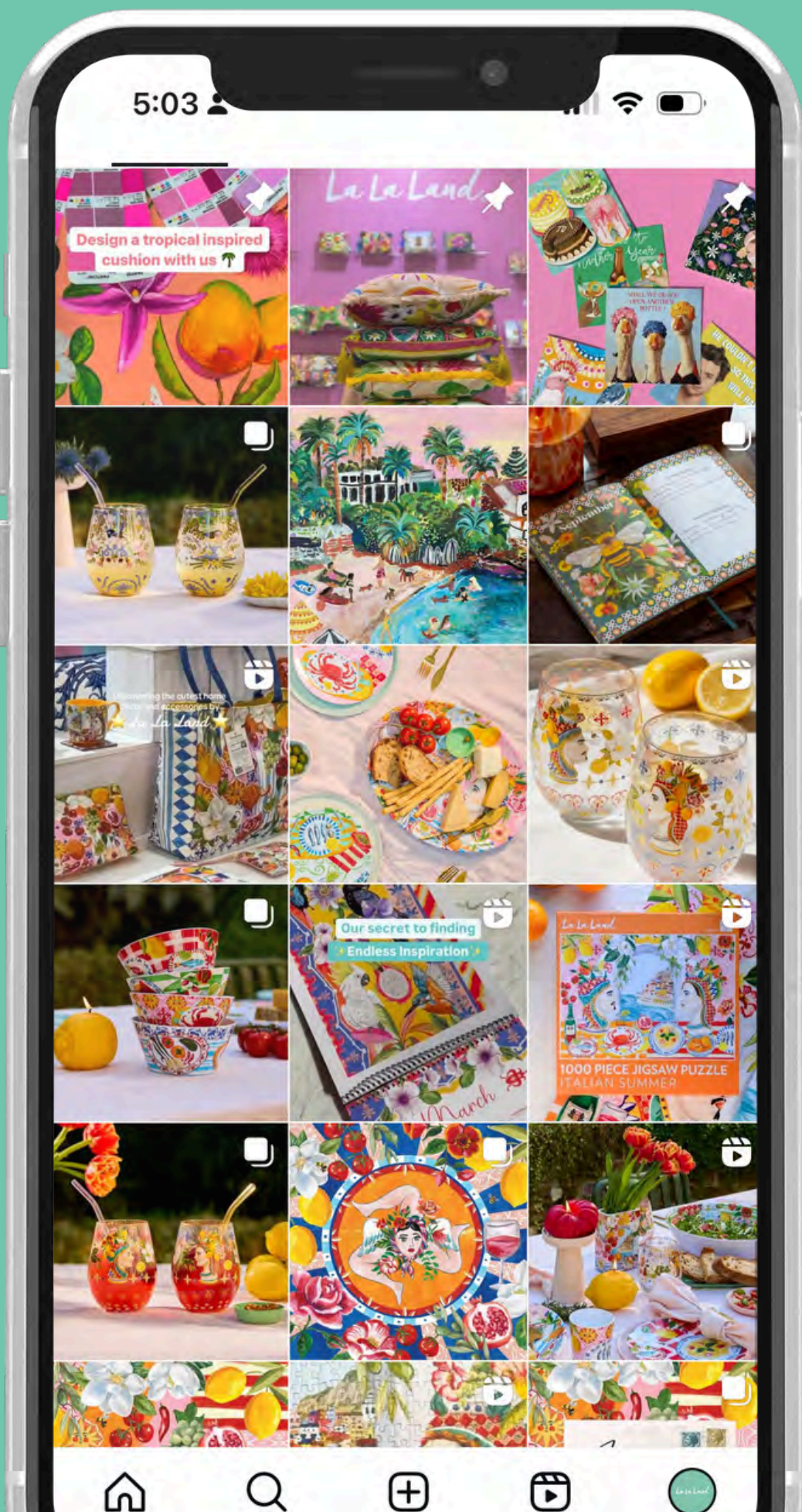
At La La Land, we offer our huge library of artworks to license for your special projects. This is why we've set up CO:LAB, a collaborative side to our brand where we bring you bespoke designs and licensing offerings for your business or event.

You can request to browse our library of existing artworks available for licensing, or, if you don't find what you're looking for, we can illustrate and design to any brief and target audience. With competitive pricing and reasonable minimums, we can also supply you an array of gifting solutions like greeting cards, tea towels, tote bags, mugs and much more.





BESPOKE ILLUSTRATIONS & PRODUCTS: The Royal Botanical Gardens Of Victoria



# Join The Conversation

We love engaging with our community via our social channels - Our followers can access and view our latest collections, see behind the scenes of the creation, and learn more about our products and design process.

[@lalalandshop](https://www.instagram.com/lalalandshop)



# Stand Against The Ordinary

We truly appreciate the opportunity to share our brand with you and look forward to the possibility of working together in the future.

**Elie Azzi | Creative Director & Founder**

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