



RECOGNISED

BRAND BOOK

Defining recognition



Recognition is to see and to be seen: To be seen for who you are, seen for what you bring, and seen in the experiences in life you have faced or are facing.

A little about us

Recognised was created to help people feel seen, valued and recognised when they need it most.

We are discovering creative ways to motivate people towards acts of compassion and expressions of love. We provide meaningful gifting concepts, deliver recognition projects and educate people on how to live a more thoughtful life.



Founded in 2018 by husband and wife team Anneka and Joel Wallington, Recognised began with our award winning social impact jewellery line, Recognised Jewellery, creating beautiful jewellery that supports powerful causes. Five years later and thousands of meaningful gifts given, we are on a mission to become the world's most meaningful gifting brand, redefining the way we give and receive gifts and providing customers with the world's most meaningful, beautiful and impactful gifts.



Our purpose

We all have something we're walking through, whether it's struggling with our mental health, supporting a friend through cancer or living without a loved one. In all things, it's important to feel seen and to know we're not alone.

**This is the power of recognition.
The most precious gift of all.**



Recognition is taking the time to acknowledge each other's existence, taking a moment to look and see. Through our range of meaningful gifts, we help to create moments of hope and recognition at times in people's life when they need it most. It may be through a piece of jewellery or something as simple as smiling at a stranger. We are all worthy of recognition and can all harness its power to unlock moments of hope and healing in the world around us.



The Recognised Way

Creating the world's most meaningful gifts

CREATIVITY

We take popular gifting categories and add soul and creativity to them.

MEANING

Each Recognised gift is intentionally crafted to create deep personal connections between people.

BEAUTY

High quality products created with minimalist elegant designs that stand out.

SIMPLICITY

Simplifying the whole gifting experience from browsing, selecting, purchasing and sending.

IMPACT

Every purchase funds a Recognition Project helping people to feel seen, valued and Recognised when they need it most.

AS SEEN IN...

COSMOPOLITAN

HARVEY
NICHOLS



STYLIST
MAGAZINE

The
Telegraph

THE  TIMES

Our gifting concepts

The world's most meaningful gifts

Recognised
Jewellery

Recognised
Words

Recognised
Prints

Recognised
Plants



Recognised Jewellery

How it works

STEP 1

PICK A BASE

Choose from a bangle, necklace or earrings

STEP 2

PICK A POPON

Every Popon supports an important cause and 100% of profits are donated to our partner charities

STEP 3

RECOGNISE

Give the gift of recognition and pick a Recognition Project to support with your purchase

Where it all began, Recognised Jewellery creates beautiful jewellery that supports powerful causes.

Our Statement Popons® recognise different causes and help connect people around issues and experiences in life many of us have faced. 100% of net profits from our unique Popons are donated to powerful causes such as mental health, cancer support, modern slavery, solidarity and motherhood. To date, we have raised nearly £100,000 for Recognition Projects, helping people to feel seen, valued and recognised when they need it most.



DISCOVER OUR STATEMENT POPONS

100% of Popon profits donated



The Female Empowerment Popon®
and Recognised Paperclip Chain

RECOGNISED
MAKE YOUR STATEMENT

MAKE YOUR
STATEMENT

20  23

GIFT OF THE YEAR
FINALIST



Introducing our new
gifting concepts...

Recognised Words

How it works

STEP 1

PICK A PRODUCT

Choose a product
to personalise

STEP 2

PICK YOUR WORDS

Choose to
personalise with
words which
mean something
to you

STEP 3

RECOGNISE

Give the gift of
recognition and
pick a Recognition
Project to
support with your
purchase

Words have a way of coming into your life unexpectedly
and changing you from the inside out.

They have the power to cut through us, move us and
speak to us profoundly. Yet at times when meaningful
words are needed most, it can be difficult to find the right
words to say. This is why Recognised Words was created,
to help communicate messages of hope, love and
positivity to your loved ones when they need it most.

OUR PRODUCTS

MIRRORS

JOURNALS

MESSAGES
OF HOPE

WALL SIGNS



Recognised Prints

How it works

STEP 1

PICK A FRAME

Choose a design and colour

STEP 2

PICK A PRINT

Choose from our range of meaningful prints or send us your photo

STEP 3

RECOGNISE

Give the gift of recognition and pick a Recognition Project to support with your purchase

Recognised Prints allow you to give meaningful artworks in beautiful frames to your loved ones.

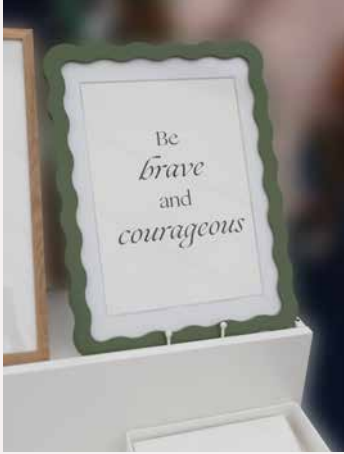
In collaboration with talented artists who pour love into their works, these inspirational prints will touch the hearts of each and every recipient. Choose from our range or send us your personal photo to include in a beautiful Recognised frame.

OUR PRODUCTS

WALL
FRAMES

PHOTO
FRAMES

MEANINGFUL
PRINTS





Recognised
Plants

Coming Soon

What our customers say



"Beautiful products. Really well presented. Lovely message. Swift delivery. Perfect!"

KATE



"I absolutely love this brand and everything they stand for and represent. To create such beautiful products that share a strong message of hope and resilience and community, what's not to love? I will no doubt be buying more for friends and family members."

WHITNEY



"Amazing. There are no words to describe how beautiful the Recognised experience was, and they have the most inspiring story and mission. It will hold such a special place in my heart."

RACHEL



"I was amazed at the quality, attention to detail and care that went into the packaging. This is by far one of the most beautiful & kind gifts I have purchased."

SARAH



"Beautiful products, exquisitely gift wrapped."

BERNADETTE

Creating social impact *with every purchase*

Every purchase at Recognised helps to fund a Recognition Project, helping people to feel seen, valued and Recognised when they need it most.

From hosting dinners to connect people feeling lonely to cinema nights for families going through cancer. To date, The Recognised Community has raised nearly £100,000 for Recognition Projects.



OUR RECOGNITION PROJECT PARTNERS



The most precious gift is recognition The most precious gift is recognition The most precious gift is recognition

1

PURCHASE

Customers shop our range of meaningful gifts

2

DONATION

Proceeds from every purchase donated to The Recognised Foundation

3

RECOGNISE

Customers choose a Recognition Project to support

Get in touch

If you're interested in becoming a stockist, or have an in-store pop-up experience enquiry, we'd love to have a conversation with you.

For sales enquiries
sales@recognisedstore.com
0208 004 0576

For press enquiries
pr@recognisedstore.com
0208 004 0576

feel
recognised

RECOGNISED

recognisedstore.com @recognisedstore