



*Elise Martinson*  
ILLUSTRATION

*Licensing Catalogue*  
June 2022

# Illustration that delights

Elise's whimsical illustrations of charming animals are inspired by her strong connection to the Australian outdoors. She grew up in a small country town where she spent her childhood either exploring the pristine bush and beaches of beautiful Esperance, or at home experimenting in the emerging world of digital illustration.

Elise enjoys emphasising the cute and the cuddly qualities of her animal subjects, resulting in heartwarming illustrations that are ideal for use on gifts, homewares, cards and collectibles. Many of her illustrations feature Australian animals and native plants which make the perfect unique souvenirs for travelers, Aussie ex-pats and Aussies with family and friends overseas.

Australian brands Ashdene, La La Land, Nuovo Group and Two Green Zebras have licensed her illustrations for homewares, giftware, greeting cards, stationery and fabric.

This catalogue showcases her current collections and the products that have been created in collaboration with these brands.









Ashdene creates beautiful, high quality teaware and homewares in collaborations with artists all over the world.

Ashdene and Elise Martinson Illustration have collaborated on two series of illustrated homewares; The Wild Baby animals series featuring four adorable illustrations of exotic baby animals, and the popular Little Aussie Friends series that includes six illustrations of sweet little Australian animal babies.

The resulting range of printed mugs, trays, coasters, soaps, bags, magnets and figurines have delighted consumers at home and abroad.





Two Green Zebras is a craft supplier devoted to sourcing premium brands with a difference, the brand collaborates with artists to produce textiles for their very own Devonstone collection.

They have proudly licensed Little Aussie Friends, Bush Birds of Christmas, Easter Bilbies and the Native Nursery Collection as fabric for the Devonstone range, making these fabrics much more accessible to a wider community of passionate crafters.





Nuovo Group offers greeting cards, gift wrap and stationery with an emphasis on original illustration and high end finishes. Their products are printed in Melbourne and can be found in gift shops, galleries, florists, bookshops, clothing stores and other specialty stores.

Nuovo group has licensed Easter Bilbies, Little Aussie Friends and the Wild Animal Babies for greeting cards and wrapping paper.



# La La Land

La La Land is one of Australia's leading giftware and homewares brands. Through its unique, trend-setting artworks, La La Land strives to inspire happiness and creativity. Many of its products focus on the beauty of Australia's unique flora and fauna.

Elise has collaborated with La La Land on the Nested Babies series and the occasional one-off card design to expand their whimsical range of Australiana themed illustrations.





# Little Aussie Friends

This series of six adorable Australian animals has been popular with licensees and consumers alike.

This series was originally a brief from Ashdene for their range of homewares, which have been well received in both the gift and tourism markets. The Little Aussie Friends have since been licensed in several other categories including fabric and greeting cards.

The simplistic design of sweetly illustrated Australian animals in front of a subtle wreath of native flora has proven to be an appealing design with customers.



# Nested Babies *(aka Native Nursery Collection)*

Originally briefed by La La Land, this adorable collection of illustrations was inspired by trends in newborn baby photography.

The collection features four baby Australian animals, curled up asleep inside nests, surrounded by cottage garden and Australian native flowers. This sweet collection has so far been licensed for homewares, greeting cards, coins and fabric. Complementary tiling patterns are also available.



# Wild Animal Babies

The Wild Animal Babies series was originally briefed by Asdhene after the success of the Little Aussie Friends series. In this series a very organic-looking watercolour style was used to differentiate the illustrations from the Little Aussie Friends.

The series features six adorable wild baby animals; a panda, tiger, meerkat, giraffe, orangutan and elephant.

To date, the illustrations have been licensed on homewares and greeting cards but are available for licensing in other categories including fabric. Repeat patterns are available.



# Little Wren Cottage

Inspired by vintage shabby chic designs, the Little Wren Cottage collection is sure to delight. The collection features five individual illustrations of superb fairy-wrens nesting in curious places, pecking at sweet cafe treats and generally being cute and inquisitive, just like the real-life birds that inspired them.

Superb Fairy-wrens are quite commonly seen in the Eastern states of Australia, but their fandom stretches all the way into the West, where the all-blue Splendid Fairy-wrens are often celebrated.

This collection would great on homewares, gifts and fabric and has been developed into repeating tiles of bird and florals.



# Aussie Friends Festive Fun

This is the latest series released by Elise Martinson Illustration in response to the demand for Australian themed Christmas designs. The artwork features five charismatic characters including a kangaroo, a koala, platypus, quokka and a Tasmanian devil; all dressed in adorably “ugly” Christmas sweaters.

The artwork comes with a repeating pattern tile of the ugly sweater print, which features quirky Australian knit designs and would make great wrapping paper or apparel designs.

The collection has been licensed for fabric but is not currently licensed in other categories.



# Aussie Friends Summer Fun

Using the characters from the Aussie Friends Festive Fun collection, this series was created to celebrate Summer in Australia.

This collection features the same five adorable animals but this time dressed in hawaiian shirts and munching on colourful fruits. There are five repeating patterns in this collection which match the shirts that are featured in the illustrations.

The collection has been licensed for fabric but is not currently licensed in other categories.



# Easter Bilby

Initially developed for a fabric collection, the Easter Bilby series of illustrations were inspired by vintage shabby chic designs. Lovely mint and pastel patterns of spots and stripes were developed to complement the four bilby illustrations. Each image shows the Easter bilby with eggs, native flowers and roses.

This collection has been licensed for fabric and greeting cards but is still available for homewares, giftwares, apparel and other categories. The collection includes repeating bilby prints and repeating prints of the pastel stripes and spots.



# Bush Birds of Christmas

The Bush Birds of Christmas was created with fabric in mind but the illustrations would work well on cards, gift wrap and homewares.

The collection features five different Australian birds decorating native plants ready for the festive season. There are cockatoos, magpies, kookaburras, rosellas and blue wrens.

The artwork has been licensed for fabric but is not currently licensed in other categories.







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