

Fairylove – World famous wing makers!

Between the four wing makers at Fairylove the company has over 20 years of wing-making experience. Shelley Fairy, the company's co-founder, has been making wings herself for over 12 years. In all that time she estimates that she has made 1000s of pairs of wings. Many of these have been bespoke orders for a huge range of clientele, including a 35 wing commission for one of Italian fashion designer Roberto Cavalli's catwalk shows. Featured in national and local press many times, Fairylove wings have started to develop an iconic status in the wing-making world.

Shelley was inspired to make her first pair of wings following the death of one of her close friends. Shortly afterwards she started to see angels and fairies. "Making my first pair of wings was like a gift to me, setting my creativity free" says Shelley Fairy. "Wearing wings and being a fairy fitted so well into my life and I loved the magic and joy it brought to me and others."

Many of Fairylove's bespoke wings are made for weddings - brides, bridesmaids, and even the occasional groom. Fairylove wings have flown the world over, including such far flung destinations as Tai Wan, Hong Kong and Australia where the company was founded eight years ago.

Often Fairylove wings are seen fluttering around the UK festival scene, where the company has a huge following of wing devotees. "Some customers just keep coming back for more" says Shelley Fairy. Hannah Banana, daughter of festival icon Joe Banana, has nine pairs. "They just keep getting better and better" says Hannah. "When I see a special pair of wings displayed on the stall its as if they are calling out to come home with me!"

Fairylove wings are distinctly recognizable. They are decorated in an amazing variety of styles and colours, for the utmost impact and originality. Occasionally wing customers send in their own drawings and designs of how they want their wings to look. All their wings carry a designer label and each pair is unique, "Just like us" says Shelley Fairy! Attention to detail is paramount, even the simplest pair taking hours to create. Shelley and the other wing makers pride themselves on the durability of their wings. "Our wings are meant to be worn" adds Shelley. Occasionally, customers whose wings have taken a 'dink' send their wings back for a 'wing MOT, a unique and free service offered by Fairylove. Delighted customers receive their wings back spruced up and ready for fanciful flight once again!

In July this year, Shelley Fairy hosted the first "Free Your Fairy" weekend at Fairylove's rural HQ in Herefordshire. Aspiring fairies design and finish their own pair of wings, picking up some of the essential skills of wing-making. "It's all about encouraging people to explore their creativity, dare to dress up, wear wings and fly free." says Shelley.

Fairylove sell their wings at festivals and their website www.fairylove.com