



Building an illustration shop

Rebecca Cowley (Beccotti)





Part one. Building Beccotti



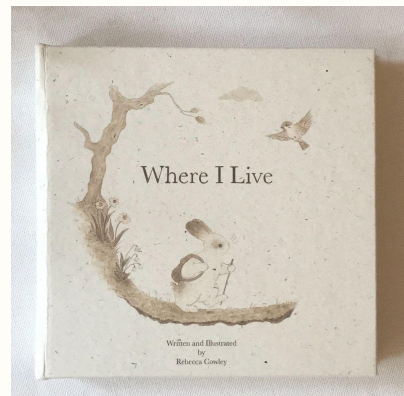
Undergraduate (2017-2018)



Undergraduate (2019-2020)



Masters (2020-2022)



Early experiments



Collaborating with companies (STICKII CLUB, 2021)

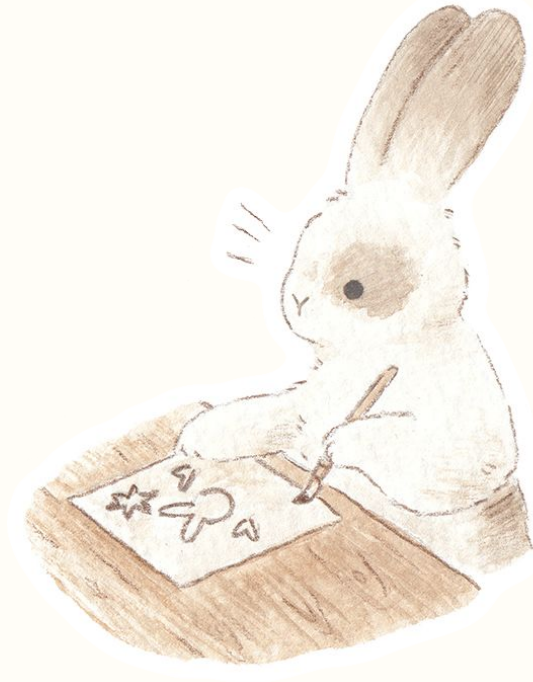


Finding a niche product



The first reality check – Leaving Uni

- Inconsistent income
- Creative compromise- is it 'sellable'?
- No plan in place



2022/2023



Developing my branding



2020 - 2024



2024 - Current

2024/2025



- Small batch, seasonal products.
- Embracing slow process of creating.

2025

- Teaching
- Picturebooks
- Commissions
- Licensing existing artwork



Refining shop website



- Consistency
- Reviews
- Policies

Frequently asked questions

♡ Do you offer commissions?	▼
♡ Do you ship to EU countries?	▼
♡ Do you offer wholesale?	▼
♡ Do you work with other brands/publishers?	▼

Your reviews



Follow us on Instagram

Daily inspiration, small joys, and all things soft and cosy @_beccotti_



Join Our Community

A little post from our corner of the world

New collections, gentle offers, and cosy inspirations- sent occasionally 🌟

Email →

Looking ahead

- Publishing- Projects lined up for 2026/27
- Licensing - Greeting cards, stickers (Royalties)
- Launching seasonal/ quarterly 'low energy' products





Part two. Reflection



What I miscalculated:

- Massively undercharging
- Not ordering samples/ test proofs
- Ordering too much/ too little stock and packaging
- Not understanding cost/shipping margins
- Trying to appeal to everyone



Did it sell?

Yes!



Did it sell?

No.



What I understand now

- Growth is slower than expected
- You don't need to invest in expensive supplies to start
- Your branding is develops naturally over time
- It's okay to work alongside running a shop



If I were to go back...

- Share more of my work on social media
- Take time to plan
- Not compare myself to others
- Avoid waiting for 'perfect' conditions





Part three. The nitty gritty



What matters at the beginning

(Cost: £0)

- Share your work consistently
- Research similar artists/ brands
- Get to know your audience



Your first test launch

- Decide on 1-2 products
- Small batch order (20-30 units)
- Samples!!
- Keep packaging simple



Where to sell?

This depends on...

- Budget
- Control
- Energy



How to promote?

This depends on...

- Social media (organic)
- platform ads
- Newsletter



How to contact me

- Website: www.beccotti.com
- Email: Hello@beccotti.com
- Instagram: [@beccotti_](https://www.instagram.com/beccotti_)

