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THE LONDON STUDIO'S ARTISTS COLLECTIVE CELEBRATES WINS IN THE LOUIES AND MULTIPLE FINALISTS IN THE HENRIES



Art licensing and design company The London Studio has announced that members of its Artists Collective, a community that brings together, promotes and collaborates with some of the world's most exciting independent artists, have been recognised by prestigious greeting card awards in both the US and UK.

The Artists Collective not only supplied seven winning entries at the US Greeting Card Association's recent Louie awards but has been the source of eight finalists in the Henries awards, which recognise excellence in the UK greeting card industry.

The seven winners in the Louies were:

- Lucy Loves Paper in the Celebrating Latinx Culture category
- Kwohtations in three categories: the Friendship/Encouragement – Humorous category, the Romantic Occasions category and the Sympathy category
- Darling Lemon in the Romantic Occasions category
- Mifkins in the Thank You category
- Fine Moments for its witty belated birthday card in the Birthday – Small Company category

A number of Artists Collective members also appeared on the shortlist of finalists, including Kat French and Darling Lemon, whose work has already inspired a set of planners for the leading book retailer in the US, Barnes & Noble.

The 36th Louie Awards winners were announced at a special awards ceremony on Sunday 27 July at Las Vegas World Market Expo. All submissions were reviewed by a judges panel made up of buyers, retailers, members of the press, sales reps and others looking for the best new cards in the industry.

This exciting news comes as the greeting card industry looks forward to the October Henries Awards, at which the Artists Collective has supplied no fewer than eight finalists:

TOTAL LICENSING

- Artists Collective LGBTQ+ Collection in the Best Diversity and Inclusion Range
- Artists Collective X Lucy Loves Paper in the Best Diversity And Inclusion Range
- Objectables in the Best Humour Range
- Stormy Knight in the Best Christmas Counter Range
- Fox under the Moon in the Best Traditional Word & Sentiment Range
- Pear Tree Press in the Best Children's Range
- Ricicle Cards in the Best Male Range (Non Humour)
- Running with Scissors in the Best Contemporary Trend Range

The Louies and the Henries are the ultimate accolades in greeting card publishing in their territories, attracting many thousands of entries each year – and The London Studio and its friends and collaborators in the Artists Collective have had another great year. In particular, their success in so many of the enormously varied themes that these awards and nominations cover underlines the versatility and broad-ranging skills of the Artists' Collective members.

The Best Diversity and Inclusion Range is especially pertinent to The London Studio, which champions and licenses the artwork of a diverse range of independent artists from around the world and whose founder, Soula Zavacopoulos, is on the committee of the not-for-profit organisation Cards For All, to help support and promote diversity and inclusivity.

As Soula Zavacopoulos says: "It's an absolute delight to see so many of our Artists Collective friends in the US and UK recognised by the most important greeting card awards in the world – and a welcome reminder that the talent and innovation The London Studio supports and promotes is appreciated by the greeting card industry in many different markets. We're still celebrating success in the Louies and hope to have even more success to look forward to in October!"

The Henries awards winners will be revealed on Thursday 2 October 2025, at The Royal Lancaster Hotel in London.