

THE STORY BEHIND THE PRODUCT

POP-UP PENCIL CASE



The Pop-Up Pencil Case began not in a design studio, but on the shop floor of Pen to Paper, a longstanding Brighton stockist of Samantha Hall Designs. The innovative idea came directly from observing what customers actually needed; a pencil case that could work both as portable storage and a functional desk accessory.

This customer-focused insight sparked a collaboration between Sam and Kat, a talented Brighton-based seamstress who runs her own small business on Etsy. Kat specialises in creating handmade and personalised superhero dress-up

capes, cuffs and eye masks for children and adults, working from her Brighton studio. Alongside her main business, Kat brings exceptional sewing skills to Sam's products, crafting coin purses, scrunchies, pencil cases and tote bags with meticulous attention to detail.

Sam and Kat's friendship began three years ago when Sam joined the Brighton Etsy Team, a supportive collective of independent makers. Kat serves as team captain while Sam is a leader, but their relationship extends far beyond these roles. "We use each other's skills to help create new products," Sam explains.

The development of the pop-up pencil case exemplifies their collaborative approach. Sam brought her design vision and distinctive nature-inspired illustrations, while Kat contributed technical sewing expertise to solve the engineering challenge of creating a case that could reliably transform between two functions. Together they experimented with materials, tested prototypes, and refined the mechanism until they achieved the perfect balance of stability, portability and ease of use.

The choice of soft cotton canvas paired with sturdy cotton corduroy reflected their shared commitment to quality and sustainability. This exchange of expertise ensures every product meets exacting standards.

Proudly made in the UK, this pencil case supports skilled makers like Kat, reduces environmental impact through shorter supply chains, and maintains rigorous quality control at every stage. Each piece represents a commitment to keeping traditional making skills alive in Britain while delivering contemporary, innovative products.

"We just love to help each other and watch each other succeed," Sam reflects. "We all work in a sustainable way." This ethos permeates every stitch, from responsibly sourced materials to local production that keeps skills and income within the Brighton maker community.

The result is a product born from genuine need, refined through friendship, and crafted in the UK with care by skilled hands.