

INSPIRATION FEED

Little Gnashers

Victoria Dove started Little Gnashers while on maternity leave with her first child. Unable to sit still, she started making teething jewellery for her friends with children, and the business grew from there.

Dove's products are available in endless colour combinations, and she uses the theme Inspiration Is Everywhere for shots of colourful objects with four beads next to them, showing how these colours would look as a teething necklace. "I started this theme to show people that the world is full of beautiful colour if you just stop for one minute and take a look," she says.

Citing Instagram as her favourite social media platform, Dove says: "Photography is by far the quickest and most effective way to get my branding and messaging across." Most of her product sales are generated through the platform, and some of the independent shops who stock her products found her on the medium. She also uses Instagram to connect with other independent crafters. "We support each other," she says. "I don't see them as competition."



www.instagram.com/littlegnashers

