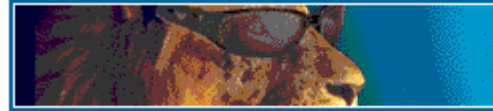


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THISTLE & BROOM



Thistle & Broom has extended an invitation to experience all that Scotland has to offer through its website, www.thistleandbroom.com. Visitors to the site will be transported to the country through an extraordinary collection of artisan and luxury goods made exclusively in Scotland including tweeds, hallmarked silver, handknit cashmere and beautiful evocative art. Uniquely, Thistle & Broom also provides thoroughly researched historic background to ensure a heightened experience and appreciation for the products and for Scotland's vast contributions to literature, science and culture.

Demonstrating some of its immediate success, pop star Darius Danesh, his brother Aria, Celtic harp soloist Katie Targett-Adams and fashion stylist and television presenter Kelly Cooper-Barr have already committed to the firm to act as its official spokespeople and models.

"The merchandise offered throughout Thistle & Broom is some of the most beautiful I have ever seen," said Darius Danesh who becomes the lead face for the men's clothing. "It's an honour for me to be associated with a Scottish company with a commitment to tell our story, to provide a mechanism for actually purchasing luxury goods made here and know that each product sold will benefit our country."

Intent on linking its business model to a cause for the greater good, Thistle & Broom designates a full eight percent of its pre-tax profits from each product to benefit carefully selected charitable organizations. The company has already identified its first beneficiaries Burra Croft, Fèisean nan Gàidheal, The John Muir Trust, National Museum of Scotland and the Scottish War Memorial. Each organization was chosen for its dedication to enhancing a specific aspect of Scottish cultural heritage.

"Thistle & Broom was created with one essential goal in mind: to positively impact local economies while supporting Scotland's rich and dynamic culture," said Teresa Fritschi, managing director and chief



creative officer of Thistle & Broom. "Regardless of the endeavor, Scots have enriched our world for thousands of years, I wanted to find a small way to give something back. Thistle & Broom provides our artists and craftspeople with a global venue their efforts might never otherwise experience. In turn I hope we will be in a position to help positively impact her economy while promoting Scottish heritage."

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