

Want a gift for a child? Get 'noticed' with max and co

"It began when I wanted to find a unique present for my friends'



children, and discovered a gap in the market for personalised children's display boards," explains Balham based mother of two and founder of **max and co**, Georgie Hall. "I thought it was a great gift idea so I started to develop my own and have two main designs. One is a magnetic board with magnets and the other uses pegs – both able to display mementos.

"I didn't want to work long hours away from my family," says Georgie, formerly a visual merchandiser. "With this business I see more of them while I work. The work/life balance can be tiring, but I love being creative again."

Each canvas is fully customised. They usually have the child's name on top and are then

decorated with characters or objects reflecting the child's favourite things. All are home-made from harmless materials such as felt, ribbon, and stickers. Prices range from £15 - £40 and they usually take around two weeks to create.

"It's a bespoke service," explains Georgie, who says most customers order them as baby, christening, birthday and Christmas gifts. "Pink with flowers, blue with cars... whatever the child would like. If someone says they want a purple and green alien, that's what I'll do!"

Once the canvas is created, any items you then wish to 'post' on the board are fastened by pegs hanging from ribbons or with magnets. "It's easy to swop things around," says Georgie. "Postcards, party invites, photos, drawings... anything! My family's in Australia so I use ours to display photos of family and friends – that way they'll never be strangers."

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