

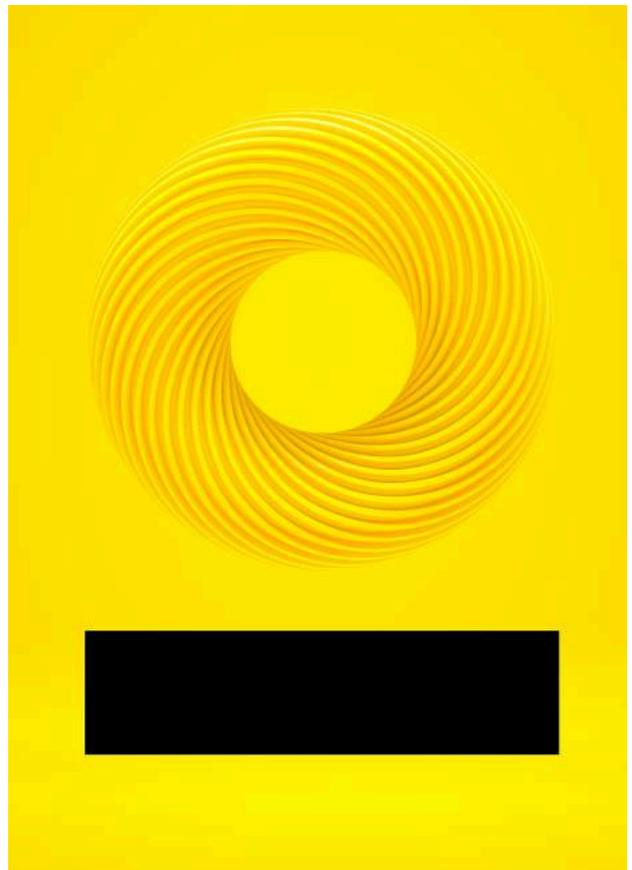
PRESS RELEASE, 30 March 2017

# 10 Years of Breed, Commemorated in Art

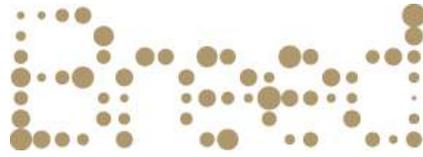
*London creative agency celebrates a decade of disruption*

In 2007, **Breed** was a twinkle in **Olivia Triggs'** eye. An experienced champion of artists and illustrators, Olivia had a vision of small but high-impact agency that would not only represent some of the most exciting and progressive artistic talents out there, but also play an active role in nurturing their careers and creativity.

Now, in 2017, Breed is one of the most respected creative agencies in London, securing an unbroken stream of high-profile commercial and editorial opportunities for its 13-strong roster of illustrators and photographers. Many of them, – including **James Joyce**, **Steven Wilson**, **Natasha Law**, **Neal Murren** and **Kate Moross** – have been part of Breed since day one.



Artworks by Danny Sangra (left) and Steven Wilson (right).



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***Illustrators***

- Andy Gilmore • Anna Bu Kliewer • Craig & Karl • Danny Sangra • James Joyce
- Kate Moross • MASA • Matt Blease • Natasha Law
- Neal Murren • Paula Castro • Steven Wilson

***Photographers***

- Cat Garcia • Danny Sangra

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*'They all have their own very distinct styles and personalities, which makes them all inspirational in different ways. Every day there's something new that makes me see and think of things differently, from very graphic works, to more conceptual, to 3D, to an older style of illustration. And because the artists all have such unique styles, they attract a very diverse range of clients as well.'*

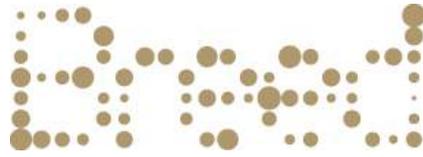
Olivia Triggs, founder of Breed

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Artworks by Craig & Karl (left) and Paula Castro (right).

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Over the space of 10 years, Breed's artists have brought to life book and magazine covers; created trail-blazing ad campaigns; released game-changing books; illustrated editorial for many of the world's most respected publications; held exhibitions; energised store fronts; and had a lot of fun along the way. The talent of the individual artists has played a huge part in this, of course, but the fact Olivia has single-handedly steered the agency to its 10-year milestone – despite an increasingly challenging competitive landscape – is a remarkable achievement.

To mark Breed's anniversary, the agency commissioned its creatives to create 11 exclusive artworks. Each represents the artist's own interpretation of the landmark birthday and the role played by Breed in shaping the UK's creative backdrop over the last 10 years. These one-of-a-kind pieces now act as a reminder of everything Olivia and her artists have achieved over the last decade, and an inspiring incentive to continue to open doors, push at creative boundaries and spread a little beauty, colour and mischief throughout the next.

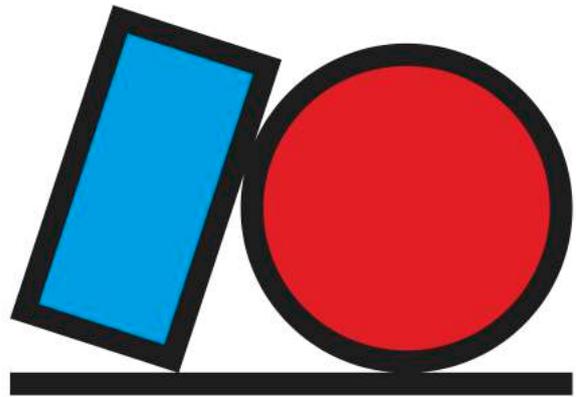


Artworks by MASA (left) and Kate Moross (right).

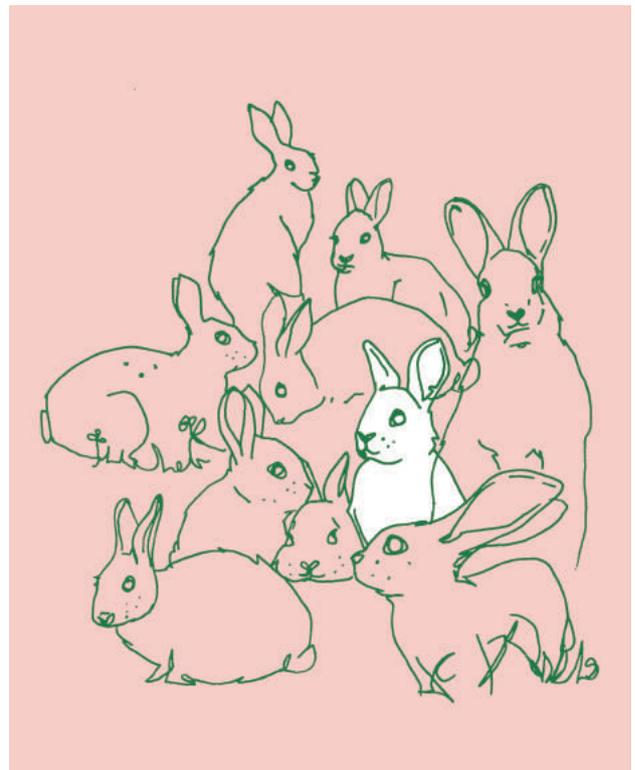
# Breed

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Artworks by Anna Bu Kliewer (left) and James Joyce (right).

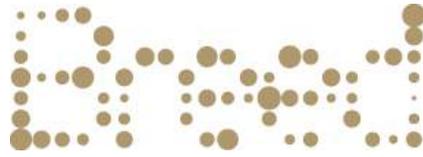


Artworks by Andy Gilmore (left) and Natasha Law (right).

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For more information about Breed and the artists it represents, as well as high-res images of the artworks, please contact me (Jodi Moss) at [jodi@zetteler.co.uk](mailto:jodi@zetteler.co.uk), or on +44(0)7910 705147.

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## NOTES FOR EDITORS

### About Breed

Founded by Olivia Triggs in 2007, Breed is a London-based creative agency representing a select but high-impact coterie of talents. Breed prides itself not only on the vision and variety of its artists but also on the lasting role it plays in nurturing their talent, supporting their creative goals and creating opportunities to extend the scope of their practice. With a refreshingly straightforward, hands-on approach, a culturally aware outlook and a spirited attitude, Breed London is the UK's go-to agency for original art, photography and illustration.

[www.breedlondon.com](http://www.breedlondon.com)

*Twitter/Instagram: @breedlondon*



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Artwork by Matt Blease.

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