

myakka Media Information

About Myakka

At Myakka, we believe in doing our best. We pride ourselves on being a family-run business offering high quality, well-designed furniture and furnishings at great value prices. We have a strong ethical and environmental awareness and are always striving to improve our performance in these areas.

Our business is firmly based on the principles of fair trade and to this end, we're proud to be a recognised importer and retail member of BAFTS (British Association for Fair Trade Shops). Naturally, some of our suppliers are more fair trade than others, but we're confident that more than 90% of the products on offer to our customers are sourced in a fair trade manner.



The Products and Service

Myakka source a wide range of furniture and soft furnishings from India and the UK and work with suppliers to ensure consistency and quality of products. We like to think we're honest, friendly and easy to deal with which is why our customer's return to us year after year.

Why is Myakka successful? "Our furniture is unique, high quality and at a reasonable price," explains Georgie Hopkins, director for Myakka.

Supporting Fair Trade

Myakka works alongside SKSN, a school for physically challenged children from rural areas of Rajasthan. SKSN is reliant on support from companies like Myakka and their donation of £5000 made in January of this year was used for essential clothing and medicines for the students.

Myakka have been working to set up two vocational training projects at the school for the older children. Around ten girls who have finished their studies will be making soft furnishings such as cushions and bags to be imported & sold by Myakka.

A similar carpentry training centre is also being initiated with support from Myakka's furniture supplier. Both projects are working to give vocational training to ensure the children can have an independent future beyond their time at SKSN.

Myakka celebrates its 10th Birthday this summer and is planning a new campaign focusing on 'bringing fair trade home'. The idea of the campaign will be to let customers choose which charitable foundations Myakka should support here in the UK.





Company Facts

Business Type: Furniture and soft furnishings retailer based in Wincanton, Somerset.

Owners: Owned and managed by husband and wife team Simon Whitehead and Georgie Hopkins.

Target Audience: Men and women of an ABC1 demographic, with or without children, interested in home interiors, furniture, fashion and design.

Product Range: Unique fair trade furniture, home accessories and gifts available through their mail order catalogue, warehouse outlet in Somerset or online at www.myakka.co.uk

Myakka celebrates its 10th birthday this year!!!

Meaning of Myakka

Myakka has several meanings in different cultures around the world. Myakka (pronounced 'my-ackar') is a state park in Florida and the word originates from American Indians. The park itself is an indigenous natural habitat – swampland with alligators!

In India, Myakka (pronounced 'my-car') is an Indian term used to refer to a woman's home (especially after she's married and moved to the husband's family). For example, a woman will return to her Myakka when expecting a child for her mother to care for her.

In Somerset it has an affectionate meaning. Split out as 'My acker' it is a Somerset term for 'my friend'.

Interview Opportunities

Myakka is a specialist fair trade retailer with vast experience of sourcing products from India. If you are interested in featuring Myakka or asking the directors advice on fair trade, furniture and home interior and design within a column, please contact Sarah Cook at Coconut Creatives Ltd. (details below).

Visit us on Stand L98 Interior Section!

This year, Myakka will be exhibiting at the Grand Designs show 25th April to 4th May. Myakka invite members of the media to visit them in the Interior Section with a chance to view the ranges of beautiful handmade furniture and interview director, Georgie Hopkins.

All Media Enquiries

All media enquiries for additional images, to run a feature or obtain quotes from Myakka, please contact Sarah Cook at Coconut Creatives Ltd. on 01963 31030 or email sarah@coconutcreatives.co.uk