

Not On The High Street Reveals Brits Endure 84 Bad – or “FML” - Days a Year

- New research from [Not On The High Street](#) finds Brits will endure seven bad – or “FML” days – a month, totalling an eye watering 84 a year on average
- Getting a bad night’s sleep (55%), losing your wallet (35%) and smashing your phone (35%) are the top three causes of a bad or “FML” day
- But, over half of Brits (56%) agree that an unexpected gift from a friend positively lifts their mood
- To bring joy to life’s hiccups and celebrate unexpected gifting, Not On The High Street is opening a pop-up, The FML Store, in London on 29th-30th September 2022

29th September 2022, London, UK: New research from Not On The High Street has discovered that Brits endure 7 bad – or “FML” – days a month on average, totalling 84 a year. That’s almost a quarter of the year (23%)! Inhale. Exhale.

From stepping in dog poo (29%) to sending an email or text to the wrong person by mistake (19%), there are many triggers causing the nation to have a bad day. Over half of Brits (55%) agree that a bad night’s sleep is the number one cause of a bad or “FML” day. Losing your wallet and smashing your phone are the tied second contributors to a really bad day (35%), closely followed by losing your keys (34%).

Despite the frequency of unfortunate events life presents, it doesn’t take much to cheer us up with 98% agreeing that it’s the little things in life that turn that frown upside down. Whether it’s being asked “are you ok?” by a friend (43%), a cuddle with a furry friend (41%) or a hot bubble bath (29%), it’s the simple things that can make all the difference. One in two (50%) Brits agree that laughter is the best medicine to beat a bad day.

56% of Brits agree that an unexpected gift from a friend has a genuine chin-up effect. Furthermore, over half (55%) agree that unanticipated prezzies have more impact on thankfulness than traditional gifting occasions such as birthdays and Christmas.

To bring joy to life’s epic fails, Not On The High Street is opening The FML Store in London on the 29th and 30th of September 2022. A retail empath-orium to bring positivity to the hiccups, dramas and plain rubbish FML moments, visitors are invited to share their FML stories as currency in store, in return for a mood-lifting gift from the brand’s newly curated product line. A fun 45-piece gift collection, The FML Edit is dedicated to life’s FML moments (think: love trouble, work drama, epic fail, fuming,

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cring, frazzled). Featuring products from some of Not On The High Street's freshest and most creative small businesses, The FML Edit has everything from ironic chocolatey treats and vibrant prints, to cheeky slogan mugs and candles.

No stranger to FML moments, Made In Chelsea star and TV personality Sam Thompson has partnered with Not On The High Street to launch The FML Store and curated FML Edit: "I'm delighted to be working with Not On The High Street to launch The FML Store and product line celebrating life's messy bits. It's fair to say I've experienced my fair share of facepalm moments in recent times - often for the world to see - so I know personally what a thoughtful gift can do to boost your mood when you need it most."

The FML Store is launching to counteract the effects of Mercury in retrograde, an FML moment in the astrological calendar, which kicked off earlier this month (9th September) and ends 2nd October. A time causing many to head inside and lock the doors, Mercury in retrograde is commonly blamed by astrology fans for mishaps and misunderstandings. Just under half (43%) of Brits believe that astrological moments contribute to having a bad day. Findings show that 14% admit to carrying crystals to keep "bad vibes" at bay during this time, while 12% burn sage to rid their home of negative energy.

The FML Store is open **Thursday 29th and Friday 30th September** from **midday-8pm** at **68 Old Compton St, London, W1D 4UN**. For more information and to shop The FML Edit visit www.notonthehighstreet.com/pages/fml

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Notes to Editors

This research of 2,000 UK based Britons was commissioned by Not On The High Street and conducted by [Perspectus Global](#) during September 2022.

Terms & Conditions

1. Open to UK entrants aged 18+ years.
2. The FML gift exchange will run Thursday 29th and Friday 30th September 12-8pm, 68 Old Compton St, London.
3. 900 gifts will be given away whilst stocks last.
4. Promoter: Notonthehighstreet Enterprises Ltd t/a Not On The High Street. NOTHS House, 63 Kew Road, Richmond, Surrey, TW9 2NQ.

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About Not On The High Street

Founded in Richmond, London in 2006, Not On The High Street helps people celebrate life's big and small moments with a huge range of gifts. It's a curated marketplace that connects the best small creative businesses with the world. Bringing together over 4 million customers with over 5,500 small creative businesses selling more than 300,000 products, Not On The High Street offers an extensive selection of joyful designs, affordable gifts and inspiring edits. Selling through Not On The High Street offers small businesses access to an engaged customer base, expert business support and a ready-made tech and data infrastructure.