

NOT ON THE HIGH ST.

Not On The High Street Launches FML Edit, Bringing Joy to Life's Hiccups

29th September 2022, London, UK: Today, Not On The High Street is launching **The FML Edit**, a newly curated product line-up dedicated to life's FML moments, with research* showing that acknowledging life's fails with a "chin-up" gift evokes more joy than traditional gifting occasions.

Whatever chaos Mercury in retrograde has wreaked on your life recently (ghosted, given the haircut of nightmares or sent a *face palm* reply-all in error?), the fun 45-piece gift collection will bring joy to life's grim moments (think: *love trouble, work drama, epic fail, fuming, cringe, frazzled*).

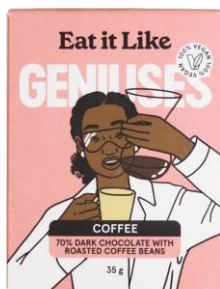
Featuring products from some of Not On The High Street's freshest and most creative small businesses, The FML Edit has everything from ironic chocolatey treats and vibrant prints, to cheeky slogan mugs and candles.



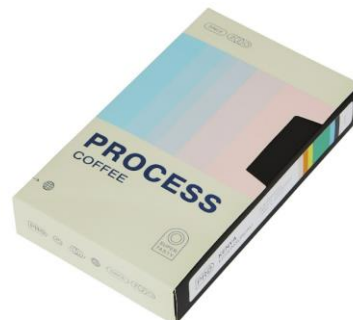
I Miss The Quiet Illustrated A4 Print, £20, Not On The High Street



Cockerel Luxury Matches, £9.95, Not On The High Street



'Geniuses' Coffee Dark Chocolate Bar, £3.50, Not On The High Street



Roasted Coffee Beans, £12.50, Not On The High Street



**Let's Get A Maccies Mini Mirror, £13,
Not On The High Street**



**Giant OMG Lolly, £8.99,
Not On The High Street**



**Embroidered Smiley Face Bucket
Hat, £34, Not On The High Street**



**Personalised Retro Heart Iced
Biscuit, £12, Not On The High Street**

The FML Edit is being unveiled today at **The FML Store** - a pop-up empath-orium in Central London. Inside, shoppers will be able to exchange their real-life 'FML moments' for a pick-me-up gift from one of the online marketplace's small businesses.

For more information and to shop The FML Edit visit www.notonthehighstreet.com/pages/fml

- Ends -

Notes to Editors

For more information contact: press@notonthehighstreet.com

**Research from <https://newswire.net/newsroom/blog-post/00238357-why-unexpected-gifts-make-the-best-presents.html>

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.

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.