

NFBP Brilliance in Business Awards 2019

The New Forest Enterprise Centre Award for Best New Business



Øbsydian

Business Contact: Lauren Matthews



Øbsydian was created by Lauren after facing a number of challenges in her personal life. The brand and range of products are designed to provide support to individuals who are struggling with their own mental wellbeing. The branded clothing including t-shirts, bags and patches is designed in-house and often features slogans which buyers can identify with and draw support from.

The brand and the message behind this has already made a significant impact. Not only has it considerably helped Lauren with her own personal challenges, but the feedback from customers who have made purchases has been hugely encouraging. Earlier this year, Lauren was featured on South Today which told the story of the business and provided significant publicity and interest. She is looking to engage with young people to promote her own story but also the message of being a young entrepreneur.

With profits from sales, the business supports a number of charities including the National Autistic Society, YoungMinds and Tourette's Action. The business is looking to identify further ways in which these relationships can be developed.

Despite the mental wellbeing support element to Øbsydian, there is also a strong ambition to grow the business. To achieve this there is an ongoing review of the product ranges and marketing to achieve growth. New products are carefully considered and designed based upon feedback and engagement from customers.

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New Forest
Business Partnership

