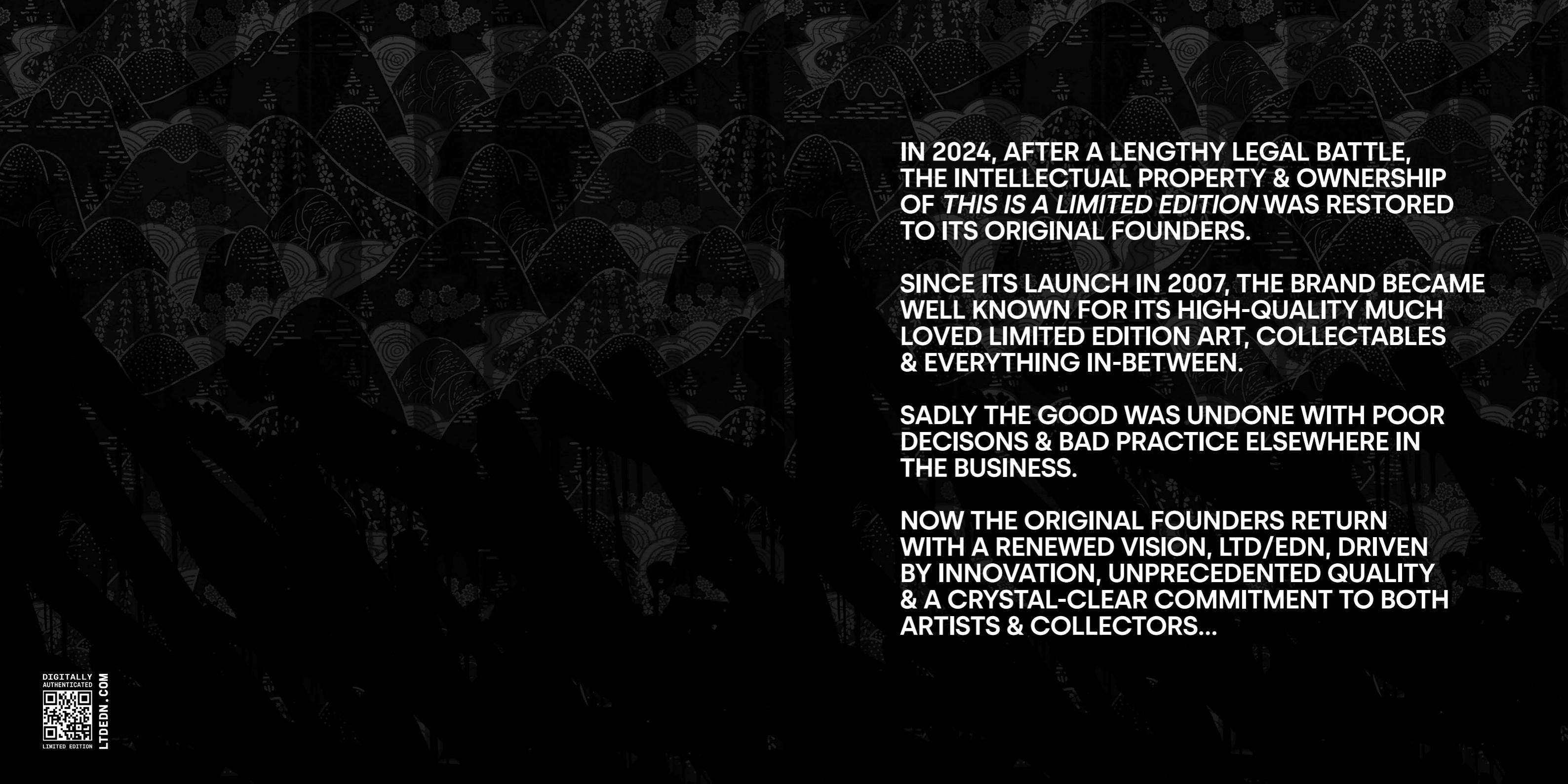




I AM / LTDEDN®



**IN 2024, AFTER A LENGTHY LEGAL BATTLE,  
THE INTELLECTUAL PROPERTY & OWNERSHIP  
OF *THIS IS A LIMITED EDITION* WAS RESTORED  
TO ITS ORIGINAL FOUNDERS.**

**SINCE ITS LAUNCH IN 2007, THE BRAND BECAME  
WELL KNOWN FOR ITS HIGH-QUALITY MUCH  
LOVED LIMITED EDITION ART, COLLECTABLES  
& EVERYTHING IN-BETWEEN.**

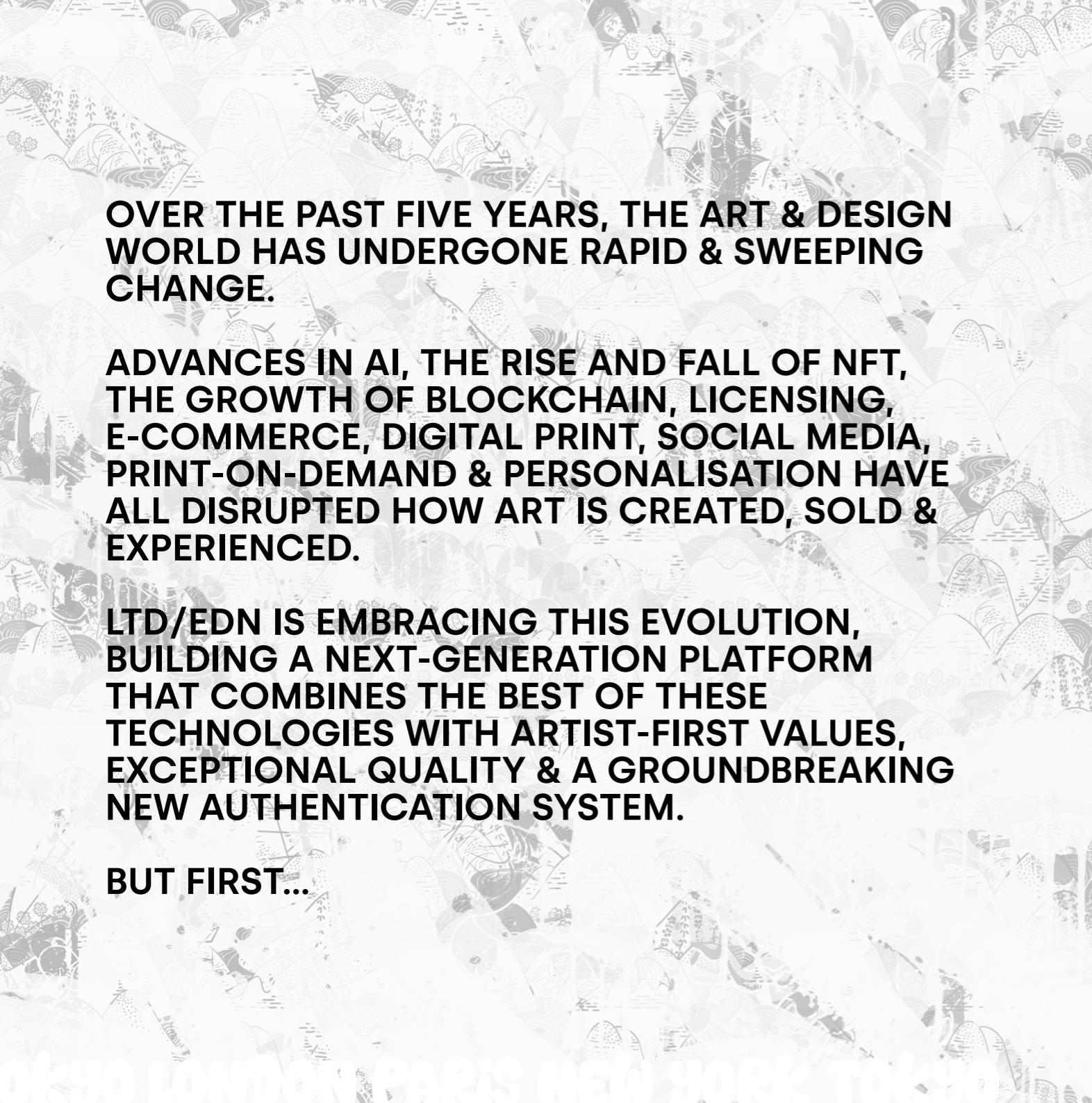
**SADLY THE GOOD WAS UNDONE WITH POOR  
DECISIONS & BAD PRACTICE ELSEWHERE IN  
THE BUSINESS.**

**NOW THE ORIGINAL FOUNDERS RETURN  
WITH A RENEWED VISION, LTD/EDN, DRIVEN  
BY INNOVATION, UNPRECEDENTED QUALITY  
& A CRYSTAL-CLEAR COMMITMENT TO BOTH  
ARTISTS & COLLECTORS...**

DIGITALLY  
AUTENTICATED



LTD/EDN.COM



**OVER THE PAST FIVE YEARS, THE ART & DESIGN WORLD HAS UNDERGONE RAPID & SWEEPING CHANGE.**

**ADVANCES IN AI, THE RISE AND FALL OF NFT, THE GROWTH OF BLOCKCHAIN, LICENSING, E-COMMERCE, DIGITAL PRINT, SOCIAL MEDIA, PRINT-ON-DEMAND & PERSONALISATION HAVE ALL DISRUPTED HOW ART IS CREATED, SOLD & EXPERIENCED.**

**LTD/EDN IS EMBRACING THIS EVOLUTION, BUILDING A NEXT-GENERATION PLATFORM THAT COMBINES THE BEST OF THESE TECHNOLOGIES WITH ARTIST-FIRST VALUES, EXCEPTIONAL QUALITY & A GROUNDBREAKING NEW AUTHENTICATION SYSTEM.**

**BUT FIRST...**



**HOW WE  
REBUILD  
TRUST**

# DIRECT SALES PAID UPFRONT

SCAN QR CODE TO REGISTER  
YOUR EDITION NUMBER  
[LTDEDN.COM](http://LTDEDN.COM)



001/100

## RESTORING ARTIST TRUST WAS THE NUMBER ONE PRIORITY ONCE THE FOUNDERS DECIDED TO TAKE BACK CONTROL OF THE BRAND.

LTD/EDN is redefining how editions are sold - putting artists in control. Editions will now be offered directly through the artist's own e-commerce site, giving the artist freedom to manage pricing, payment & creative presentation with sample products.

Under this model, artists receive all payments upfront, remitting LTD/EDN's share only once editions are ready to be shipped to buyers.

Our LTD/EDN hub enables seamless, scalable API integration with most website platforms, allowing effortless direct-to-fan sales.

For artists who prefer, we can also design and host a dedicated e-commerce funnel page to sell a specific edition.

Whether it's a timed release or a fixed edition size, the artist remains in control. We'll suggest an RRP, but the final decision rests with the artist.

Each edition is then supported by a clear, simple contract, we hope, setting a new standard of transparency & trust between artists & LTD/EDN.

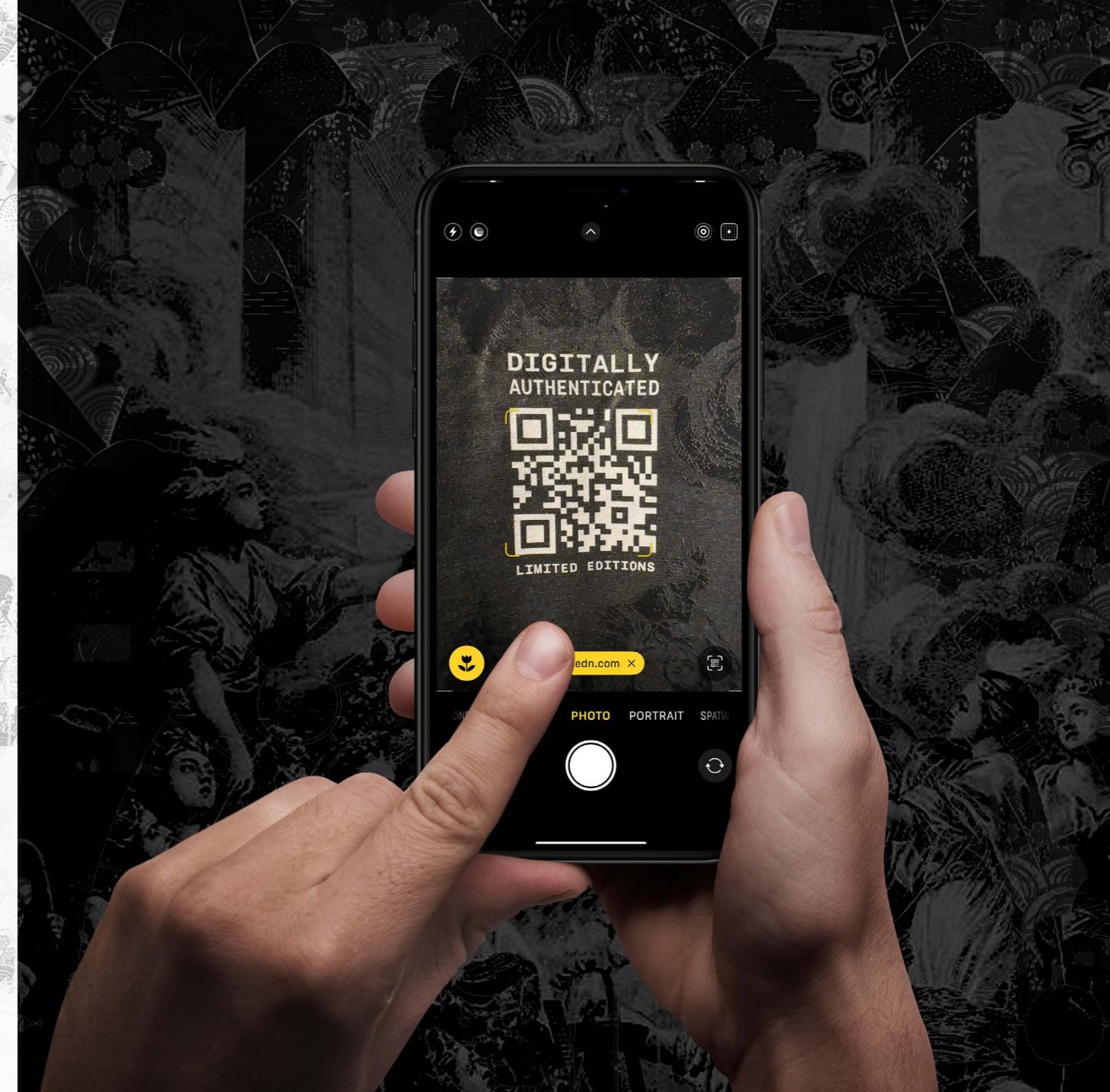


## DIGITALLY AUTHENTICATED LIMITED EDITIONS. HOW THEY WORK.

Each item in the edition features its own unique QR code, whether printed directly on the item or on an attached unique label.

Alongside the QR code is displayed the sequential edition number, artist name, title of the piece, plus artist / brand logo if required.

When the collector receives their item, they simply scan the QR code to access a secure portal where they can claim ownership of their numbered edition.



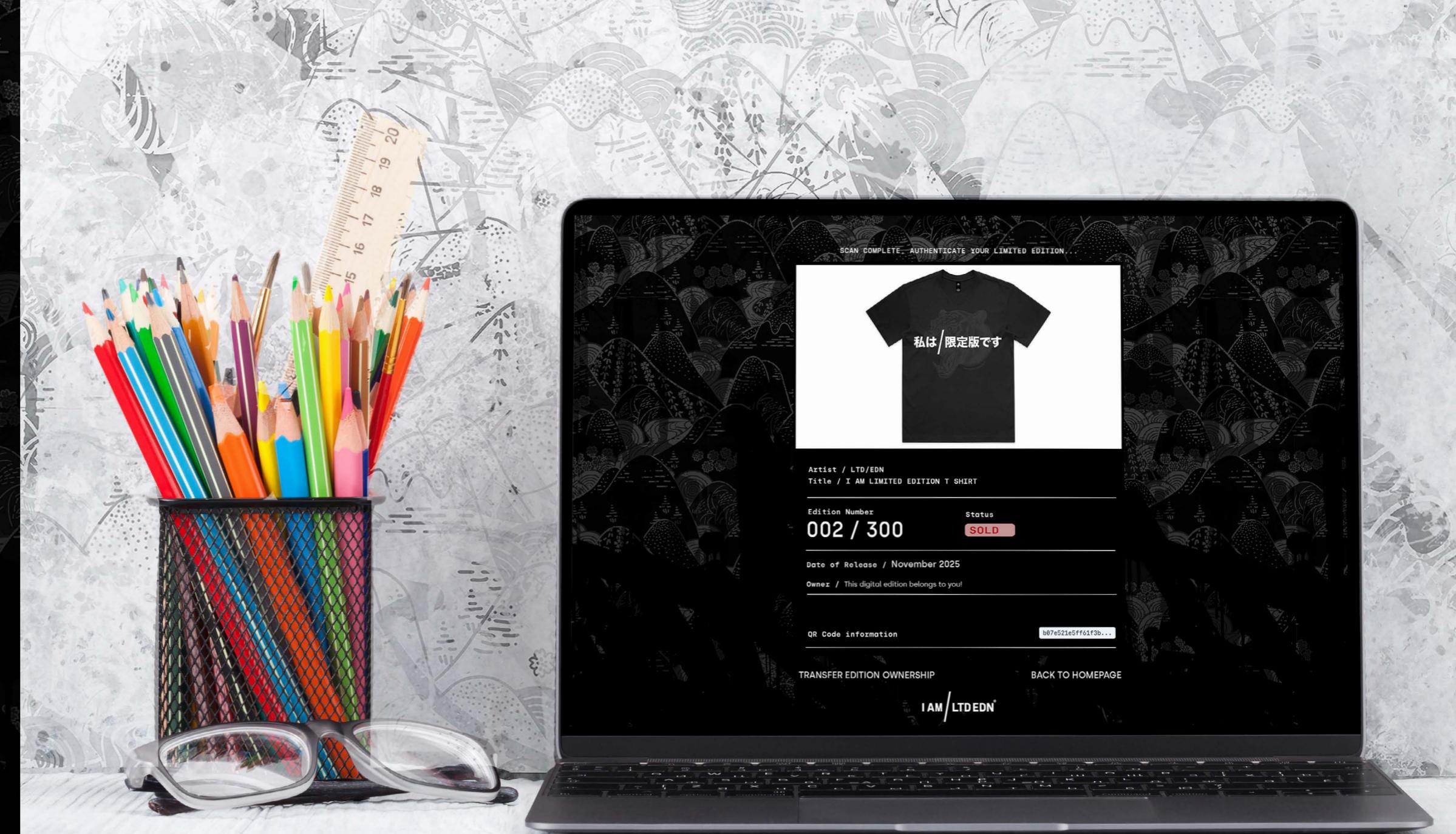
## MORE THAN JUST OWNERSHIP.

By providing their details, a digital certificate of ownership is created and securely stored on the blockchain.

This digital record is permanently linked to the that specific number of the edition - and if ownership changes - the record is automatically updated to reflect the new owner.

Alongside ownership will bring a number of perks - including access to exclusive secret editions, member discounts and more to be revealed.

We're very excited and proud to bring this new standard of authentication and protection to our editions - and to the artists we represent.



A NEW COLLECTION OF LIMITED EDITIONS  
NOW WITH ARTIST PERSONALISATION & DETAILING

## HOME

Wall Art  
Deep Floated Frame  
Velvet/Silk Cushion  
Armchair & Footstool  
Slingchair  
Rug  
Throw Blanket

## CERAMICS

Cup & Saucer  
Dining Set

## APPAREL

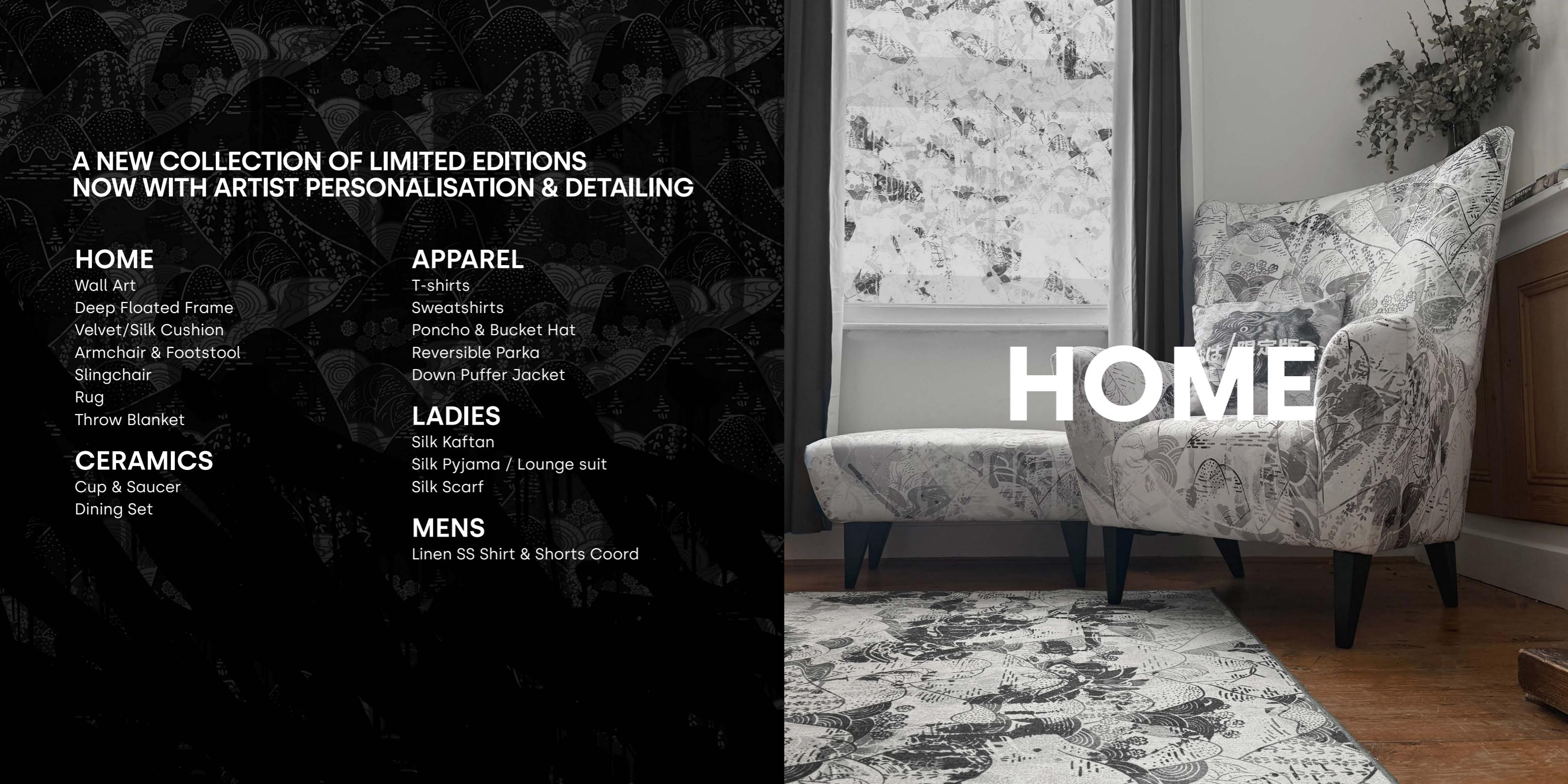
T-shirts  
Sweatshirts  
Poncho & Bucket Hat  
Reversible Parka  
Down Puffer Jacket

## LADIES

Silk Kaftan  
Silk Pyjama / Lounge suit  
Silk Scarf

## MENS

Linen SS Shirt & Shorts Coord



# HOME

## WALL ART

We begin, of course, with our art editions - as art remains at the heart of everything we do. While we recognise that many artists already produce their own print editions, we're proud to offer an alternative designed to complement and elevate what they already share with their audiences.

Our paper art prints are created using the latest high definition Epson Fine art printers, producing a museum standard archival pigment print quality.

By default, we print on a British made 300gsm textured matt watercolour paper, though we're happy to use alternative stock if artists prefer a specific paper for their work.

Each of our art prints features its own unique QR code, printed

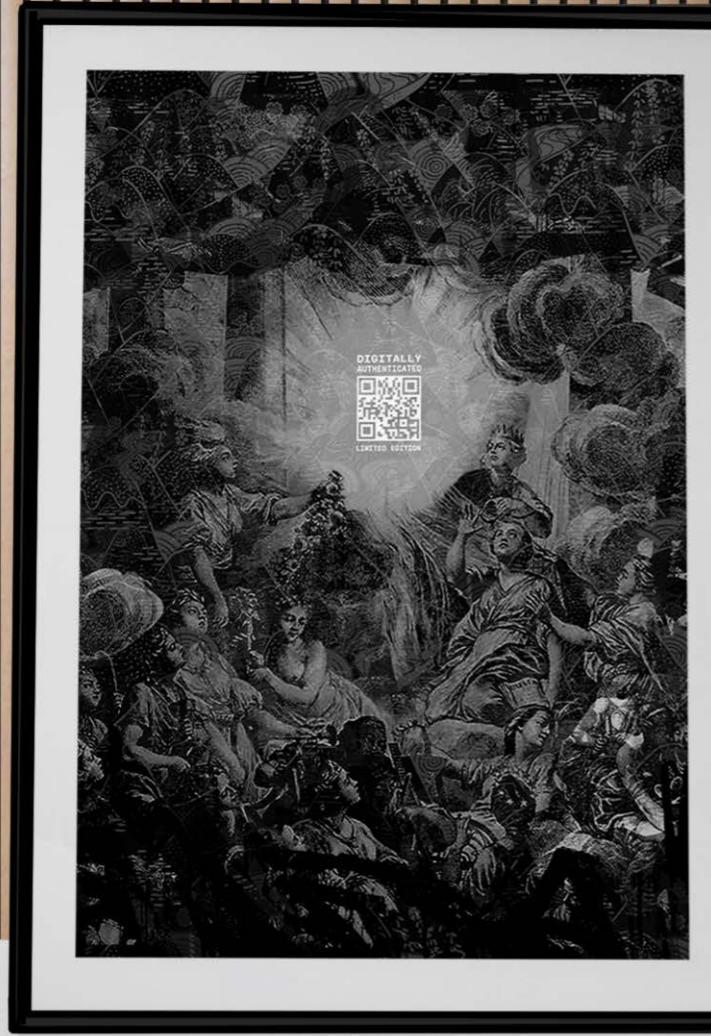
discreetly outside the display area - designed to sit neatly beneath a passe-partout style mount.

We offer five paper print sizes - A4, A3, A2, A1 and our statement A0 print - along with four square formats of similar size.

Customers can then choose to frame their print in our solid wood contemporary frames, available in a matt black or matt white finish. The slim 20mm profile delivers a clean, minimalist aesthetic still maintaining great structural integrity.

All frames feature museum-grade, non-reflective acrylic glazing, protecting the artwork while preserving visual clarity. Prints are mounted with a snow-white archival board, ensuring long-term preservation and a stylish presentation of the artist's prints.





## DEEP FLOATED FRAME

This new premium framed art edition represents our highest standard in fine art presentation.

Each print is hand-signed and hand-numbered by the artist, available in two size formats - A2 and A1.

Printed on 330gsm Somerset Velvet paper, renowned for its rich texture and archival quality, every piece features a deckled torn edge, honouring traditional printmaking craftsmanship.

Each work is then embossed with the artist's insignia.

The print is elevated and floated within a bespoke made frame, creating a sense of depth that accentuates the artwork.



## ARMCHAIR & FOOTSTOOL

Exquisitely handcrafted in the UK, each wingchair is individually handmade in the UK, where traditional craftsmanship meets contemporary design.

Every detail is considered, every finish perfected - a true statement of quality and refinement. The frame construction and foam is built to last, complying with all UK and EU fire safety regulations.

We print in-house on a premium grade upholstery fabric, undercoated with a discreet fire retardant layer.

Each design is a very small edition each numbered and authenticated with our digital QR code system.

The footstool completes a truly bold statement piece of furniture and a collectible like no other.



## CUSHIONS & THROW PILLOWS

The best, made better.

Yes, we've improved our much loved pillows. Now with double-sided printing and upscaled fabric to a beautiful soft velvet as standard.

Our fabric manufacturer has produced this new fabric especially for us so it prints and retains rich colours and high definition detailing.

We are even offering a real silk version for a really high end collectors option, shipped boxed with a handsigned print.

They ship with either a feather pad - made from waste materials - or a vegan alternative from recycled plastic if preferred.

Rather than our labels, each pillow has the artists own logo, title of the piece, number of the edition - with the unique QR code printed





## RUGS

Our brand new machine washable rugs are a wonderful addition to our home range.

A woven 10mm deep textured waterproof polyester fabric with built-in non-slip backing, cut to a huge 1800 x 2300mm dimensions.

Finished with a traditional carpet whipped edge for durability and an authentic touch.

Each design is brought to life through a precision thermo-sublimation process, ensuring colour depth, definition and vibrancy that endures even after being machine washed.

## THROW BLANKETS

Huge, cosy, beautiful representations of our artists work.

The upper layer is a premium printed polar fleece - irresistibly soft to the touch - bonded with a deep grey faux fur backing for a plush, weighted feel. A hand-sewn jumbo blanket-stitch hem completes the finish.

Each design is brought to life through a precision thermo - sublimation process, delivering exceptional colour depth, definition and vibrancy that lasts.

Measuring 2000 x 1500mm, the blanket's generous scale makes it a true statement piece. Every blanket carries its bespoke woven label, detailing the sequential edition number, artist logo, title, and a unique QR code to register ownership and verify authenticity.



## CERAMICS

Since 2007 we have worked with the finest bone china manufacturers in Stoke-on-Trent, the best in England, and widely respected as some of the finest throughout the world - they were thrilled to hear that our artists could be returning with this new venture.

We have historically produced some truly amazing fine china editions that have been hugely successful and popular with artists and fans alike.

Moving forward we will again be challenging our manufacturers with what is possible to produce, with new ceramic editions and shapes. From new cup and saucer designs to full dinnerware sets.

Each set will have its own QR code making the authenticity even more reliable and the final creations even more precious.





# APPAREL

## T-SHIRTS

When approaching our clothing editions - we wanted to create garments that really elevated an essential day-to-day garment to a genuine wearable piece of art, one that reflected its creative source - real art - paint, pencils, texture, depth.

That begins with the humble tee, alongside the development of a uniquely complex approach, combining hybrid printing methods that push the boundaries of what a T-shirt can be.

The cut itself is a boxy, oversized fit with dropped shoulders and a twin-stitched wide neck. With a slightly shorter length, extra width and dropped shoulders for a boxy silhouette. The perfect blank for printing with its smooth finish and heavy weight 220gsm, 22-singles 100% combed cotton. Built to last with neck ribbing, side seams, shoulder-to-shoulder tape, and double needle hems, plus preshrunk fabric for minimal shrinkage.

Soon we will also be offering a 140gsm lightweight cotton, which has a finished with a soft garment-dyed wash for a lived-in, more vintage feel.



Artist designs can be applied to the fabrics using a variety of print techniques - Layered screen printed transfers, DTG, DTF, standard screen print and sublimation all-over print - or a creative combination of these for even extra depth and texture - plus for the first time - we're also introducing embroidery and patch detailing alongside our printing techniques.

Each garment will, of course, be individually numbered, marking it as part of a genuine limited edition, along-side the artist name, title and the QR code linked to our authentication process, then shipped in our printed T-Shirt boxes.



## SWEATSHIRTS

Building on the ethos behind our T-Shirt editions, we're introducing two new sweatshirt styles - each conceived as a fine art luxury wearable, utilising a combination of refined print methods and bespoke customisation.



Our hooded sweatshirt features a heavyweight, boxy oversized fit, crafted from 500gsm 100% Cotton French Terry. Detailing includes a pullover hood, drop shoulders, inset sleeves, a kangaroo pocket, and a self-fabric lined hood with no drawcord. Finished with

2x2 ribbing at the hem and cuffs, it's designed for structure, comfort, and longevity. Our crew sweatshirt shares the same oversized, drop-shoulder silhouette.

As with our T-Shirt editions, artists can once again define how their work is represented - whether through all-over sublimation, layered screen-printed transfers, DTG, DTF, traditional screen print with embroidery, direct or patch applications, or a creative blend of techniques.

All apparel editions are sequentially numbered, featuring the artist's name and our unique QR code authentication.

Finally each piece is beautifully packaged - with presentation and detailing customisable by the artist.





## PONCHO & BUCKET

Crafted from high-quality recycled waterproof fabric, made entirely from 100% post-consumer plastic bottle waste, our custom poncho is both sustainable and stylish.

Each poncho is fully printed edge-to-edge creating a striking canvas for wearable art.

Designed as a one-size-fits-all unisex garment, it features rustproof gunmetal grey poppers at the collar for a secure fit, plus a drawstring, seam-taped hood with peak to shield from wind and rain. The oversized cut ensures comfort and room for layering, making it ideal for festivals, travel, and everyday wear.

For convenience, the poncho folds into the front pouch so it can be



folded and stored with ease. Every piece is individually numbered, complete with the artist's name, title and QR code leading to our digital authentication process .

To complete the set, each poncho is packaged and shipped with a matching waterproof bucket hat, crafted from the same recycled fabric.

Festival-ready, functional, and art-focused - this is more than rainwear, it's a collectible experience.



## REVERSIBLE PARKA

We've worked long and hard to create this stunning new statement apparel edition.

Born from the idea that some artworks are so bold they might not suit every mood or occasion, this reversible coat offers two distinct sides: one calm and understated, the other vibrant and expressive - ready for when the wearer feels as bold as the art itself.

The coat comes in two material options: a 400gsm printed cotton bull denim, or a more technical model made from our 155gsm waterproof fabric with a 220gsm microfibre svelte towelling reverse - both exceptionally comfortable against the skin.

Finished with a double-sided heavyweight zip and reversible poppers, every detail ensures the coat looks refined and functions beautifully whichever side you choose to show the world.



## DOWN PUFFER JACKET

Our custom down puffer jacket is crafted from premium sustainable fabrics, engineered for lasting performance. Our most technical jacket

The outer shell features a water repellent, soft-touch recycled Nautica fabric built for the elements.

Insulated with THERMORE® recycled fill down, made entirely from post-consumer plastic bottles, it delivers lightweight warmth without compromise.

Every detail is intentional: fleece-lined side pockets for comfort, an internal pocket for essentials, and a refined yet durable riri zip closure.

The result is a jacket that merges luxury aesthetics with technical precision.

Safe to say we're proud of this one.



## PJ LOUNGE SET / KAFTAN

These two garments are everyday luxuries in the truest sense - fancy, flowy custom printed silk pyjama lounge set and our one-size fits all oversized kaftan dress are designed for wonderfully unfancy things. Think long lie-ins and lazy studio mornings, restyling into an effortless out-out outfit. Whilst our Kaftan is the perfect cover up on the beach and off for cocktail hour. Designed to move with you throughout the day.

Our 100% Real Silk Twill fabric is a chic and exciting fabric option. Weighing just 54gsm, this dreamy textile is super soft with a stunning drape. We use industry-leading printing technology that infuses the silk with ink for crisp, vibrant colours and a higher wash allowance. Despite its light nature, the material is very strong, making silk twill fabric printing ideal for dressmaking. It shimmers, drapes, and flows with a natural elegance, creating a stunning canvas for artists' work.

Each garment is individually numbered, titled, and finished with its own unique QR code. Finally, every piece is tissue wrapped and presented in our branded linen gift box.

Beautiful. Wearable. Collectible.





## SILK SCARVES

Crafted from the finest 50gsm georgette or habotai silk. The silks are light, translucent, and delicately textured, with great colour show through, resulting in an exceptionally elegant and wearable luxury piece of art.

The edge is finished with a hand rolled hem leaving the finished scarf measuring a huge 1150mm x 1150mm. Each scarf is part of a numbered edition, with each piece featuring a discreet sequentially numbered label, including it's unique QR code to confirm authenticity and proof of ownership.

Each scarf is presented tissue wrapped in an artist branded gift box, which also contains a signed and numbered archival pigment print that is ready for framing.



## LINEN SHIRT & SHORTS

Our men's button-up shirt and shorts co-ord is a timeless wardrobe staple, blending retro charm with modern appeal. The shirt is designed with a boxy, oversized fit for effortless comfort and features premium details including genuine mother-of-pearl buttons, your choice of thread colours, and a fully custom print on 100% linen.

The matching drawstring shorts are satin-lined for a luxurious feel, with an elasticated waistband and a printed drawstring for a personalised touch. Cut to a tailored mid-thigh length, they deliver a flattering silhouette, all constructed from the same premium linen for a cohesive, elevated set.

This natural linen is hypoallergenic and antibacterial, prized for its breathability and distinctive character. Its plain weave incorporates thicker slub yarns and occasional bobbles, giving each garment a beautifully organic texture. Printed using highly pigmented reactive inks, artwork remains vibrant, enduring, and impeccably sharp.

Whether peacocking at Pikes or drifting into an Art Basel Miami afterparty, this coord is going to elevate wearable art to leading character status.

OUR TIME AWAY PROVIDED THE OPPORTUNITY TO LISTEN TO ARTISTS, REFOCUS & RETURN WITH A NEW SERVICE & PRODUCT UNLIKE ANYTHING AVAILABLE TO ARTISTS & DESIGNERS, AT A TIME WHEN THE INDUSTRY IS FULL OF CHANGE & CHALLENGES.

OUR LONG STANDING EXPERTISE IN PRINT, DESIGN & MANUFACTURING MEANS WE CAN NOW HELP DEVELOP ANY TYPE OF EDITION AN ARTIST CAN IMAGINE - THEN ELEVATE IT FURTHER WITH OUR QR CODE AUTHENTICATION TECHNOLOGY.

OUR GOAL IS TO BUILD A BRAND WITH A NEW COMMITMENT TO ELEVATE, RESPECT & REWARD THE ENERGY, PASSION & LIVED EXPERIENCE THAT ARTISTS POUR INTO THEIR WORK.

WITH ARTISTS RECEIVING PAYMENT UPFRONT, DECIDING HOW EDITIONS ARE SOLD & SETTING THEIR OWN RETAIL PRICES, WE HOPE THAT IT IS CLEAR WE'RE BUILDING BASED ON A GENUINE PARTNERSHIP MODEL, ROOTED IN OUR ORIGINAL PRINCIPLES.

CURATE / ELEVATE / AUTHENTICATE.

I AM / LTD EDN®



DIGITALLY  
AUTENTICATED



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