



OUR STORY

The Jam Tart is a graphic-led children's brand with a passion for designing typographical delights. Our products feature whimsical animal letters that ooze character and charm. We aim to make little (and big) people smile.

Our custom prints, wall art, stickers and banner kits help to create colourful, engaging spaces for children to play, grow and thrive in. We are passionate about learning through play, with our ever expanding range of flash cards and colouring books.

Designed and made by 'Mama' Emma and best friend Tom, The Jam Tart is our guilty pleasure. We share our love of good design with design conscious parents and their little ones. Our obsession for geometric pattern and typography gives our brand its own distinctive style.

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