



— CREATIVE CONFIDENCE —

STARTER

Guide



FOR GROWN-UPS WHO FORGOT THEY WERE CREATIVE
(OR WERE TOLD THEY WEREN'T)



HEY, I'M FAY

I'm the founder of Faire & Co, lover of bold colours, and your creative hype girl. I started this studio because I wanted to give people (especially grown-ups) a place to reconnect with their creativity - without fear, judgement or needing to "be good" at it.

I believe art should feel like freedom, not pressure. And that it's never too late to make space for play, mess (the good kind), and a little self-expression.

This guide is here to help you do just that.

LET'S DO IT!

Fay xoxo





1FIRST THINGS FIRST: IT'S NOT ABOUT TALENT.

Let's get this straight:

Creativity isn't a skill some people have and others don't.

It's a **muscle**. If it's been a while since you flexed yours, that's okay. The good news?

Muscles **remember**. (And they don't care if you draw crooked.)

Try this:

Draw a cup of tea. Don't overthink it. Don't fix it. Don't bin it. Just draw it. Then label it: My perfectly imperfect tea cup.

WHAT even IS PROCESS ART?

At Faire & Co, we're all about the process. That means:

- Less "how it looks" - more "how it feels"
- No right or wrong way to do it
- Exploring colour, texture, mark-making and **play**

It's the kind of art that welcomes **wobbly** lines, overworked layers and sudden creative detours.

Try this:

Take 5 mins. Scribble with your eyes closed. Use whatever's nearby. See what shows up.





INSPIRATION

YOU DON'T
NEED *permission*
TO BE CREATIVE
bit
HERE IT IS ANYWAY



INSPIRATION



PERFECTIONISM IS NOT INVITED

Perfectionism is the creativity killer. It's that voice in your head saying, "This is rubbish, why bother?"

We say: tell that voice to take a seat.

Try this:



Make something bad on purpose. A wobbly portrait. A messy collage. A weird doodle. Then write this next to it: Look what I made when I stopped caring what it looked like.

YOUR ART DOESN'T HAVE TO BE USEFUL.

Your art doesn't have to be useful. It doesn't need to be sellable, frameable, or practical.

Your creativity doesn't have to serve anyone but you. The point is how it makes you feel.

Try this:



Set a timer for 10 minutes and paint or draw purely for the joy of it. No Pinterest inspo. No end goal. Just vibes.

Still not sure you're "creative"?

You:

- Problem-solve at work
- Decorate birthday cakes
- Pair earrings with outfits
- Think in colours, moods or metaphors



That's creativity.

You've already got it - you just forgot how fun it can be when you give it space to grow.

Ready to reconnect with your creative side IRL?

Come hang with us in the studio.



It's colourful, cosy, and full of people just like you - curious, kind, and ready to try.

