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# Choc-maker wants chunk of market at Islamic and Hindu events

Thorntons teams up with renowned henna tattoo artist to target festivals

BY ROBIN JOHNSON

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**DERBYSHIRE chocolate maker Thorntons has teamed up with a world-renowned henna tattoo artist to target two religious festivals with its products.**

**Thorntons'** busiest time of the year centre around Easter and Christmas – events in the Christian calendar.

But now the Somercotes firm is looking to boost sales round the Islamic festival of Eid, which marks the end of Ramadan, and the Hindu festival of Diwali. This year, Eid is on September 20 and Diwali on October 17.

The com-

pany, which has 4,000 staff and 379 stores nationwide, is launching a collection

of non-alcoholic chocolates and the new box design has been created by henna tattoo artist Ash Kumar.

Henna tattoos are non-permanent body art.

Mr Kumar has previously done tattoos for a host of celebrities including Bollywood actress Shilpa Shetty, film stars Julia Roberts and Demi Moore and pop star Madonna.

He also holds the Guinness World Record for being the fastest henna tattoo artist in the world. Mr Kumar has designed a new chocolate box, which is black with gold designs.

**Thorntons'** brand manager, Emma Dickinson, said: "Eid

and Diwali are growing celebrations in the UK and confectionery gifting is a huge part of these festivals.

"Alongside giving sweets, giving chocolate as gifts has become part of the celebrations over recent years, so as the UK's leading chocolate gifting brand, working with Ash Kumar to create a bespoke box for these occasions was something we were perfectly positioned to do. We wanted to create something that would be truly in keeping with the festivals and henna is an integral