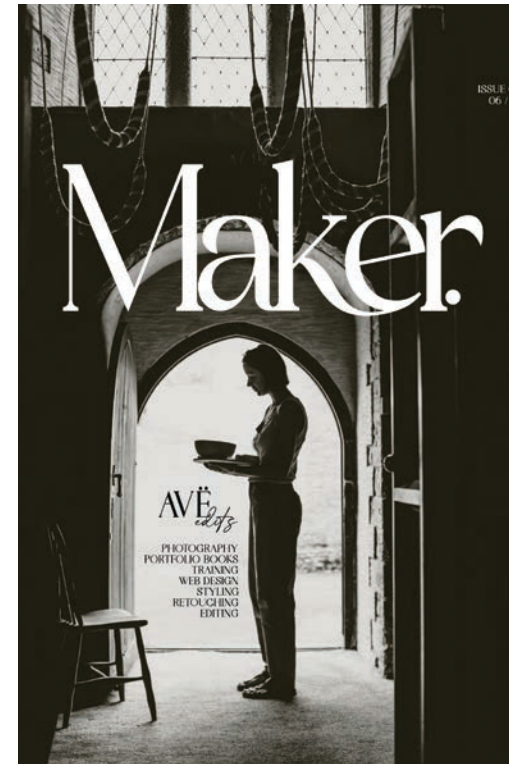


Home from Home;

# FROM DEVON TO MOROCCO

From mindfulness coaches and yoga instructors to ceramicists, artists and fashion brands, Emma and Amy at AVÉ Collective have an eclectic roster of South Hams creatives on their CV. We caught up with them to find out how our home shores have inspired their work and why there are more similarities between Morocco and South Devon than you might think...



# E

mma and Amy met in 2002, when they both worked for acclaimed local photographer Lorna Yabsley. Emma trained as a photographer under Lorna's expert guidance and captured everything from products to weddings. Amy studied at Falmouth University and worked her way up from a trainee editor to a studio manager, and then went on to run her own editing business after having her two children.

Although born and bred in the South Hams, Emma lived on the coast in Morocco for over 10 years running a surf camp with her husband and two children. They met hundreds of travellers throughout the years and their stories and professions led to more creative connections. The camp hosted many surf films and documentaries and worked with the world's best pro-surfer photographers and filmmakers. This inspired Emma to pursue her career even further and it was this time away in a different country and culture that gave her photography an edge.

With their creative backgrounds and friendship spanning decades it made perfect sense that Emma and Amy join forces, combining their experience and knowledge to help local businesses with creative direction and support. They set up AVÉ Collective in 2022 with roots based firmly in the South Hams, the area they call home. Emma and Amy are out shooting in Morocco twice a year and the rest of the time you can find them working locally and further afield in the UK.

AVÉ has used the same Moroccan template and ethos as the surf camp. Building a strong network of local connections, feeding off other business' creative ideas and inspiring an 'AVÉ Directory' full to the brim with everything you need to freshen a company's images and help the business going forward.



Having lived in Morocco and still owning and running a surf camp in Imi Ouaddar, Emma uses her contacts and local knowledge to source the very best locations, hair, makeup, models, and props needed for AVÉ Collective's high-end photo shoots. This gives companies from the South Hams a chance to have their products captured in a fantastic location, all from the comfort of their home.



"Morocco is a great inspiration for AVÉ and has more similarities to Devon than some may think. The rich family culture, the rugged Coastline, the surfer lifestyle, and a busy tourist season. We get creative inspiration from the architecture and local people – bringing that creativity back into our work here in Devon," says Amy.

Emma shares the same love for the pair's spiritual home, saying: "Morocco will always be my second home. When we lived there, we experienced the nomadic lifestyle from off-road adventures to where the Sahara Desert meets the rugged cliffs of the Atlantic coast, to discovering secret surf spots and weekends in vibrant cities like Marrakesh. My weekly souk shopping amongst the mountains of plentiful fresh produce and the exotic aroma of the Moroccan spices that fill the air...these are the memories that always draw me back year after year."

AVÉ Collective recently shot a campaign for 'Salcombe Sea Wear', an exciting, local lifestyle brand launching in July. Owner of the brand, Fiona Horrell, was excited about the opportunity of photographing her products in Morocco as well as in Salcombe. Capturing images in Morocco meant that she could get a different feel for her brand to then use on her socials and website - with the bonus of not having to leave the South Hams herself.

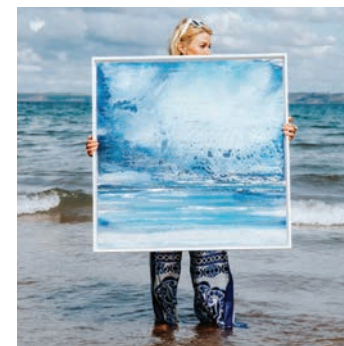
Emma and Amy have worked for many local companies such as: Will Bees Bespoke, Aloft, Mangetout, Devon Cove, Salcombe Candle Co and Aune Valley, just to name a few. They predominantly shoot in the South Hams using the idyllic backdrops that we have in abundance on our doorstep, from sandy beaches to the unique, rugged landscape of Dartmoor.



Amy continues: "We both love it here, but the weather is not always kind to us and having Morocco as our 'home from home' means a shoot location that has guaranteed sunshine, rich colours, blue skies, and captivating light that cannot be rivalled anywhere else".

Emma and Amy's knowledge, experience and creative outlook is now at the heart of their business venture together. From providing photography and redesigning websites to training and sourcing models – they do it all in both Devon and Morocco. But what is next for AVÉ?

"Networking is our forte," says Amy. "We are looking forward to growing our creative contacts in both Devon and Morocco. We are also going back out to Morocco in October and are excited to take products to both the coast and Marrakesh – we'll get some amazing content for local businesses."



"You can't beat a sunny day in the South Hams and we have lots of amazing secret spots and locations that we use to photograph in. We love taking our work outside and feel we get the best results when we have the stunning natural backdrops that we are blessed with here in Devon," says Emma.



**QUICK FIRE QUESTIONS:**

**FAVOURITE COFFEE STOP:** MANGETOUT, KINGSBRIDGE – Perfect for meetings and the best cortado in town!

**BEST LUNCH:** CABOOSE, SALCOMBE – Great for running in and grabbing something healthy to eat on location.

**SOUTH HAMS HIDDEN GEM:** Our hidden gem would be the flower farm at South Milton. A beautiful summer shoot location and they also supply beautiful, home-grown flowers for special occasions.

**WHAT DOES THE IDEA OF BEING 'AT HOME' MEAN TO YOU:** Walking on our stunning beaches, or wandering through the woodland with our dogs Ruby, the Basset Hound, and Mabel the Dachshund.

**AVÉ COLLECTIVE – EMMA TOLLEY & AMY FREEMAN**  
WWW.AVECOLLECTIVE.COM