

# Media Rit

2025



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Hello



Jasmine Richards, Founder  
of StoryMix

# StoryMix

THE INCLUSIVE FICTION STUDIO

+44 (0) 7508728876

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## OUR ACTIVIST AND LEGACY

At Storymix, we create outstanding inclusive stories for children's publishers by collaborating with talented writers and illustrators from diverse backgrounds. We are dedicated to crafting stories that place kids and teens of colour at the center of the action.

By discovering new voices, nurturing talent, and opening up publishing opportunities for racially minoritized writers and illustrators, we aim to change the conversation through commercial storytelling. This is our activism and our legacy.

**500k**

Books Sold

Bestselling and award winning books reaching readers across the UK & US

**17**

Series Sold, 48  
Titles by 2026

48 titles published  
by 2026, redefining  
children's literature.

**50+**

Creators from the  
Global Majority

Writers & illustrators  
engaged, securing book  
deals for many over the  
last five years.

**33%**

UK School Children  
from Minority Ethnic  
Communities

Books should reflect  
the society that  
children are growing  
up in.

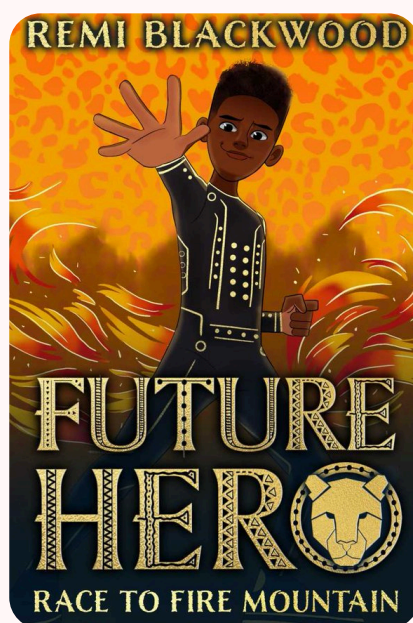
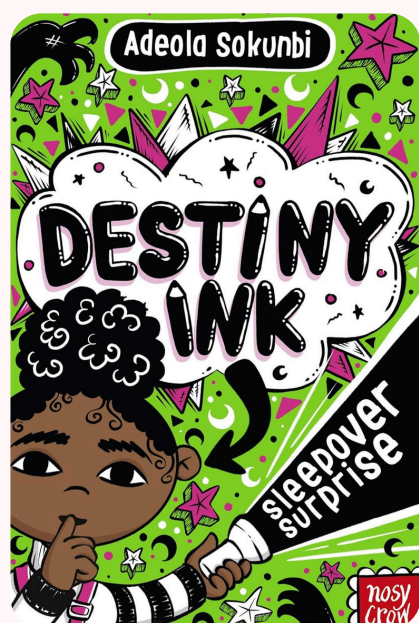




## STORYMIX BIO

Storymix, is an innovative fiction studio which was awarded Start-Up of the Year by the FutureBook Awards in 2022. The studio's mission is to meaningfully increase screen projects with inclusive representation and the number of diverse titles published each year. Storymix's team of industry professionals kickstart the careers of new, experienced, and returning writers and illustrators of colour. Together they collaborate to produce high-quality, high-concept worlds full of joy and adventure.

Storymix's model provides apprenticeship-style support to its creatives, with invaluable editorial guidance, coaching and unique networking opportunities that equip them with the skills necessary to secure their own agents and independent book or screenwriting deals. In 2023, Jasmine received a Special Commendation in the Editor of the Year category at the British Book Awards.







## FOUNDER'S BIO

Jasmine Richards read English Language and Literature at Oxford University and has over 20 years of experience in children's publishing. She was the Lead Editor on the multi-million-selling series *Beast Quest* and has written a dozen books for children, including *The Unmorrow Curse* and *Myth Keeper*. Jasmine has also been a screenwriter on Disney's *PJ Masks* and BBC's *JoJo and Gran Gran*. In 2024 Jasmine was shortlisted for the MIPCOM CANNES Diversify TV Awards.

In 2019, she founded Storymix, a multi-award-winning fiction studio dedicated to centring children and teens of colour in stories filled with joy and adventure. In 2023, Jasmine received a prestigious special commendation in the Editor of the Year category at the British Book Awards. She is also a Bookseller Rising Star and the creator of [The Write Beach Hut](#), a creative sanctuary by the sea which is designed to nurture and empower writers and creatives through workshops, mentoring, and affordable writing retreats.





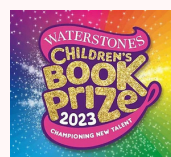
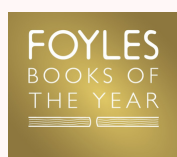


## THE STORY BEHIND STORYMIX

Founded in 2019 by Jasmine Richards, Storymix creates original and high-concept series for children and teenagers with inclusive casts of characters. Frustrated by the lack of representation in children's books, Jasmine leveraged her extensive experience in storytelling to establish a fiction production company that offers a springboard to racially minoritized creators. Since its inception, Storymix has sold over 400,000 copies of its titles and received multiple industry awards including the Future Book Award and the Deutsche Bank Awards for Creative Entrepreneurship (DBACE).

## AWARDS

Here are some of Storymix's accolades and achievements





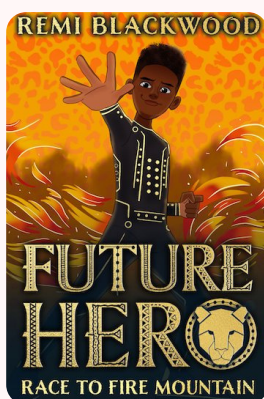


## OUR BOOKS

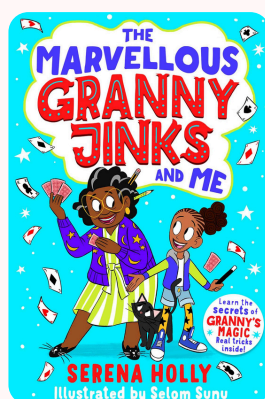
Some of our best selling books. Please always credit the Author and Illustrator when sharing these images.



Aziza's Secret Fairy Door (Book 1)



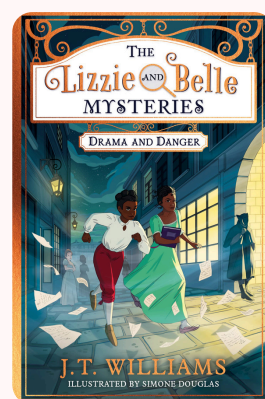
Aziza's Secret Fairy Door (Book 1)



The Marvellous Granny Jinks & Me (Book 1)



Secret Beast Club: The Unicorns of Silver Street (Book 1)



The Lizzie and Belle Mysteries: Drama and Danger (Book 1)



Spellcasters (Book 1)



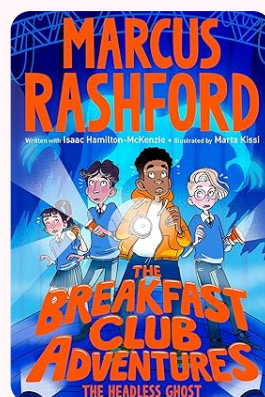
Fablehouse (Book 1)



Magic Faces: Heroes of the Pirate Ship (Book 1)



Destiny Ink: Sleepover Surprise (Book 1)



The Breakfast Club Adventures: The Headless Ghost (Book 5)





## STORYMIX PRESS PHOTOS

For downloadable images of our Founder, Team, Books and Logo, please visit our Media Kit page on our website

[Download Images](#)







## QUICK LINKS

Press inquiries: [admin@storymix.co.uk](mailto:admin@storymix.co.uk)

Blog: [www.storymix.co.uk/blog](http://www.storymix.co.uk/blog)

Books: [www.storymix.co.uk/books](http://www.storymix.co.uk/books)

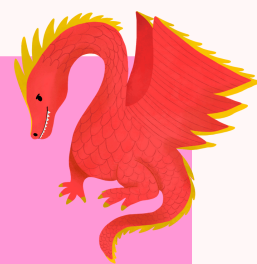
Podcast: [www.storymix.co.uk/podcast](http://www.storymix.co.uk/podcast)

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