

TellTails on Dragons Den

Submitted by: TellTails

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Dragons Den:

Will TellTails entrepreneur get an offer on the table or leave with her tail between her legs?

This Sunday October 8th entrepreneur Hannah Gourlay founder of TellTails will embark on the daunting task of pitching her business of costume tails on Dragons Den in attempt to win investment from the business moguls.

Budding entrepreneur, Hannah Gourlay from Hackney was intent on making a scene and promoting every viewer at home to 'Claim back their tails - Tails which have been so mercilessly robbed from us through evolution.'

She had just 3 minutes to win them over.

A passionate, hardworking, single mum, Hannah started the business 5 years ago in her bedroom when she decided to make herself a lions tail to wear at a festival.

'It just took over. I wore the tail to a festival and the reactions were incredible. At that point I knew this was bigger than I'd thought. I returned to sell a menagerie of different species at the festival from monkeys to squirrels, lions to dinosaurs. The tails sold out in under three hours.'

Since then Hannah has grown the company into an international business being stocked in the most prestigious shops from Hamleys, Fenwicks, and recently selling out at John Lewis and ASOS.

But will she be able to crack the 'no-nonsense' dragons and get them to try on a tail for themselves?

"If I can get them wearing one on they'll understand the tail magic! You've just got to try it', explains Hannah.

We're expecting this to be the most talked about episode yet.

Understanding the combined business experience of the Dragons, all is at stake. Hannah knows she has one shot to be pitch perfect in the den if she is to win over the multi-millionaires.

Can she do it?

See for yourself this Sunday at 20.00 on BBC2.

ABOUT TELLTAILS

Founded in 2012 by acclaimed British artist Hannah Gourlay, TellTails design and supply an extensive

range of creature tails.

In just two years the toy start-up reached cult status in England among kids and adults alike at music festivals – selling out in record time last year.

TellTails now boasts a worldwide customer base including celebrity “wagglers” such as Kate Winslet, Prince Harry, Helena Bonham-Carter and Russell Brand.

Watch out for us on the BBC’s Dragon’s Den October 8th as TellTails excitedly pitch to the panel of Dragons.

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