

# BRANDS OF TOMORROW 2021



WALPOLE

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# Welcome

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“Adapt and overcome.” The mantra of David Hume, who in 1985 sailed out of Sandringham Yacht Club to line up in the 50th anniversary of the Sydney to Hobart race... quite an achievement for a man blind from birth.

If ever the spirit of David Hume was required it was in 2020, and we were in awe of the resilience and dexterity of all the Brands. The quality of their products, customer service, communications, executive teams and shareholder bases spoke volumes for ‘adapting and overcoming’ all manner of challenges. And we see the same qualities in our wonderful Class of 2021.

Selection has rarely been harder with competition for spaces overwhelming. The programme is excited to offer fresh insights and the latest advice as we navigate these choppy waters. Never has Brands of Tomorrow been more important or had more to offer. From our fabulous mentors who give so generously of their time, to the experts and captains of industry who provide our workshops, together with the latest guidance and political insights from Walpole – we’re looking forward to supporting our brilliant Brands. Equally, Mishcon de Reya’s and Moneycorp’s support and advice has never been more relevant, vital or appreciated. Here’s to a fulfilling and rewarding 2021, whatever it may throw at us. Onwards and upwards!

**Balthazar Fabricius & Chris Downham,  
Co-Chairs, Brands of Tomorrow**



On the cover: Gwen the Lancashire Heeler, the official Brands of Tomorrow mascot.  
Illustration by Sabina Savage, a 2019 Brand of Tomorrow.



Since its launch in 2007, Walpole’s flagship development programme for fledgling luxury brands has been central to our strategy for driving the growth of British luxury. We have taken 130 early-stage businesses through a tried and trusted programme of mentoring and masterclasses, immersing them in the support, help and advice of the British luxury eco-system, and it is the most satisfying thing imaginable that so many Brands of Tomorrow alumni are now famous around the world - Bremont, Nyetimber, House of Hackney and Orlebar Brown, to name just four. Every year I am awed by the creativity, entrepreneurship and determination of these future luxury players: it’s a huge privilege to play a part in their journey.

**Helen Brocklebank, CEO, Walpole**

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## Selection Criteria

**To be eligible for the Brands of Tomorrow programme brands must:**

- Be positioned in the luxury sector
- Be a British business, registered in the UK
- Have a turnover between £200k and £5m
- Have been founded in the last 10 years
- Have a clear vision for their future and an entrepreneurial management style
- Brands should expect to become a member of Walpole at the end of their year on the programme



Born out of the great British countryside, bath & body brand Bramley blends their unique apple seed ingredient with therapeutic essential oils, creating products that smell wonderful, evoke a sense of wellbeing, and have genuine benefits for skin and hair. Launched in 2012 by Chloë Luxton, with sustainability at its core, Bramley set out to change the excessive overuse of plastics by introducing refillable, full-size products to hotels. Maintaining a strict ingredient promise, Bramley is cruelty-free and vegan-friendly certified.

[bramleyproducts.co.uk](http://bramleyproducts.co.uk)

Eight Lands is an award-winning organic spirits brand from the Speyside region of Scotland, developed by the father and stepson team of Alasdair Locke and Alex Christou. Built around the values of quality, people, experience and sustainability, everything from the bespoke distillery equipment through to the signature serves have been thought through to ensure that Eight Lands vodka and gin excite leading bartenders and discerning drinkers alike. The products are made using 100% organic ingredients and Scottish spring water, distilled and bottled at Glenrinn Distillery on the family's estate.

[eight-lands.com](http://eight-lands.com)

Exceptional nutritional supplements formulated to optimise female health, wellbeing and beauty. Created by women, for women, EQUI London is a multi award-winning, concise and perfected product range, backed by science and led by nature, comprising synergistically blended powder and capsule supplements that have the power to bring the body back into balance. Designed to restore inner and outer health and beauty, the EQUI portfolio offers the ultimate in holistic supplementation. Using a unique synergy of adaptogenic herbs and medicinal mushrooms, vitamins, minerals, plant super foods and probiotics, the products are created to holistically balance the body to optimise health, beauty and wellbeing.

[equilondon.com](http://equilondon.com)

Tom Cotton is a British designer and the creator of Eto: a beautiful wine decanter that offers the best in both form and function. The eto story began in 2012 with the ambition to reduce waste and enhance drinking pleasure for wine-lovers everywhere. Six years later we reached our goal. eto's innovative, patented preservation system uses an airtight seal over the wine, which halts the oxidation process, and preserves the wine's full flavour. Its elegant design makes a beautiful centrepiece to your dining table, and gives you the freedom to enjoy wine on your time. The decanter reinvented.

[etowine.com](http://etowine.com)

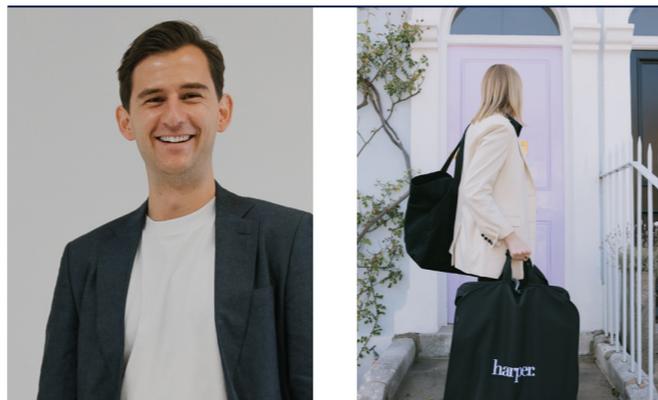
# HANCOCK



“Inspiring customers through style, creative expressionism and innovation” is the guiding principle of Hancock. With collections made exclusively in their Scottish factory, Hancock offers a range of unique, covetable products that are created using an inimitable blend of traditional and modern manufacturing techniques. A global leader in producing handmade raincoats, Hancock’s modern approach to design combined with their heritage manufacturing process has led to a notable portfolio of collaborative work with many of the world’s leading fashion houses and young designers. Leveraging these unique skills, Hancock pushes boundaries as both a creative studio and as a manufacturer.

[hancockofscotland.com](http://hancockofscotland.com)

# harper.



Harper is a luxury last mile service that enables luxury retailers to provide an elevated, try-before-you-buy shopping experience to customers at home. The company was founded in 2016 by disgruntled online shopper Liam Young after growing tired of the laborious, one-size-fits-all delivery service provided by the incumbent couriers. Harper now works with labels including Dior, Stella McCartney and ME+EM, helping them to engage and better serve today’s consumer who demands convenience and craves experiences.

[harperconciierge.com](http://harperconciierge.com)

# MARFA·STANCE



British brand Marfa Stance designs an ever-evolving, unique and essential wardrobe that fuses a versatile, seasonless and multi-functional approach with beautiful luxury designs. Founded in 2019, designer Georgia Dant, a former transatlantic commuter, identified an opportunity in the global luxury fashion space for a buildable and transportable brand to effortlessly transition across climate, seasons and occasions. Signature Marfa Stance pieces can uniquely build, adapt and reverse; allowing each customer to personalise their style in multiple ways and adapt each garment to suit their lifestyle. Marfa Stance is a collection for women with select unisex pieces shareable by both women and men.

[marfastance.com](http://marfastance.com)



Founded in 2018 by Cecily Motley and Ilana Lever, Motley puts original jewellery design back onto the hands, necks, wrists and ears of the world. Motley collaborates with the world’s best independent jewellery designers, taking production in-house to eliminate the upfront costs they normally face. Exclusive collections crafted in sterling silver and 18 karat gold vermeil are sold direct to consumer, making exceptional jewellery design affordable for the first time ever. In an industry notorious for poor quality and ethics, Motley doesn’t cut corners – creating a model that’s fair to craftsmen, designers and consumers.

[motley-london.com](http://motley-london.com)

## MY WARDROBE HQ

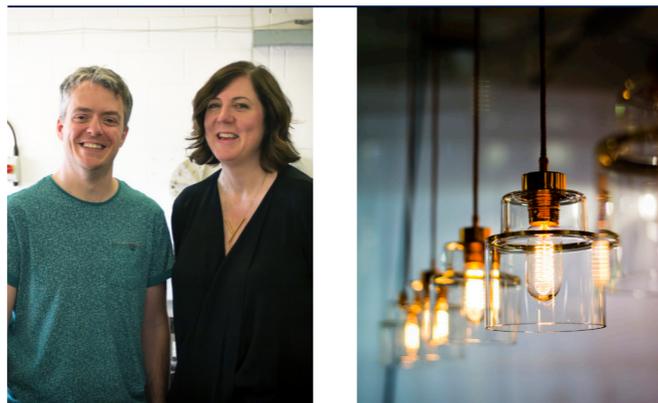
RENT AND BUY LUXURY FASHION



Launched in Nov 2019, My Wardrobe HQ is the world's first online fashion platform allowing individuals and brands to explore all areas of the afterlife of luxury garments, as they offer both rental and resale shopping options. MWHQ believe fashion rental is the solution to consuming fashion in a sustainable way, and are a truly circular offering- uniquely, all items available to rent can also be bought, meaning that if a customer wears something and loves it, they can choose to keep it. My Wardrobe HQ encourages consumers to understand the logic of 'buy less buy better'- shopping in this way is kinder to the planet as consumption lowers, and also provides individuals with a monetising option of their own.

[mywardrobehq.com](http://mywardrobehq.com)

## rothschild & bickers



Founded by Victoria Rothschild and Mark Bickers in 2007, Rothschild & Bickers is renowned for its sophisticated and unique designs. Behind the exquisite lighting which adorns stylish hotels, restaurants and homes across the UK is a passion to keep the craft of glassblowing alive. Pure molten glass is hand-formed employing only callipers as a measure, making products that are truly unique. Every design produced at the studio adopts traditional techniques, creating glass that will be cherished by future generations. This quality is matched in every detail from delicately woven flexes and trimmings to hand spun metal canopies and ceiling roses.

[rothschildbickers.com](http://rothschildbickers.com)

## SARAH HARAN



Bags that Bring Joy. At Sarah Haran Accessories design and produce a range of luxury handbags for modern women, which perfectly balance beauty and function. In today's hectic world, your handbag needs to do more than look good – it must keep you organised, and transform to suit your every occasion. The Sarah Haran collection features a unique restyle innovation - by day the bags provide maximum functionality and by night they can be restyled by detaching a clutch which can be used as a chic evening bag. Customers can pick from a range of accessories to restyle their bag, all of which include a lifetime guarantee.

[sarahharan.com](http://sarahharan.com)

## THE DECK

LONDON



The Deck made history by becoming the first women's tailor to have a shop front on Savile Row in 2020. A London based made-to-measure tailoring house, for women by women, The Deck was launched in 2019 by Daisy Knatchbull. The Deck's primary focus is crafting timeless, beautiful, and versatile suiting and separates. The process allows for a fully customisable experience of the four styles offered (named after the suits in a deck of cards) including your own choice of cloth, linings, buttons, monogramming and styling details. The Deck offers an empathetic women-for-women service; understanding its clients' needs and emotional relationship with clothing.

[thedecklondon.com](http://thedecklondon.com)

# Giving our customers a global premium service since 1979

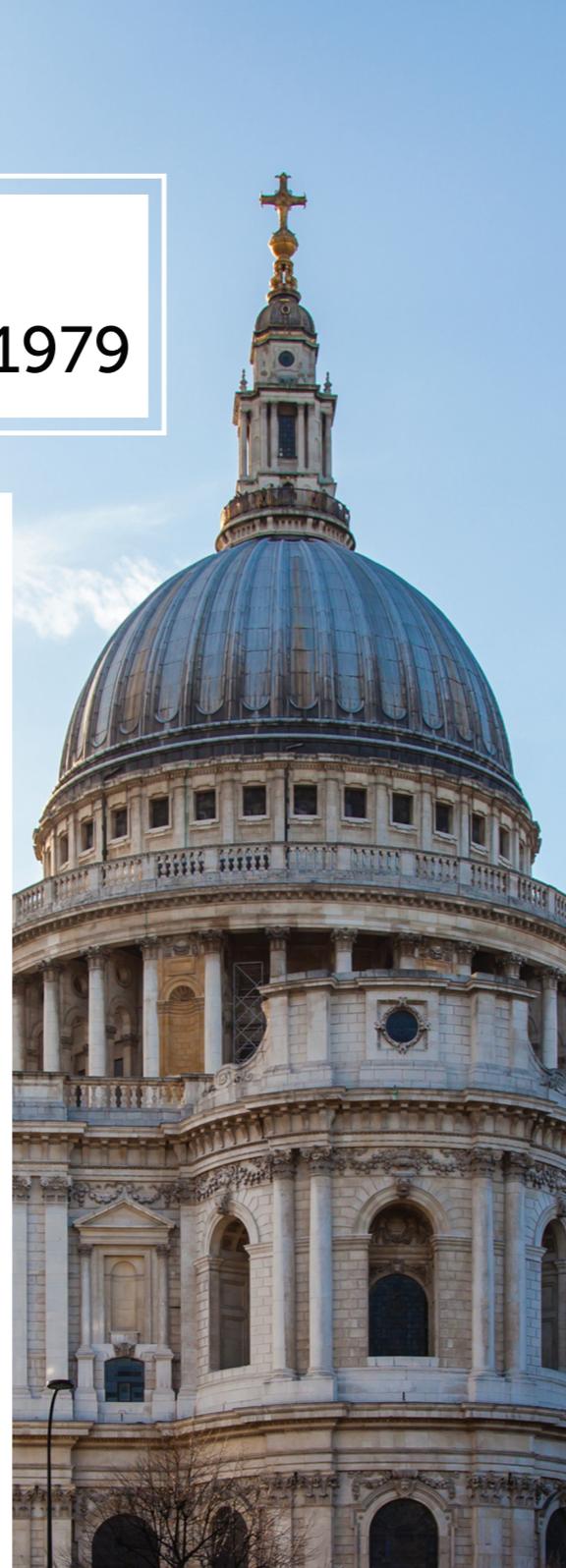
**A**s a first choice for international payment requirements, we strive to develop enduring relationships with luxury businesses, both established and new.

Offering award-winning, bespoke services on a global scale, we have led the way as premium providers of international payment solutions for over 40 years. Trading £36.9bn in 120+ currencies in 2019, we serve the payment needs of global businesses, importers and exporters, online sellers and personal clients alike, with local expertise across Europe, the Americas, Asia, Australasia and the Middle East. Guiding you and your business to reduce foreign currency risk, we believe our tailored approach is what sets us apart and helps your money to go further.

**For corporate enquiries**  
 +44 207 823 7800  
 corporateenquiries@moneycorp.com

**For personal enquiries**  
 +44 207 589 3000  
 enquiries@moneycorp.com

[www.moneycorp.com/walpole](http://www.moneycorp.com/walpole)



## The 2020 brands

**ANABELA CHAN**  
 JOAILLERIE

**anatomē**  
 LONDON APOTHECARY

*Araminta Campbell*

COUNTRY OF ORIGIN

**DAI**

**Hēdoïne**

  
 MATTHEW COX

**PEPA & CO**  
 LONDON

YOUR BEAUTY CONCIERGE  
**RUUBY**  
 EST. 2015 LONDON

  
**SHACKLETON**

**SIMPSONS**  
  
 ENGLISH WINE ESTATE

**SUITCASE**  
 THE CULTURE OF TRAVEL

## The 2019 brands

**ANNA MASON** **SABINA SAVAGE**  
 ENGLAND

  
**CONKER**

DESMOND & DEMPSEY

**F A R E R**

JENNIFER CHAMANDI  
 LONDON

 **LONDON SOCK CO**

**LUNA MAE**  
 LONDON

*People*

  
**SAVERNAKE**

**STOW**  
 WANDER-LUXE

THE  
**RESTORY**

× **WYSE** ×  
 London

## The 2018 brands

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ASCENO



CASTORE



CHapel GATE  
IRISH WHISKEY Co  
COUNTY CLARE, IRELAND

FLOWERBX

HAMILTON AND HARE

*The Jackal*



LONB

MALLE  
LONDON



METHOD  
THINKERS. DESIGNERS. MAKERS.  
SCOTLAND  
1997-2018



rae feather

VOTARY

## The 2017 brands

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AGI & SAM



ALEXANDRA LLEWELLYN  
LONDON



CAMILLA ELPHICK



CAPSTAR

DUKE + DEXTER



EXMOOR CAVIAR  
MADE IN ENGLAND

HELEN AMY MURRAY  
HANDSCULPTED IN LONDON

hillier  
bartley

*Rory Johnson*

TESSA PACKARD  
LONDON  
CONTEMPORARY FINE JEWELLERY

THE NEW CRAFTSMEN

TROUBADOUR

## The 2016 brands

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AURELIA

PROBIOTIC SKINCARE

BLAZE



CUBITTS

DEMELLIER  
LONDON



MONREAL  
LONDON



NOBLE ISLE  
EST. 2011  
THE NEW TRADITION



PENROSE™  
PRODUCTS

RICHARD BRENDON  
LONDON

SOLOMON & WU

THE FOLD

Tom Raffield

## The 2015 brands

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BEEETLES+HUXLEY

BIONDA CASTANA

EMILIA WICKSTEAD

FINLAY & CO.  
LONDON

HOUSE OF HACKNEY  
LONDON



ONLY FINGERS+TOES

RACHEL VOSPER  
BELGRAVIA  
*R*

ROLLEY GOLF  
LONDON

# The 2013 brands

2012

2011

2010

2009

2008

2007

The Business of Fashion  
**BOF**



**EMMETT**  
L O N D O N

**ABAHNA™**

**BRITT LINTNER.**  
dresses for all working women

**DE ROEMER**

**ASTLEY CLARKE**

**goat**

**PRIVATE WHITE V.C.**  
HANDMADE IN ENGLAND

**D**  
demarquette  
fine chocolates

**Mr.Hare**



**CARAMEL**

**ORMONDE JAYNE**  
LONDON

**BREMONT**  
CHRONOMETERS

OLIVIA VON HALLE

**RACHEL GALLEY**  
JEWELLERY

ELVIS & KRESSE



GENTLEMEN'S TONIC

**THE REAL FLOWER COMPANY**

**FITZDARES**

**olivia**  
LONDON

**VICTOR**  
FLY SMARTER

**FIELD CANDY**

*Lily and Lionel*

**OSMAN**



SHAUNLEANE

**Miller Harris**  
PERFUMER LONDON

LONDON

**VICTOR**  
FLY SMARTER

**FIELD CANDY**

*Lily and Lionel*

**OSMAN**



SHAUNLEANE

**Miller Harris**  
PERFUMER LONDON



**MAWI**  
LONDON

**ME+EM**



**NYETIMBER**  
PRODUCT OF ENGLAND

LONDON

**VICTOR**  
FLY SMARTER

**FIELD CANDY**

*Lily and Lionel*

**OSMAN**



SHAUNLEANE

**Miller Harris**  
PERFUMER LONDON



**MAWI**  
LONDON

**ME+EM**



**NYETIMBER**  
PRODUCT OF ENGLAND



**ROCOCO**  
*Chocolates*  
LONDON LUXURY  
EST. 1983

**MUNGO & MAUD**  
DOG & CAT OUTFITTERS



**ZOË JORDAN**

**WOLF & BADGER**  
DISCOVER NEW DESIGNERS



# The Experts

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Every year Walpole puts together an esteemed panel of experts selected from some of the UK's most experienced luxury businesses, to help provide practical advice and support to each of the Brands of Tomorrow. Past mentors have included:

**BEC ASTLEY CLARKE MBE**

Former CEO & Chairman of Astley Clarke

**CAROLINE ATTWOOD**

Consultant: Fashion, Luxury & Lifestyle

**JOHN AYTON MBE**

Chairman, Annoushka Jewellery

**GILLIAN DE BONO**

Former Editor, FT How To Spend It

**SALLY BRITTON**

Intellectual Property Partner, Mishcon de Reya

**RICHARD CARTER**

Director of Global Communications, Rolls-Royce Motor Cars

**LEWIS COHEN**

Commercial Contracts Partner, Mishcon de Reya

**SIMON COTTON**

CEO, Johnstons of Elgin

**ALEXANDRA CURRIE**

Head of Strategy & Project Management, Farfetch

**SARAH ELTON**

Consultant and Creative Chairman, Debrett's

**NICK AND GILES ENGLISH**

Co-Founders, Bremont Watch Company

**TANIA FOSTER BROWN**

Marketing and Communications Director, Selfridges

**SEAN GHOUSE**

Head of Retail UK, Fortnum & Mason

**MARK HARVEY**

MD, Chapel Down

**HARRIET HASTINGS**

Founder & Managing Director, The Biscuiteers

**ALISTAIR HUGHES**

MD, Savoir Beds

**SEBASTIAN MANES**

Buying & Merchandising Director, Selfridges

**MICHAEL MORLEY**

Head of Wealth Management UK, Deutsche Bank

**MERIBETH PARKER**

Head of Business Transformation, NEWS UK

**DEMETRA PINSENT**

CEO, Charlotte Tilbury

# Walpole

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**GUY SALTER OBE MVO**

Chairman, London Craft Week

**ALEXANDRA SHULMAN CBE**

Journalist, Consultant & Commentator

**JUSTIN STEAD**

CEO, Radley

**MICHAEL WARD**

Managing Director, Harrods

**WILLIAM WOODHAMS**

CEO, Fitzdares

WITH THANKS TO



“After 40 years in business as an international payments provider, we always enjoy supporting both established luxury brands and pioneering new entrepreneurs as they make their mark on the world. A huge congratulations to all of the Brands of Tomorrow.”

**BALTHAZAR FABRICIUS**

Chairman, Brands of Tomorrow

**CHRIS DOWNHAM**

Deputy Chairman, Brands of Tomorrow

**HELEN BROCKLEBANK**

CEO, Walpole

**CELANDINE WADE**

Programmes Manager, Walpole

For more information on Brands of Tomorrow, please contact [celandine.wade@thewalpole.co.uk](mailto:celandine.wade@thewalpole.co.uk)

## Mishcon de Reya

“The support, advice and networking opportunities that Walpole and the Brands of Tomorrow Programme provide to aspiring British luxury brands are unrivalled.”



# Risk

is

good

## Disruption is the law of tomorrow

The rules of business and society have changed.  
Only 12% of Fortune 500 firms from 1955 still exist.  
Creative disruption is crucial to economic growth.  
How will you embrace the opportunities?

Discover what you can do with the  
law of tomorrow, today at [mishcon.com](http://mishcon.com)

**Mishcon de Reya**

It's business. But it's personal.