## Walpole Brands of Tomorrow 2023

# Keep your head

in the cloud

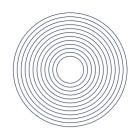
### Adaptation is the law of tomorrow

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Mishcon de Reya Group

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Mentoring is the ingredient 'X' of the programme, and I'd like to say a huge thank you to the leaders from UK luxury's established brands who invest their time

and talents into supporting the next generation, as well as the expert mentors from programme partners Mishcon de Reya and Moneycorp. Mentoring is never a one-way street and it's always encouraging and inspiring to talk to Walpole's mentors about how the process has challenged their own thinking and stimulated new ideas. The secret to the success of a £48bn sector like British luxury is the knowledge that we all have something to learn from each other, whether your business was founded in 1707 or 2023, and that spirit of collaboration and community is exemplified by Brands of Tomorrow.

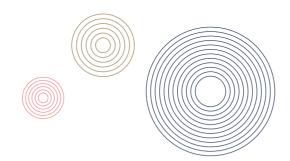
During the selection process, I was struck not only by the 'Class of '23's creativity and



entrepreneurship but also by their strong sense of purpose – without exception the defining philosophy was one of doing well by doing good. As we look at the brands of the future, it's a fundamental principle that tomorrow's customer likes beautiful brands to buy, but they must also be brands to believe in. Welcome to the 2023 Brands of Tomorrow.

Helen Brocklebank, CEO, Walpole

Business | Disputes | Innovation | Private Real Estate | Consultancy Services



We increasingly think of the Brands of Tomorrow programme as a sort of chrysalis, serving to protect and harbour the tremendous energy of our founders as their businesses metamorphose from start-up to scale-up. Each year we look out for signs and reasons to be positive for the year ahead, and have been looking forward to '23 for a good while. What are the roots of this mystic number? Why is it, for example, that the world's best sports stars choose it for their shirt number?

Furthermore, this is the lunar Year of the Rabbit, bringing a different type of energy from that of the 2022 Tiger. This, cosmological experts say, will see a year that is likely to be calm and gentle, steering

towards more of a balanced life – a narrative also seen in this year's brands where there and of hearth and home. We have seen an increased emphasis on sustainability and social purpose throughout many of the applicants over the last couple of years, and this is reflected in our final 12 for 2023. All mixed, for balance, with a healthy dose of joy and creativity.

This zodiac sign though will also, according to Chinese tradition, attract good qualities such as money, partnership and success. None of this means it will be easy of course - when is it ever? - but no doubt there is lots to fight for in 2023 for our outstanding founders and their burgeoning British brands.

As always, we would like to extend our thanks to the Brands of Tomorrow partners are strong themes of nurturing and care, - Mishcon de Reya and Moneycorp - for their ongoing support, plus further thanks to the network of industry leading mentors and workshop speakers who provide so much of the content over the year. Brands of Tomorrow, now in its 16th edition, continues to serve a crucial role within the British Economy; helping entrepreneurs to fulfil their visions of building brands, creating jobs, protecting and celebrating British luxury craftsmanship and ingenuity.

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



### 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.







BAZ & CO



After years of not being able to find a deodorant that could withstand the rigours of their 8-daya-week West End careers, actors Ed Currie and Andy Coxon set about creating one that could. The result was AKT London (pronounced "act"). Made in the UK with 100% plastic-free packaging, this natural deodorant's blend of active botanicals and

Deo-Barrier Complex<sup>™</sup> leaves you dry and fresh

all day long. Tested on over 1000 dancers since

2015, AKT is born to perform.

Anglo-Italian is a tailoring-focused menswear brand inspired by the culture of England and Italy. Led by Jake Grantham, the house produces garments in a way that combines artisanal production with a firm point of view, and re-works, revisits, and revives its roster of core items each season. Offering ready-to-wear, made-to-order, made-to-measure and bespoke services, its stores in Marylebone are manned by knowledgeable staff and frequented by patrons seeking products that will endure.

BAZ & CO was founded by farmer James Dashwood Chase, who knows that the quality and integrity of ingredients is essential in skincare and wellbeing. Inspired by his last venture, Chase Distillery, BAZ & CO's products are made with natural, vertical-farm-grown ingredients and do not contain parabens, soap, harsh exfoliants, detergents, sulphates, or synthetic chemicals. The company's mission is to provide powerful, natural skincare that helps men achieve naturally healthier skin over time.









Difference Coffee represents a collection of the very highest-graded coffees, rare and limited reserve beans, sourced from the world's most prestigious coffee estates. Presented in recyclable, Nespresso-compatible capsules, only ethically and sustainably sourced 100% Arabica speciality coffee is roasted. Difference Coffee is the leading British coffee brand amongst luxury hospitality and Michelin-starred restaurants in the UK, and is currently increasing its market share in Italy and internationally.

DIFFERENCE

COFFEE

Edward Bulmer has a vision to create a natural paint that does not cost the Earth, while protecting both people and planet. Edward has poured over 30 years of design experience, plus innovative gentle chemistry, into every tin in his mission to clean up the paint industry. The company is unique in using plant-based ingredients (including a ground-breaking bio-based binder) and it is the only paint company to use natural earth and mineral pigments to create its stunning colours.

Goldfinger is an award-winning social enterprise venture, designing timeless furniture and homeware from locally-sourced and reclaimed materials. On display at some of the UK's leading names in retail and hospitality (including Selfridges, Soho Home and Gail's), Goldfinger's artisans often craft bespoke furniture in collaboration with celebrated interior designers. Its profits are reinvested into the Goldfinger Academy's woodworking courses, career guidance programmes and craft classes, and free monthly community meal, the People's Kitchen.

differencecoffee.com aktlondon.com angloitalian.com bazandcoskincare.com edwardbulmerpaint.co.uk goldfinger.design









Founded by Laylah Holmes with the aim to provide

a fresh, unique and personal approach to custom-

made interiors, Holmes Bespoke specialises in

hand-crafted rugs, carpets and home accessories.

Liveable luxury is at the heart of the company,

teamed with an emphasis on original design and

quality craftsmanship. Set apart by a diverse

offering of weaving techniques, Holmes Bespoke's

skilled artisans can hand tuft, knot, weave, loop.

or carve any bespoke design in an array of

premium fibres.

MAISON MARGAUX

Founded by a team of industry experts in 2019. Maison Margaux is a luxury British homeware brand that travels the world sourcing everything you need for beautiful home entertaining, including crockery, linens, cutlery, candleware and accessories. A successful online sales platform is complemented by a rental service that creates bespoke tablescapes for any occasion. With a mantra of 'Buy the classics and hire the trends' Maison Margaux encourages its

customers to buy forever pieces and then return

to rent seasonal updates.

Makers Cabinet was established in 2017 by Central Saint Martins graduates Odin Ardagh and Noah Bier. Launched and funded with a Kickstarter campaign for a unique pencil sharpener, the brand has developed a range of innovative, crafted tools for creators, gaining an international customer base of architects, designers, artists and stationery aficionados. Now stocked in over fifty retailers worldwide, the company plans to expand into new industries with products designed in line with the circular economy, and made in the UK.

MAKERS CABINET

**MONPURE** 

The world's first scalp and hair health brand dedicated to treating scalp discomfort and irritation, preventing hair thinning and promoting strong hair, MONPURE has earned more than 45 industry awards since it was founded in 2020. MONPURE's scientifically proven formulas utilise potent active ingredients such as Retinol, Vegan Silk Peptides, AHAs. BHAs and Vitamin C to create the optimum environment for hair to grow by rebalancing the scalp, clearing blocked follicles, and strengthening

and rebuilding strands at the root.

You know that feeling of warmth and comfort you get when you pull on your favourite jumper? Navygrey takes the time to create items that bring that feeling back. Inspired by a 25-year-old navy wool jumper owned by the founder's mother, Navygrey creates luxurious British knitwear that makes you both feel good and look good. Underpinned by the timeless palette of navy and grey. Natural, sustainable, traceable and increasingly regenerative - crafted in partnership with innovative British farms, mills and factories.

Founded in 2018 and referred to by the Financial Times as 'dopamine-inducing' jewellery, Roxanne First's fine jewellery is designed for everyday wear and timeless cool. The studio's pieces are crafted using ethically sourced solid gold, diamonds, multi-coloured sapphires and semiprecious stones. Roxanne inherited her passion from her Italian family's love of jewellery and today her eponymous collection includes everything from a classic diamond hoop to beautiful bespoke

iewellery in rainbow hues.



**NAVYGREY** 

**ROXANNE FIRST** 

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**Walpole Brands** of Tomorrow **Programme** 

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ALUMNI

### 2022 Brands



FELDSPAR

LAUREN DICKINSON CLARKE



**LUXURY** PROMISE.

MARION AYONOTE



PETIT MATERIAL TECHNOLOGY





YOLKE

### 2021 Brands



EQU LONDON



#### HANCOCK harper:



MY WARDROBE HQ



SARAH HARAN



### 2020 Brands

**ANABELA CHAN** 

anatomē.

Araminta Campbell

**COUNTRY OF ORIGIN** 

### Hēdoine















### **2019 Brands**

ANNA MASON



DESMOND & DEMPSEY

FARER

JENNIFER CHAMANDI LONDON



LUNA MAE LONDON

> THE RESTORY

SABINA SAVAGE







### 2018 Brands

ASCENO







HAMILTON AND HARE











The Jackal

VOTARY

### 2017 Brands

AGI & SAM





DUKE + DEXTER



HELEN AMY MURRAY HANDSCULPTED IN LONDON







THE NEW CRAFTSMEN

2016 Brands











NOBLE ISLE

RICHARD BRENDON

LONDON

SOLOMON&WU

THE FOLD

Tom Raffield



PRODUCTS



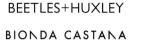








RACHEL VOSPER BELGRAVIA



EMILIA WICKSTEAD

2015 Brands























### **2013 Brands**

## BoF





OLIVIA VON HALLE







VICTOR FLY SMARTER

### 2012 Brands





ELVIS & KRESSE

FIELDC NDY

Lily and Lionel





### **2011 Brands**



Mr.Hare



OSMAN





ZOË JORDAN

### 2010 Brands

ABAHNA













### **2009 Brands**

BRITT LINTNER.

CARAMEL





Lodger

ME+EM





### **2008 Brands**

DE ROEMER

ORMONDE JAYNE

SHAUNLEANE



THE REAL FLOWER COMPANY

### **2007 Brands**

ASTLEY CLARKE



### FITZDARES

Miller Harris
PERFUMER LONDON

NYETIMBER PRODUCT OF ENGLAND



### The Experts

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.

TOM ATHRON

CEO, Fortnum & Mason

JOHN AYTON MBE

Chairman, Annoushka Jewellery

SALLY BRITTON

Partner, Mishcon de Reya

BEC ASTLEY CLARKE MBE

Former CEO & Chairman, Astley Clarke

LEWIS COHEN

Partner, Mishcon de Reya

**ALEXANDRA CURRIE** 

Head of Strategy & Project Management, Farfetch

GILLIAN DE BONO

Former Editor, FT How To Spend It

NICK AND GILES ENGLISH

Co-Founders, Bremont Watch Company

ANNALISE FARD

Director of Beauty, Home, Fine Jewellery & Watches. Harrods

CARLA FILMER

Chief Marketing Officer, Manolo Blahnik

SEAN GHOUSE

Head of Retail UK, Fortnum & Mason

JON GRAHAM

CEO, Miller Harris

AINO GRAPIN

CEO, Winch Design

JONATHAN HEILBRON

Partner, Redrice Ventures

MIKE HILL

Creative Director, Drakes

**ALISTAIR HUGHES** 

MD, Savoir Beds

NICK KEYTE

Chief Brand and Product Officer, Charles Tvrwhitt

NIGEL MILLS

CEO, The Lakes Distillery

MERIBETH PARKER

Head of Business Transformation, NEWS UK

DEMETRA PINSENT

CEO, Charlotte Tilbury

RUPERT SANDERSON

Founder, Rupert Sanderson

JUSTIN STEAD

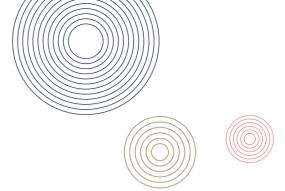
CEO, Radley

MICHAEL WARD

Managing Director, Harrods

WILLIAM WOODHAMS

CEO, Fitzdares



## Walpole

#### BALTHAZAR FABRICIUS

Chairman, Brands of Tomorrow

CHRIS DOWNHAM

Deputy Chairman, Brands of Tomorrow

HELEN BROCKLEBANK

CEO, Walpole

ANNA MAUDE & REBECCA MARS

Programmes Managers, Walpole

For more information on Brands of Tomorrow, please contact anna.maude@thewalpole.co.uk or rebecca.mars@thewalpole.co.uk

## moneycorp

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."

### 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."

