



TAURUS
THE BULL

CADIS MAJOR

GEMINI
THE TWINS

LIBRA
THE SCALES

CANCER
THE CRAB

SAGITTARIUS

BRANDS OF TOMORROW 2020

WALPOLE

Welcome

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

Starting a business is hard, producing goods and services of quality is even harder. Passion, vision, energy and daring to risk are some of the rare commodities that fuel your epic endeavour. And we are here to help you.



I remember how grateful I was thirteen years ago when Lucia van der Post, John Ayton and Sarah Elton welcomed the company I had founded, Fitzdares, to be one of Walpole’s inaugural Brands of Tomorrow alongside Astley Clarke, Bremont, Miller Harris, Nyetimber and Persephone Books. It is a humbling privilege to have been asked to continue Jonathan Heilbron’s stewardship of this important programme.

Together with my Deputy Chair, Chris Downham, we are excited to be working with Helen, Celandine, the mentors and the Walpole team to curate 12 months of advice, insights, contacts and unemotional objectivity to give you the best possible odds for long term success.

Balthazar Fabricius, Chair, Brands of Tomorrow

Front cover design courtesy of
House of Hackney, Brand of Tomorrow 2015

Echoing Balth, it’s a pleasure and a privilege to be joining the team for 2020.

This year we had a record number of applications, many of whom would have made worthy participants. Those chosen were the Brands we felt had the most potential not only to develop as part of the programme, but also in terms of spending a year (at least!) as part of the Walpole family. Walpole members are a generous and collaborative bunch, and we know that the 2020 Brands of Tomorrow will be made to feel welcome.



I’m personally looking forward to seeing the Brands make the most of this opportunity to learn, develop and connect – and hopefully making it an enjoyable and valuable experience along the way.

Chris Downham, Deputy Chair, Brands of Tomorrow

British luxury has always been driven by its creative entrepreneurs and founders, and Walpole’s Brands of Tomorrow is designed to help give early stage luxury brands the best chance of success as they build their growth. Since 2007, 118 fledgling businesses have completed the programme: More than £300m has been added to the economy, 1300



new jobs have been created and, of those 118 brands, all but six are still in business with the majority still owned by their original founder. I’m enormously proud of the role Walpole plays in fostering next generation British luxury and as we begin a new journey with the 2020 Brands of Tomorrow, it’s exciting to think of them taking their place amongst the established stars of the British luxury sector.

Huge thanks go to Mishcon de Reya for their continued support of Brands of Tomorrow and Moneycorp who have joined us as a new partner: their support for the future growth of British luxury brands makes the 2020 programme stronger than ever.

Helen Brocklebank, CEO, Walpole

ANABELA CHAN
JOAILLERIE



Anabela Chan is a London-based award-winning fine jewellery brand, the first of its kind to champion laboratory-grown gemstones paired with high-jewellery designs, artisanal craftsmanship, and an ethical sustainability focus. This year, Beyoncé, Rihanna, Lady Gaga, Anne Hathaway and Taylor Swift amongst other global superstars have graced red-carpet events wearing her enchanting, statement pieces. With awards from Vogue Talents, The British Goldsmiths' Craft and Design Council, the *FT How To Spend It* named her London boutique one of the city's best kept secrets. Strictly discovered through word of mouth, her unique jewels are presented at some of the most exclusive boutiques in the world.

anabelachan.com

anatomē
LONDON APOTHECARY



Anatomē is a London apothecary driven by the simple belief that nutritional and emotional balance is the pathway to a healthy and fulfilling life. Founded by Brendan Murdock, he and his team have created a collection of organic skincare, essential oils and dietary supplements. Unique 'Live your way+' nutrition and sleep appointments are also available both in the store. Anatomē products are available online and alongside select partners that include NET-A-PORTER and MR PORTER. As a brand Anatomē aim to empower you to live your life to the fullest.

anatome.co

Araminta Campbell



Araminta Campbell's eponymous label specialises in creating exceptional textiles expressing Scotland's natural beauty and weaving heritage. Taking inspiration from the landscape, every one-of-a-kind piece making up her Signature collection is handwoven from the finest undyed British alpaca by skilled weavers in her Edinburgh studio. Araminta's bespoke textile design service offers many possibilities; from unique handwoven pieces to the creation of heritage tweed and tartans. Working with her in-house weavers and partner Scottish mills, Araminta has created bespoke designs for both private and commercial clients across the world. By focusing on premium workmanship, sustainable sourcing and unique design Araminta creates timeless textiles that tell a story.

aramintacampbell.co.uk

COUNTRY OF ORIGIN



Country of Origin is a modern knitwear brand founded in 2014 by Ben Taylor and Alice Liptrot. Everything is manufactured in-house at a new purpose-built factory in Wigston, Leicestershire. With an emphasis on strong colour palettes and high-quality yarns, Country of Origin supply the perfect array of knitwear for modern living.

countryoforigin.co.uk

DAI

Hēdoïne



The world is better when women succeed. Dai delivers the comfort-empowered confidence. Dai are tailored performance wear for women who mean business. They are at the intersection of innovative fabrics, elegant tailoring and minimal, functional design. Launched as an omnichannel, direct-to-consumer brand, Dai brings luxury European craftsmanship to the contemporary womenswear market. Beyond products, Dai are committed to sustainability and social impact that empowers women.

daiwear.com

Inspired by strong, bold women - hedonistic heroines - Hēdoïne was founded by Alex Tyman and Anna Rauch to craft fashion essentials for women with uncompromising lifestyles. Their vision is to transform everyday wardrobe staples into timeless luxury experiences. Hēdoïne is best known for creating the world's first ladder-resistant seamless tights; fusing innovation, functionality and elegant design. The brand's ambition for operational excellence focuses on ethical and sustainable production, as well as developing new materials in cooperation with a textile engineering leader. By combining strong values, wit and dark humour, Hēdoïne has captured a fast-growing global community, which elevates and celebrates 'Hēdoïnes'.

hedoine.com



MATTHEW COX



'Always out of the ordinary' is the principle that guides Matthew Cox, whether designing his made to measure furniture collection, or finding and curating rare antiques. As an antique dealer, Matthew understands what makes furniture stand the test of time - as a designer, he distils this knowledge into every piece he makes, ensuring it serves its purpose today, yet is adaptable enough to fit a different role in the future. Cox enjoys a considered making process, paring back designs to make them economical, and favouring natural, sustainable materials that become more beautiful with time and use. All designs are handmade in England.

matthewcox.com



Launched in 2013 by Pepa Gonzalez - Pepa & Co is a London based luxury children's clothing brand, with a focus on timeless and classic designs that brings back the heritage of traditional British childrenswear. Pepa's inspiration comes from her large Spanish family and British family in-law. This nostalgic traditional inspiration is evident in her designs, which have even been chosen to dress the little members of the Royal British Family. Since launching, the brand has grown rapidly as a direct to consumer company through their online store and flagship store in Belgravia.

pepaandcompany.com

YOUR BEAUTY CONCIERGE

RUUBY

EST. 2015 LONDON



SHACKLETON

SIMPSONS



ENGLISH WINE ESTATE

SUITCASE

THE CULTURE OF TRAVEL



Ruuby is an on-demand beauty bookings platform, offering clients the ability to book a host of luxury beauty treatments to their door. From Nature Bissé facials, to Aromatherapy Associates massages, and everything in between, Ruuby has been granted the mantle of the leading digital beauty concierge service in London. Launched in February 2015 and founded by Venetia Archer, Ruuby now counts over 800 expert beauty professionals on its books. In 2019, Ruuby launched its Black Label membership offering - the ultimate in personalised, luxury beauty and wellness for individuals and corporate partners, both in the UK and internationally.

ruuby.com

Shackleton is a modern British brand inspired by the courage and leadership of polar titan Sir Ernest Shackleton a century ago. Shackleton expedition-grade apparel is engineered for extremes, combining world-class high performance with luxury refinement. Driven by exploration and innovation, the brand aims to inspire and equip the new age of pioneers, from record-breaking explorers to ultra-travellers to weekend adventurers. The range of outerwear, knitwear and accessories is designed in London and made in Britain and Italy using the latest breakthrough performance materials and production techniques. Shackleton is a fur-free brand, and all down is RDS-certified.

shackletonlondon.com

Ruth and Charles Simpson have made award-winning wines at their stunning, southern French Domaine, for the past 18 years. In 2014 they brought their savoir-faire back to the UK, establishing Simpsons' Wine Estate in Kent, with an aspiration to create the finest quality Method Traditional English sparkling wine. With 30 hectares of vineyards established on the iconic chalk terroir of the North Downs, the Simpsons saw their first harvest in 2016. With a strong focus on provenance, Simpsons Wine now produces a highly-acclaimed range of exclusively estate grown still and sparkling wines, including gold-medal-winning Chalklands Classic Cuvee 2016.

simpsonswine.com

SUITCASE is a platform for experiential travellers. Through a quarterly print magazine, website and creative studio, products and events, SUITCASE caters to travellers at every point in their journey, from inspiration through to experience. Rather than repeating underwhelming tourist clichés, SUITCASE embraces the adventurous appetite of the next generation. Drawing on a global network of writers and creatives, the platform spans informative city guides, original photography and inspirational long-form stories. SUITCASE Creative Studio uses expertise in modern storytelling to work with travel and lifestyle brands, positioning them for success via strategy and content production.

suitcasemag.com



Giving our customers a global premium service since 1979

We strive to develop enduring relationships with luxury businesses, both established and new.

Leading the way in currency transfers and FX international payments for 40+ years, we are here to guide you and your business to get more for your money. We serve the payment needs of global businesses, importers and exporters, online sellers and personal clients. Trading £35.5bn in 120+ currencies in 2018, we pride ourselves on providing a tailored and award-winning service worldwide, with local expertise across Europe, the Americas, Asia, Australasia, and the Middle East.



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The 2019 brands



The 2018 brands



2017

AGI & SAM



DUKE + DEXTER



HELEN AMY MURRAY
HANDSCULPTED IN LONDON



TESSA PACKARD
LONDON
CONTEMPORARY FINE JEWELLERY

THE NEW CRAFTSMEN

TROUBADOUR

2016

AURELIA
PROBIOTIC SKINCARE

BLAZE



NOBLE ISLE
THE NEW TRADITION



RICHARD BRENDON
LONDON

SOLOMON&WU

THE FOLD

Tom Raffield

2015



BEEETLES+HUXLEY

BIONDA CASTANA

EMILIA WICKSTEAD

FINLAY & CO.
LONDON



OF AT ONLY FINGERS+TOES

RACHEL VOSPER
BELGRAVIA

ROLLEYGOLF
LONDON

2013



goat

OLIVIA VON HALLE



PRIVATE WHITE V.C.
Buckingham Palace

RACHEL GALLEY
JEWELLERY

VICTOR
FLY SMARTER

2012



ELVIS & KRESSE

FIELD CANDY

Lily and Lionel



2011

EMMETT
LONDON

Mr.Hare



OSMAN



TRUNK

ZOË JORDAN

2010

ABAHNA™



MAWI
LONDON

ROCOCO
Chocolates
LONDON LONDON
EST. 1961

WOLF & BADGER
DISCOVER NEW DESIGNERS

2009

BRITT LINTNER
CAMEL
GENTLEMEN'S TONIC
LITTLE VENICE CAKE COMPANY
LODGER
ME+EM
MUNGO & MAUD
ORLEBAR BROWN

2008

DE ROEMER
ORMONDE JAYNE
THE REAL FLOWER COMPANY
SHAUN LEANE
TIMOROUS BEASTIES

2007

ASTLEY CLARKE
BREMONT
FITZDARES
MILLER HARRIS
NYETIMBER
PERSEPHONE BOOKS

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. Past mentors have included:

BEC ASTLEY CLARKE MBE

Former CEO & Chairman of Astley Clarke

JOHN AYTON MBE

Chairman, Annoushka Jewellery and Bremont Watch Company

MARTIN BARTLE

Founder & MD, Arthur Ridley Esq.

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

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

MARK HARVEY

MD, Chapel Down

MAURICE HELFGOTT

Founder Director, Amery Capital

ALISTAIR HUGHES

MD, Savoir Beds

SEBASTIAN MANES

Buying & Merchandising Director, Selfridges

MICHAEL MORLEY

Head of Wealth Management UK, Deutsche Bank

DR FREDERICK MOSTERT

Oxford University

JO NEWTON

Head of Buying: Fashion, Beauty and Home, Fortnum and Mason

DEMETRA PINSENT

CEO, Charlotte Tilbury

SARAH ROTHERHAM

CEO, Miller Harris

GUY SALTER OBE MVO

Chairman, London Craft Week

JIM SHARP

Partner and Co-Founder, Sirius Equity

Walpole

ALEXANDRA SHULMAN CBE

Journalist, Consultant & Commentator

LUCIA VAN DER POST

Luxury Commentator

EWAN VENTERS

CEO, Fortnum & Mason

MICHAEL WARD

Managing Director, Harrods

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

Mishcon de Reya

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good

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