



BELOW: THE FACES  
BEHIND THE LUXURY  
BRITISH BRANDS OF  
TOMORROW

# BRANDS OF TOMORROW



The wonderful Walpole – an alliance of 170 of Britain's finest luxury brands – has unveiled its pick of twelve trailblazing British names, each one benefiting from a pairing with an established iconic brand for a year-long mentorship

Walpole has long been renowned and respected for its judgement when it comes to luxury – so who better to curate a list of high-end brands to watch? The twelve-brand line-up includes the top trailblazing innovators to have come to the attention of the world of luxury, each one rewarded with a programme of bespoke learning under the mentorship of dynamic leaders from some of Britain's finest luxury brands (including Thomas Pink, Harrods, Bremont, The Savoy, Rolls Royce and Alexander McQueen). Via carefully tailored learning, including one-to-one tutelage from industry leaders and a year-long workshop schedule, selected brands have also been given access to exclusive Walpole membership, joining some of Britain's most prestigious brands and cultural institutions. Spotting up on the brightest new stars in the luxury market has never been easier.

## CUBITTS

*Purveyor of handmade spectacles and sunglasses in classic British styles and recently named The Guardian's Start-up of the Year*

"The world's first pair of spectacles was created in Soho in 1730, and for two centuries it became a hallmark of British craft. Our ambition is to revive that remarkable optical legacy – by investing in production and reintroducing quintessentially British designs, and doing so in the way we know best – understated, gracious, but with a rather wry wit."



## AURELIA PROBIOTIC SKINCARE

*British skincare brand providing women with next generation probiotic technology*

"The elements that make Aurelia Probiotic Skincare so quintessentially British are clear. The brand is led by British-born entrepreneur Claire Vero, our inspiring and strong founder and an expert in dermatology, with a background in pharmaceuticals. All of the products are British-made and are packaged beautifully in an elegant, stylish and classic way, using traditional apothecary-style jars and bottles to protect the delicate essential oils within. We are proud to be British and try to uphold the quintessential idea of heritage which has been instilled through generations of quality craftsmanship. Great Britain also encompasses a wonderful fusion of cultures and backgrounds, making it one of the most fascinating and diverse places in the world. This diversity is apparent in the ingredients we choose to use – with botanical extracts, ethically sourced and harvested from around the world to be used in our 100 per cent BioOrganic, scientifically proven probiotic skincare. We are huge supporters of British brands from every industry and we feel honoured to be a part of Walpole's Brands of Tomorrow programme to help support and champion luxury British brands to grow."



## MILLI MILLU

*Luxury handbag brand already popular with business women, global fashion editors and celebrities*

"Milli Millu was born in London and inspired by the cosmopolitan women of this city. We are committed to innovation, craftsmanship and the highest standards of quality. These quintessentially British values have been the cornerstones of the brand's success and what makes us who we are."



## TOM RAFFIELD

*Handcrafted wooden lighting and furniture designs*

"Tom Raffield design and make a range of contemporary furniture and lighting using the traditional steam bending technique, an age-old process used locally for boat building, and synonymous with our English wood-working heritage. Every hand-made item is inspired by our natural landscape here in Cornwall, from a kaleidoscope of butterflies, to a flock of birds, to the leaves of our very own oak trees. We create products that will be cherished, enjoyed and loved, and feel strongly that, in our disposable culture, longevity is the basis for sustainability. To ensure this happens, local timber is used where possible from renewable resources. Tom's designs are, in essence, based wholly on raw, organic forms from the south west, and yet the poetry of each product works with the aesthetics of countless environments."



## PENROSE PRODUCTS

*Luxury natural fibre bedding with sustainability and quality at the heart of their operation*

"What makes Penrose Products quintessentially British is our attention to quality and detail, as they are all made to order and made individually. We source and collect all our Alpaca Fibre from UK

Breeders. In addition we are also approved by the UK Vegetarian Society as all our fibre is responsibly sourced with animals all going back to the field. Throughout all our processes 96 per cent of all our equipment is from British manufactured engineering from the Singer sewing machine action to the 1954 Carding machine through to our bespoke designed laying table which enables us to lay every product to a weight within 10 grams. This process represents 100 years of British engineering.

Our approach to sustainability has also been a focal point of all our products from the carbon offsetting of all our deliveries to the fibres and processes we use, as has been recognised in our 2016 Positive Luxury award.

With all this in mind and being selected as one of the Walpole Brands of Tomorrow 2016 we believe it is this level of focus that makes Penrose quintessentially British."

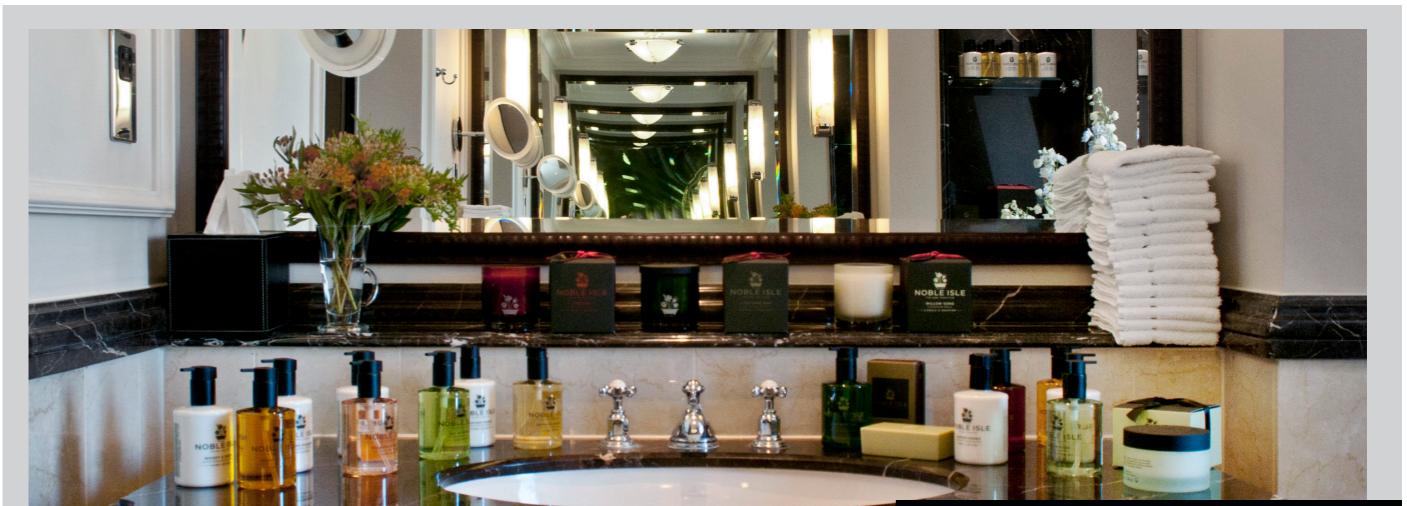


## RICHARD BRENDON

*Interior designs renowned for their considered, refined and dynamic ethos*



"Richard Brendon is a contemporary yet quintessentially British brand. We collaborate with heritage craft industries to make our products to the best possible quality. Our fine bone china collection is made entirely in Stoke-on-Trent, where Josiah Spode perfected the formula for this quintessentially British material in c.1790. We draw inspiration from the history of British design; some of our favourite periods are Art-deco, Aesthetic Movement and late Georgian."



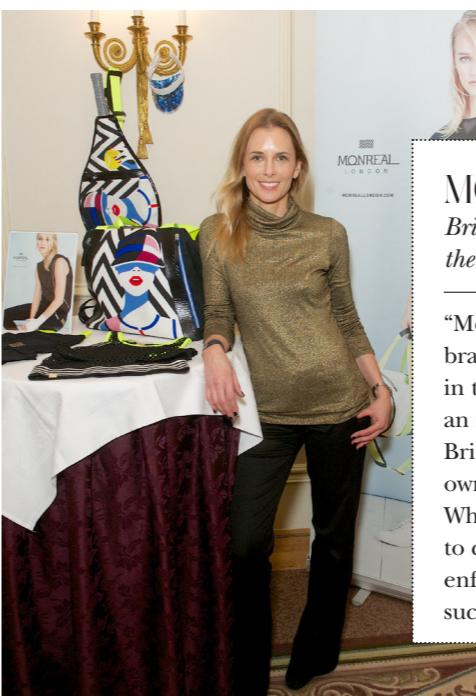
## NOBLE ISLE

*Luxury bathing products inspired by the natural and cultural riches of the British Isles*



"Noble Isle is a distinctive and exquisite modern bath and body brand, made in the UK and inspired by the natural and cultural riches of the British Isles.

Creators of Noble Isle have travelled the length and breadth of England, Ireland, Scotland and Wales to source authentic, quintessentially British ingredients that celebrate our rich cultural history. Noble Isle's sumptuous lotions and washes feature extracts sourced from celebrated local producers, including Rhubarb from Yorkshire, Sea Oak from Ireland, Barley from Scotland and Beetroot from Wales."



## MONREAL LONDON

*British sportswear brand re-defining the field of luxury active-wear*

"Monreal London is an international brand based in Britain with its roots in tennis, creating collections with an innovative, modern twist on the British sports heritage. The brand's own website offers the London SW19 White Collection, created specifically to comply with the dress codes enforced by traditional tennis clubs such as Wimbledon."



## THE FOLD

*Contemporary womenswear label quickly becoming a go-to brand for high-profile women*

"Strong influences from heritage tailoring, pride in looking 'put together', and a perfectly poised high quality finish makes The Fold a truly British brand. All our garments are designed and developed in our London studio, and many garments in the collection are 100 per cent made in the UK."



## SOLOMON & WU

*Architectural company creating contemporary luxury mouldings and British modern heritage pieces*

"To be recognised as a Walpole Brand of Tomorrow feels like an affirmation of all the work we have done over the past couple of years and exactly where we have taken the brand over the last year. To have a mentor like Kirean [MacDonald, MD, The Savoy] is amazing, as his years of experience are exactly what we need to grow the business."



## BLAZE

*Global urban cycling brand whose flagship bike light is installed on London's Santander Cycles*

"We love bikes, we love cities, and we want the relationship between the two of them to work. We endeavor to inspire more people to enjoy life on a bike by designing products to tackle the bumps in the way of safe and happy cycling. We talk to our community and experts in order to solve real problems with simple, intelligent products, using innovative technology, because more people on bikes mean safer roads for all of us."



## HALF HITCH GIN

*Multi-award winning spirit developed by Mark Holdsworth*

Mark Holdsworth unearthed and reinvigorated one of London's long-forgotten gin glories in 2004 to develop his multi-award winning spirit. A contemporary distilled British gin whose combination of modern and traditional distillation, plus distinctive key botanicals of single estate Malawian black tea and Calabrian bergamot, led Half Hitch Gin to receive a multitude of critical acclaim in its first year, quickly stocked by Selfridges and Fortnum & Mason's, and taking pride of place at St James' and Buckingham Palaces as the reception cocktail.



## A WORD FROM...

*MICHELLE EMERSON,  
CEO OF WALPOLE*

"What Brands of Tomorrow recognises is the trailblazing brands who are championing innovation in their sectors. Discovering and nurturing new talent is a leading priority for Walpole and our members, and as luxury industry leaders it is our responsibility to ensure the future success and sustainability of a sector which is forecast to be worth £51.5 billion to the UK economy by 2019."

# ADVERT