



CELEBRATING  
**15**  
YEARS

**Walpole**  
**BRANDS OF  
TOMORROW**

**2022**

# Risk is

# good

## Disruption is the law of tomorrow

The rules of business and society have changed.  
90% of today's Fortune 500 weren't on the list in 1955.  
Creative disruption drives growth.  
How will you embrace the opportunities?

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**Mishcon de Reya**

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**From William Fortnum and Hugh Mason in 1707 and Josiah Wedgwood in 1759 to Alexander McQueen nearly three centuries later, British luxury is all about its creative, visionary, determined founders.**

Since its launch fifteen years ago, Walpole's flagship development programme, Brands of Tomorrow, has been a key pillar of our work to drive the growth of the British luxury sector. So far, we've taken 142 early-stage, high-end brands through a tried and trusted programme of mentoring and

masterclasses, immersing their founders in the support, help and advice of their fellow Walpole members and investing the time and talents of established British luxury brands into nurturing and developing the potential of new ones. It is a testament to the strength of the programme that so many Brands of Tomorrow alumni are now themselves famous names with international appeal: Bremont; Orlebar Brown; Nyetimber; Noble Isle; House of Hackney; Miller Harris; and Emilia Wickstead to name just a few.

The founders of the 12 fledgling luxury brands who will embark on their Brands of Tomorrow journey in 2022 stand on the shoulders of giants like Messrs Fortnum & Mason, Wedgwood, and McQueen, amongst many others. After fifteen years of running the Brands of Tomorrow programme, one thing is certain: in years to come, they'll be the giants on whose shoulders future founders stand.

**Helen Brocklebank,**  
CEO, Walpole





**As the application process opened in Autumn 2021, we wondered – had the last two years of hard slog slowed the conveyor belt of new companies that has sustained the programme through its first 15 years? Had the entrepreneurial spirit been dulled? Would we find enough brilliant brands to take their place amongst the 150 alumni that have participated since 2007?**

But change brings opportunity and drives creativity – and more than 60 applications and 24 interviews later, followed by significant debate over the shortlist, we are delighted to reveal the chosen Brands of Tomorrow 2022.

This year's selection encompasses what modern British luxury stands for. From

heritage skills that Walpole's luxury forebears would recognise – albeit coupled with a timeless and unfussy aesthetic in Feldspar's beautiful fine bone china, through the emerging circular luxury economy in Luxury Promise and Circle of Style – to brands with sustainability and innovation at their core in Ocean Bottle and Petit Pli. And all of the brilliant twelve serving the evolving tastes of affluent and increasingly thoughtful customers.

We would like to extend our thanks to the Brands of Tomorrow partners – Mishcon de Reya and Moneycorp – for their ongoing support, plus further thanks to the network of mentors and workshop speakers who provide much of the content for the

programme. Bluntly, Brands of Tomorrow is a team effort, and wouldn't be possible without everyone's support. And we look forward to the Brands being welcomed into the fold by the wider membership.

We hope this year will be the one where we truly emerge from the pandemic. Whatever happens we can expect more change and challenges ahead. And it will no doubt be hard work because nothing good comes easy. But we look ahead with optimism to a brilliant year of Brands of Tomorrow.

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



## SELECTION CRITERIA

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**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.*



## CIRCLE OF STYLE

Circle of Style is where personal style meets sustainability. Circle is the world's only styling subscription service for second-hand fashion. Bringing stylist expertise, science and technology together to create order out of a chaotic and effortful resale marketplace, as well as elevating Circlers' style with fashion expertise. Circle believes in helping clients express their unique style, whilst being kind to the planet and their pocket. Because style doesn't need to cost the earth.

[circleofstyle.com](https://circleofstyle.com)



## DECREE

Decree is a succinct, doctor-led skincare range created by Dr AJ Sturnham, that cuts through the cluttered, confusing skincare space. It is a range that achieves demonstrable results without necessitating an unappealing complicated, clinical product regime: Decree is efficacious, elegant and beautifully executed. The concise product line-up comprises therapeutic doses of skincare actives in synergistic formulas, separated into a Daily, Weekly and SOS protocol, Decree is calibrated to marry tolerance with maximum results.

[thedecree.com](https://thedecree.com)



## FELDSPAR

Feldspar was founded by Jeremy and Cath Brown, and in just five years has become a sought-after luxury brand stocked in best design stores worldwide. It is focused on creating eccentric objects for the everyday: 'Objects for Life'. Each is designed based on the needs of their own home in rural Devon, but driven by the goal of keeping heritage crafts and skills alive. With an elegant and simple aesthetic designed for longevity, each object Feldspar produce is made by the hands of talented craftspeople in the UK.

[feldspar.studio](https://feldspar.studio)



## LAUREN DICKINSON CLARKE

Lauren Dickinson Clarke creates scented candles and home accessories that celebrate the muses, misfits and rebels - those who have liberated culture and inspired artistic movements. Its expressive creations are for the bored of the norm, creative souls who reject the status quo. More than just candle makers, Lauren Dickinson Clarke delight in telling empowering and authentic stories whilst surprising their customers at every turn. Every piece is made in England to the highest standards of craftsmanship and imagination.

[laurendickinsonclarke.com](https://laurendickinsonclarke.com)



## LIHA BEAUTY

LIHA Beauty, described by US Vogue as "bottling Africa's best kept beauty secret", is a heritage brand of the future. Its range of skincare products based in Yoruba (Nigerian) tradition, encourage people to slow down and take time for self-care, whilst empowering consumers with knowledge of raw ingredients and how to make their own natural cosmetics. LIHA Beauty products are, like the founders, a mixture of natural African roots and a quintessentially British attitude.

[lihabeauty.com](https://lihabeauty.com)



## LUXURY PROMISE

Luxury Promise is the leading next-generation community-driven social commerce platform where people can buy, sell, exchange and repair pre-owned luxury goods within a globally inclusive community. It is fuelled by omnichannel selling and an inclusive and interactive community driven experience via live shopping. Luxury Promise provides a new and engaging way for its audience to experience the world of preloved shopping by a combination of edu-tainment and personality focused selling.

[luxurypromise.com](https://luxurypromise.com)



## MARION AYONOTE

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A designer fêted for blending fashion and feminism, Marion Ayonote's eponymous label is instantly recognisable. Shoe aficionados love her use of striking silhouettes, decorative detailing and playful design – all wearable and whimsical in equal measure. A Cordwainers alumnae with award-winning expertise, Marion Ayonote's footwear and handbags are heirloom-worthy classics featured in some of the most important fashion magazines and are coveted by celebrities and stylish women alike.

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



## OCEAN BOTTLE

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Ocean Bottle is on a mission to create the most sustainable and practical reusable water bottle on the planet. Every bottle sold funds the collection of 1,000 ocean-bound plastic bottles, working with collectors in coastal communities who exchange the plastic for money, healthcare, education, tech and microfinance. Ocean Bottle is dedicated to creating a long-term network of recycling infrastructure to collect plastic before it enters our ocean and making it easier for people everywhere to protect our seas.

[oceanbottle.co](http://oceanbottle.co)



## PETIT PLI

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It all started when Petit Pli's Founder and CEO Ryan gained a nephew – Viggo – in late 2016. Shortly after Viggo was born Ryan gifted him clothes. However, on arrival they were already too small. This served as a signal: childrenswear today fails to recognise the dynamic and rapidly changing bodies of Earth's 'Little Humans'. Ryan created a garment that would grow with his nephew, reducing water and carbon footprints. Clothes That Grow has won multiple awards, starting a sustainable childrenswear revolution.

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



## SAVIN LONDON

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Encapsulating a uniquely British, elegant and yet fashion-forward aesthetic, luxury bridal and eveningwear brand Savin London was established in 2015 by entrepreneur and designer Andrey Savin. Imagine romantic hand-painted fabrics, beautiful luxurious laces, a fashion take on the bridal gown and show-stopping eveningwear – little surprise women are seeking out Savin London's designs at its London showroom and in luxury boutiques up and down the country and internationally.

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



## WITH NOTHING UNDERNEATH

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With Nothing Underneath was born out of the wish to create the perfect shirt. A wardrobe staple that you don't have to think about, a piece you could throw on without thought, or anything underneath. Inspired by men's tailoring, but adjusted for women, these button-downs had to be an affordable luxury, sustainably sourced and stand the test of time. From cotton workwear to travelling linens and evening silks, WNU shirts are for women who have a great sense of style.

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



## YOLKE

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YOLKE is a London-based fashion and lifestyle brand offering new fashion, luxury sleep and homeware printed in archival prints with a contemporary twist. Run by Creative Director and Founder Ella Ringner, YOLKE creates wardrobe favourites in modern silhouettes, encouraging individuality, whilst retaining relevance and quality over time. Focusing its efforts on quality over quantity, YOLKE is committed using to natural fibres, beautiful finishing, feminine styles and playful prints.

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



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## The 2021 Brands



## The 2020 Brands



## The 2019 Brands



## The 2018 Brands



## The 2017 Brands



## The 2016 Brands



## The 2015 Brands



## The 2013 Brands



## The 2012 Brands



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## The 2011 Brands

EMMETT  
LONDON

Mr.Hare



OSMAN



ZOË JORDAN

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## The 2010 Brands

ABAHNA™



MAWI  
LONDON

ROCOCO  
Chocolates  
LONDON LEBERY  
SINCE 1982

WOLF & BADGER  
DISCOVER NEW DESIGNERS

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## The 2008 Brands

DE ROEMER

ORMONDE JAYNE  
LONDON

THE  
REAL  
FLOWER  
COMPANY

SHAUNLEANE



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## The 2007 Brands

ASTLEY CLARKE

BREMONT  
CHRONOMETERS

FITZDARES

Miller Harris  
PERFUMER LONDON

NYETIMBER  
PRODUCT OF ENGLAND

PERSEPHONE BOOKS

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## The 2009 Brands

BRITT LINTNER.  
dresses for all working women

CARMEL



Lodger

ME+EM

MUNGO & MAUD  
DOG & CAT OUTFITTERS

ORLEBAR BROWN

# 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:

**TOM ATHRON**

Chief Executive Officer, Fortnum & Mason

**CAROLINE ATTWOOD**

Consultant: Fashion, Luxury & Lifestyle

**JOHN AYTON MBE**

Chairman, Annoushka Jewellery

**SALLY BRITTON**

Intellectual Property Partner, Mishcon de Reya

**RICHARD CARTER**

Director of Global Communications,  
Rolls-Royce Motor Cars

**COLEEN CASLIN**

Chief Executive Officer, Jessica McCormack

**BEC ASTLEY CLARKE MBE**

Former CEO & Chairman of Astley Clarke

**LEWIS COHEN**

Commercial Contracts 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

**MARK HARVEY**

MD, Chapel Down

**HARRIET HASTINGS**

Founder & Managing Director,  
The Biscuiteers

**MIKE HILL**

Creative Director, Drakes

**ALISTAIR HUGHES**

MD, Savoir Beds

**NICK KEYTE**

Chief Brand and Product Officer,  
Charles Tyrwhitt

**MICHAEL MORLEY**

Head of Wealth Management UK,  
Deutsche Bank

**MERIBETH PARKER**

Head of Business Transformation,  
NEWS UK

**DEMETRA PINSENT**

CEO, Charlotte Tilbury

**GUY SALTER OBE MVO**

Chairman, London Craft Week

**JUSTIN STEAD**

CEO, Radley

**MICHAEL WARD**

Managing Director, Harrods

**WILLIAM WOODHAMS**

CEO, Fitzdares

## Walpole

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**BALTHAZAR FABRICIUS**

Chairman, Brands of Tomorrow

**CHRIS DOWNHAM**

Deputy Chairman, Brands of Tomorrow

**HELEN BROCKLEBANK**

CEO, Walpole

**ROSIE MASON & ANNA MAUDE**

Programmes Managers, Walpole

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

WITH THANKS TO

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**moneycorp** 

“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.”



# Walpole

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