Walpole Brands of Tomorrow 2024

In association with

Mıshcon de Reya

Brands of Tomorrow helps aspiring
British luxury companies of the future
to fulfil their potential. These are
brands with a turnover of under £5mn
that will pioneer growth, export goods
and services, create employment and
drive innovation in luxury in the
coming decades. Founded in 2007,
the Walpole Brands of Tomorrow
programme has helped develop and
murture over 150 emerging luxury brands
through a 12-month programme of
networking and mentorship, and has
proudly seen them become leaders in
their respective fields.

Selection Criteria

To be eligible for Brands of Tomorrow, companies must:

- Be positioned in the luxury sector
- Be a British business, registered in the UK
- Have a turnover between £200k and £5mn
- Have been founded in the last 10 years
- Have a clear vision for their future and an entrepreneurial management style

Brands are encouraged to become a member of Walpole at the end of their year on the programme.

Brands of Tomorrow *Alumni*

2023

AKT
Anglo-Italian
Baz & Co
Difference Coffee
Edward Bulmer
Natural Paint
Goldfinger
Holmes Bespoke
Maison Margaux
Makers Cabinet
Monpure
Navygrey
Roxanne First

2022

Circle of Style
Decree
Feldspar
Lauren Dickinson
Clarke
Liha Beauty
Luxury Promise
Marion Ayonote
Ocean Bottle
Petit Pli
Savin London
With Nothing
Underneath
Yolke

2021

Bramley
Eight Lands
Equi London
Eto
Hancock
Harper
Marfa Stance
My Wardrobe HQ
Rothschild & Bickers
Sarah Haran
The Deck London

2020

Anabela Chan anatomē Araminta Campbell Country of Origin Dai Hēdoïne Matthew Cox Pepa & Co. Ruuby Simpsons Shackleton London SUITCASE

2019

Anna Mason Conker Desmond & Dempsey Farer Jennifer Chamandi London Sock Company Luna Mae London The Restory Sabina Savage Savernake STOW Wyse

2018

Asceno
Castore
Chapel Gate
FLOWERBX
Hamilton and Hare
Kathryn Sargent
LONB
Malle London
Method
Rae Feather
The Jackal
Votary

2017

Agi & Sam Alexandra Llewellyn Camilla Elphick Capstar Duke + Dexter Exmoor Caviar Helen Amy Murray Hiller Bartley Rory Dobner Tessa Packard The New Craftsmen Troubadour

2016

Aurelia Skincare
Blaze
Cubitts
DeMellier
Half Hitch Gin
Monreal
Noble Isle
Penrose products
Richard Brendon
Solomon & WU
The Fold
Tom Raffield

2015

14 Bike Co.
Beetles + Huxley
Bionda Castana
Emilia Wickstead
Finlay & Co.
House of Hackney
John Galvin Design
Marwood
Mulo
Only Fingers + Toes
Rachel Vosper
RolleyGolf

2013

Business of Fashion Goat Olivia Von Halle Olli Ella Paul A. Young Private White V.C. Rachel Galley Victor

2012

Aravore
Demarquette
Elvis & Kresse
Fieldcandy
Lily and Lionel
Lucas Hugh
Vivien Sheriff

2011

Emmett London Mr. Hare Nuttall Osman Otis Batterbee Trunk Clothiers Zoë Jordan

2010

Abahna
Basso & Brooke
Charlotte Olympia
Josephine Home
Mawi
Rococo Chocolates
Wolf & Badger

2009

Britt Lintner

Caramel
Gentlemen's Tonic
Little Venice Cake
Company
Lodger
ME+EM
Mungo & Maud
Orlebar Brown

2008

De Roemer Ormonde Jayne The Real Flower Company Shaune Leane Timorous Beasties

2007

Astley Clarke Bremont Fitzdares Miller Harris Nyetimber Persephone Books

BRANDS OF TOMORROW

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"No one succeeds alone. As you join for your year on the *Brands of Tomorrow* programme, you're not only supported by the *talent* and *skill* of your *mentors*, our *Programme Chairs* and *our exceptional programme partner*, Mishcon de Reya, but *the entire British luxury sector*."

HELEN BROCKLEBANK
CEO. WALPOLE



Photo by Rankin

An Introduction from *the Programme Chairs*



Above A
Chris Downham
Co-Chair, Walpole
Brands of Tomorrow

A chartered accountant, Chris was previously Chief Financial Officer and CEO of luxury media company BOAT International. Aside from his role with Brands of Tomorrow, he holds advisory and board positions with several companies.

Right ►
Balthazar Fabricius
Co-Chair, Walpole
Brands of Tomorrow

Balthazar Fabricius is the Co-Founder of Fitzdares. Established in 2005, Fitzdares became an inaugural Walpole Brand of Tomorrow in 2007 and is now proud to be the bookmaker to the British luxury sector.



The strength of the Brands of Tomorrow programme has been its reach for new iterations within the notion of luxury, constantly pushing the boundaries of what luxury can be. Our 2024 selection of companies is no different.

Of course, more traditional luxury is brilliantly represented; each of Otiumberg, MONC and Larry King bring their own particular takes on their sectors to jewellery, eyewear and grooming respectively. Who could resist taking advantage of all three in preparation for perhaps the most stylish headshots ever?

However, looking further afield – both metaphorically and literally – the trend for regenerative luxury and putting back more than we collectively take is exemplified in Citizens of Soil and Fielden. The brands have nurturing our world carved into their DNA and they would not exist but for this. Speaking to their founders about their visions for both their companies and the planet is an inspiration.

Everyone has their own definition for luxury, but, for us, this definition increasingly includes the importance of time. Never have we wanted to spend quality time with our friends, families and loved ones more, and the importance of home life that we have seen in the post-pandemic period continues to be reflected in this year's twelve.

Harrison Heritage Industries, Huckleberry and Katto could collectively curate the perfect dining experience with loved ones – whether indoors or al fresco. Add to that SHORE and Poodle & Blonde, and we're getting very 'stylish garden rooms' vibes – perhaps an imaginary Brands of Tomorrow mini-festival is in the offing? Or we can dream of a perfect sun-dappled back garden summer wedding, for which we would no doubt turn to Gigi & Olive to transform the 'wedmin' chores into the truly joyous process that celebrating such a union should be.

We could raise a celebratory glass or two filled with one of Jukes Cordialities. Co-Founder Matthew Jukes has done something akin to almost impossible alchemy, making exquisite alcohol-free drinks that occupy the space where wine is usually found. Cheers all round – and here's to a brilliant year getting to know these amazing brands!





Walpole Brands of Tomorrow 2024

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

Mishcon de Reya Group

It's business. But it's personal.

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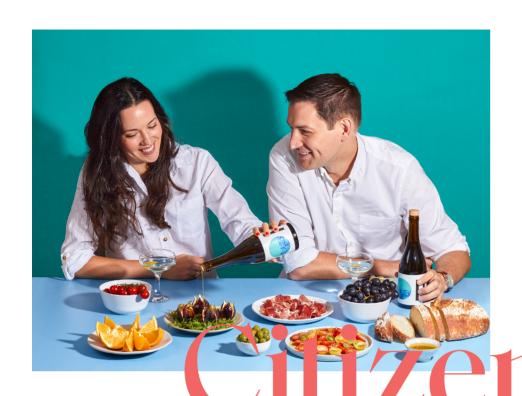
26 Larry King

28 MONC

30 Otiumberg

Poodle & Blonde

34 SHORE





tzens of Soil

"We're passionate about *our quality* and *artisanship*, so we're looking forward to learning from *a community of brands that share this priority.*"

SARAH AND MICHAEL VACHON CO-FOUNDERS





Citizens of Soil wants to be Britain's favourite olive oil. Founded in December 2020, it's a brand for modern citizens who care about quality, transparency, and sustainability, changing the olive oil industry for good by sourcing directly from small-scale producers who practise regenerative farming, and by championing the remarkable women makers.

Rather than concentrating on a single region, the brand sources a range of small-batch extra virgin olive oils from farmers across the Mediterranean who prioritise flavour, nutrition, and the health of their land. Citizens of Soil has B Corp certification and is a member of 1% for the Planet, and is the first olive oil brand to offer refill pouches and a subscription model.

The brand's small-batch oils are favoured by chefs in some of London's top restaurants, as well as being stocked in premium outlets including Selfridges, Fortnum & Mason, and Waitrose.

citizensofsoil.com
© citizensofsoil

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"We're really looking forward to connecting with and learning from other British luxury brands, and, in particular, ones who are on a similar sustainability journey."

MARK HARVEY
MANAGING DIRECTOR



Fielden: the English whisky that's changing farming, field by field, harvest by harvest.

What's whisky got to do with farming? Everything. Whisky is an agricultural product, but most grain in England is grown industrially, with chemicals. Not on Fielden's farms. Fielden is bringing England's fields back to life by planting heritage grains that grew here centuries ago. Their farmers work with nature and never use chemicals. Instead. the grain grows in clover, a natural fertiliser that helps the soil stay healthy. The grain grows tall and strong. The fields are wild and glorious. And the whisky is full of flavour. Fielden's first bottles of Rye Whisky will be released in May 2024.

fielden.com





Left ◀ Head of Farming John Letts





80live

"We believe our core values align perfectly with Walpole's, and joining the programme is an amazing opportunity to learn valuable insights from luxury industry experts and creatives."

GEORGIE LE ROUX FOUNDER



Gigi & Olive is the ultimate luxury destination for the modern bride, from hen to honeymoon and all the bridal moments in-between. Built on sisterhood, the name Gigi & Olive comes from founder, Georgie Le Roux, and her sister, Olivia. The brand launched in September 2019, offering a premium, personalised and unique edit of pieces, encompassing both house-designed items and curated products from like-minded, female-founded brands.

The company's own line is aspirational, original and imbued with a mission to offer beautiful items that people will keep long after the party's over (products such as veils, hair bows, table bows, handkerchiefs and garters are handmade in our London studio). As a client would expect from a luxury brand, Gigi & Olive not only offer beautiful products, but also prioritise exceptional customer service and quality, as well as a dedicated embroidery service to ensure the most unique special day possible.

gigiandolive.com

gigiandolive_



Opposite, top ►
Founder
Georgie Le Roux

From a modest workshop by the sea in Kent, Harrison Heritage Industries has crafted a world-class reputation for exceptional charcoal and wood-fuelled ovens since 2016. A brand dedicated to traditional craftsmanship, performance and beauty, its appliances are handmade to order with the intention of each being passed down through the generations. Every component can effortlessly be replaced with a simple allen key – the epitome of sustainable design.

Driven by a passion for cooking with natural fuels, founder and designer Daniel Thumwood has spent decades perfecting the art of transferring heat through metal. A qualified art historian with a trained eye for form and proportion, Daniel ensures his designs prioritise functionality while also achieving beautiful aesthetics.

Commissioned by world-class chefs, Michelin-starred restaurants, and the intensely creative kitchens of the world's largest super yachts, Harrison Heritage Industries launched the lifestyle brand 'Harrison at Home' in 2020 featuring top-tier culinary performance appliances for premium outdoor kitchens.

harrisonovens.com
harrison_ovens

Right Co-Founders
Daniel and
Natalie Thumwood





"With the help of the Brands of Tomorrow programme, we are on a mission to become a global British legacy brand within the growing outdoor living market."

DANIEL AND NATALIE THUMWOOD CO-FOUNDERS

Harrison Heritage Industries





"We are looking forward to the encouragement of an inspiring mentor, as well as the support of people in the wider Walpole network who may have been through similar experiences as us in creating a luxury brand."

MATT AND CLAIRE PODESTA CO-FOUNDERS

Matt and Claire Podesta are the founders and creative team behind Huckleberry, creators of luxury outdoor kitchens and furniture. Handcrafted at workshops in the South of England with superb quality and attention to detail, Huckleberry was established in 2020 with the goal of creating garden products that combine FSC-certified solid oak and sustainably-sourced materials with timeless design. The result is a selection of outdoor furniture that prioritises long-lasting luxury at home, whether for city spaces or large country gardens.

An award-winning furniture and kitchen designer, Matt has over 20 years' experience of design and manufacturing in the kitchen and furniture industry, and an in-depth knowledge of cabinet making. As creators, Matt and Claire's ideas for new pieces never stop flowing, and they enjoy collaborating with the UK's top interior, landscape and garden designers – and hope to continue this collaborative work with Walpole members over the coming year.

huckleberryhome.co.uk

(iii) huckleberryhome.uk





Right ►
Co-Founders Matt
and Claire Podesta



"Walpole's Brand of Tomorrow is the ultimate barometer of the finest brands in British luxury today. Being selected to be a part of this collective is an immense honour – and will undoubtedly push our business to the next level and beyond."

JACK HOLLIHAN AND MATTHEW JUKES CO-FOUNDERS



Jukes Cordialities was founded by friends Jack Hollihan and Matthew Jukes in late 2019 when a 'dry' lunch together inspired them to start a journey to create a genuinely sophisticated, alcohol-free alternative to fine wine. With over thirty years' experience in the wine trade, Matthew's palate was ideally suited to taking on this task. Over two years of experimentation using nearly 200 fruits, vegetables, herbs, spices and edible flowers, the company created a purpose-built production facility in a railway arch in Battersea, London – and, from

there, launched the first bottles of Jukes 1 and Jukes 6 in early 2020.

Aimed at the fine dining sector,
Jukes rapidly won plaudits from
London's top chefs and sommeliers.
Based on a backbone of organic
apple cider vinegar and using
upwards of 20 ingredients combined
in a complex maceration technique,
Jukes drinks are extraordinarily
satisfying, bone-dry and food-friendly,
as well as being low in sugar and
utterly delicious.

jukescordialities.com

ightharpoonup jukescordialities

Jukes Cordialities





Left
Co-Founders

Jack Hollihan and

Matthew Jukes





"Brands of Tomorrow will allow us to build relationships and share knowledge with other luxury brands that we have long admired. The learning opportunities, seminars and mentoring

JOSH ROBERTS FOUNDER

are also totally unique in the industry."

Founded in the autumn of 2020, Katto crafts exceptional kitchenware using sustainable materials and – wherever possible – human hands. The business was started on the premise that people today want to own fewer, but better, things: things that work fantastically well; things that last; things that make their days (and dinners) that little bit better.

Katto makes these things from its workshop in Sheffield, using the best possible materials and working with human beings, not big machines. Perhaps most importantly, the brand manufactures so as to cause the minimum possible impact on the planet. The team also believes in exceptional customer service, delighting their customers by including a lucky penny with every order, as well as free knife sharpening.

Having started with superb slicing instruments, Katto is now expanding its range to take over the rest of the kitchen cabinet, having recently launched cast-iron cookware, chopping boards and more.

katto.shop

katto_kitchen

Top A
Founder
Josh Roberts

Larry King is a world-famous hair stylist known for his work with Vogue, GQ, and Vanity Fair, as well as celebrities including Jared Leto, Gigi Hadid and Chris Hemsworth. After the success of his first London salon in South Kensington, he launched Larry King Haircare with his wife. Laura, in 2018.

Based on the ethos "a social life for your hair", Larry King's salons are all about un-intimidating luxury - and this permeates his eponymous haircare range, which provides consumers with multi-tasking, efficacious and clean formulas that protect the health of your hair, without compromising the earth.

Formulated with the finest ingredients, easy-to-use and enriched with delightful fragrances, the Larry King Haircare range is designed with all hair types and genders in mind. From innovative shampoos to transformative stylers, each product is designed with effectiveness, innovation and sustainability at its heart - leaving you looking (and smelling) like you've just stepped out of a Larry King salon.

larrykinghair.com O larrykinghair (iii) larrykinghaircare



"We are interested in becoming well connected with other British luxury brands as well as learning key insights from other luxury professionals."

LAURA AND LARRY KING CO-FOUNDERS









Co-Founders Laura and Larry King

C L A S S O F ' 2 4 BRANDS OF TOMORROW







"We're committed to *sustainable growth* and believe that the *Brands of Tomorrow* programme can help us scale our *impact* and *reach*, while staying *true to our core values.*"



Above A
Founder
Freddie Elborne

FREDDIE ELBORNE FOUNDER MONC was launched in 2016 with a mission to redefine the eyewear industry by focusing on sustainable practices, craftsmanship, and timeless design. The result is a diverse, timeless and gender-fluid collection of bio-acetate eyewear, made with longevity and circularity front-of-mind.

Designed in London by founder Freddie Elborne and handcrafted in Northern Italy at one of the few remaining family-run eyewear ateliers, MONC merges traditional craftsmanship with sustainable materials and a localised supply chain – every frame component is produced and sourced under 580km away from the brand's Italian workshop. Beyond this, MONC's eyewear is built to last and designed to be easily repaired, challenging the optical industry's fast-fashion attitude.

Following five years of online trading, the first MONC store opened on London's Chiltern Street in 2021. Composed entirely of bio-based, recycled, recyclable and salvaged materials, this store was designed to leave no trace behind should the team ever decide to relocate it.

monclondon.com

monceyewear

Otiumberg is a B Corp-certified jewellery brand established in 2016 by London-based sisters Christie and Rosanna Wollenberg. Originally started as a side-hustle while both were working in the creative industries, the brand was envisaged with the MO of crafting a collection that paired a refined aesthetic with an effortless ease to offer modern heirlooms for the everyday.

An ode to timeless style and subtle detailing, each piece is handcrafted from responsible and luxurious materials in the purest artisan tradition. As an essential part of the creation process, Otiumberg considers the environmental and social impact of the brand – every item is crafted from recycled or single mine origin sterling silver, gold vermeil or solid gold.

Today, the brand is championed by global luxury retailers from London to Tokyo and holds a strong international direct-toconsumer audience. The brand remains led by the sisters and is headquartered in London with a by-appointment boutique.

otiumberg.com

otiumberg





"Up until this point we have built the brand independently as first-time entrepreneurs without the insight or expertise that comes from the mentorship of industry experts. We think Brands of Tomorrow will be the perfect programme for us to really push to the next level."

Top A
Co-Founders
Christie and
Rosanna Wollenberg

CHRISTIE AND ROSANNA WOLLENBERG
CO-FOUNDERS

BRANDS OF TOMORROW



"Whilst organic growth is something we are proud of, we are seeking to connect with individuals within luxury who can better guide us towards our goal of becoming the international go-to for vetro-inspired interior design."

WHINNIE WILLIAMS AND KIERRA CAMPBELL CO-FOUNDERS



Launched in 2018, Poodle & Blonde is a luxury British interiors brand founded by creative duo, Whinnie Williams and Kierra Campbell. The brand's first offering, the Wyndham Collection, demonstrated a real mix of Creative Director Whinnie Williams' fun and whimsical aesthetic and Managing Director Kierra Campbell's darker colour palette. It remains Poodle & Blonde's best-selling line to date.

Today, the pair's original fabric and wallpaper designs take inspiration from the past, reviving and modernising old trends with sustainability in mind to help clients create timeless, transformative spaces. The brand has built an impressive community and secured several notable collaborations including made.com, Vinterior, and Velux, as well as a thriving trade business with clients including Mama Shelter and Soho House. With a full range expansion planned for the coming year, the founders are excited to expand Poodle & Blonde's offering to include furniture, curtains, blinds and more.

poodleandblonde.com (iii) poodleandblonde

> Left ◀ Co-Founders Whinnie Williams and Kierra Campbell

BRANDS OF TOMORROW

"We've enjoyed great success in the US, but currently have less brand recognition here in the UK. We believe being a Brand of Tomorrow will be immensely beneficial to the growth of our *brand* on our home turf."





LOUIE RIGANO AND GIL MULLER





SHORE is a design brand innovating in the fields of ergonomic rugs, soft furnishings, and footwear made from handwoven high-performance materials. Founded in 2015 by Louie Rigano and Gil Muller, who met while studying at the Royal College of Art in London, the brand is based on a belief that merging technical innovation and beautifully crafted design can redefine traditional ideas of luxury, novelty, and ways of making. By synchronizing rigorous material research with an experimental craft approach, SHORE creates highly sophisticated products of surprising beauty and usefulness.

SHORE's inaugural product, the Shore Rug, is a unique hybrid product merging the health benefits of an anti-fatigue mat with the appeal of a fine handwoven carpet. This first-of-its-kind product engenders wellbeing through a uniquely luxurious experience of health, comfort and craftsmanship. Since launch, the line has expanded to include accessories, lounge seating, sofas, and most recently, footwear - all handmade entirely in-house in the brand's London studio.

shore-studios.com (c) shore.studios

> Co-Founders Louie Rigano and Gil Muller

Mentorship is at the very heart of the Brands of Tomorrow programme, with each company assigned an industry expert to help guide the mentees on their journeys. Here, we speak to two such mentors about their experiences on the programme last year – and what they're looking forward to for the year ahead.



Justin Stead Entrepreneur, Investor and Chair



Above A Navygrey (Class of '23)

Right
Justin Stead's
mentor, astronaut
Alan Bean

W Why is a programme like Brands of Tomorrow so important to the UK luxury scene?

JS This platform is unique in its ability to showcase emerging brands and share important insights for like-minded entrepreneurs, all while tapping into a world class support system of hard-earned experience. Frankly, it would be hard to find something similar anywhere else.

W Tell us about a great mentor you've had.

JS Astronaut, navigator and fourth man on the Moon, Alan Bean. He was the most unique human being and an extraordinarily talented person, yet so incredibly humble. "Justin, you don't have to have the best talent," he used to say to me, "but you do have to have the best attitude and work ethic – that is in your control."

W What was your highlight of mentoring Navygrey last year?

JS I only work with great human beings, and the brand's founder, Rachel Carvell-Spedding, is exactly that. She is also very smart, efficient, extremely open to learning and flexible, as well as having high emotional intelligence. Most of all, she has exacting standards – this counts.

W What are you looking forward to on Brands of Tomorrow 2024?

JS Finding a great person and vision to work with using my experience. I like building and telling stories with interesting and energetic people who are still learning.

W As a mentor, what is the best piece of advice you'd pass on to any founder of an emerging luxury brand?

JS Be and stay flexible. Learn stoicism, and become a deep stoic for business success and life happiness.



BRANDS OF TOMORROW





Above A

Edward Bulmer (Class of '23); top, his kitchen at Court of Noke

Right >

Aino Grapin's mentor, entrepreneur Alexander Gilkes



Aino Grapin CEO, Winch Design



AG Luxury globally is often associated with long established brands, but it's easy to forget that those centuries-old companies were once innovators in their own right. What sets the British luxury sector apart from the rest of the world is its tremendous track record of innovation throughout history, be it in e-commerce or new luxury products and services. Brands of Tomorrow helps to give emerging luxury brands the exposure and mentorship they need to grow.

W Tell us about a great mentor you've had.

AG The one who springs to mind is Alexander Gilkes because he is now focused entirely on developing new brands who do good. What he taught me many years ago is the strength of well-thought-through partnerships between brands. He made it look easy because he was always networking, coming from a place of genuine curiosity for what other companies are doing.

W What was your highlight of mentoring Edward Bulmer Natural Paint last year?

AG My highlight was meeting the founders, Edward and Emma Bulmer, and learning so much about the paint industry. I think I may have learnt more from our meetings than they did! They have a unique product, the only truly non-toxic natural and lasting paint on the market with a beautiful colour chart. To mentor Emma was a real privilege, and I can't wait to see the brand go from strength to strength as the team chooses which markets to target next.

W What are you looking forward to on Brands of Tomorrow 2024?

AG Finding a great person and vision to work with using my experience. I like building and telling stories with interesting and energetic people who are still learning.

W As a mentor, what is the best piece of advice you'd pass on to any founder of an emerging luxury brand?

AG To make sure they hire the highest calibre of people to be around them. Sadly, having the ideas is just the beginning – success is all down to exceptional execution.



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Brands of Tomorrow Success Story: Noble Isle

Since graduating from the *Brands of* Tomorrow programme in 2016, Chesterbased fine fragrance house Noble Isle has gone from strength to strength. As well as curating an impressive roster of hospitality and retail stockists around the world, in 2023 the brand was *one of* four shortlisted for British Luxury Brand of the Year at the Walpole British Luxury Awards – the highest honour at our annual celebration of homegrown high-end marques. Here, we speak to Founder Katy Simpson about her time on the programme, what mentoring meant to her, and what advice she'd give to this year's Brands of Tomorrow.



Katy Simpson Founder, Noble Isle





W What was your experience like on Brands of Tomorrow?

- KS The experience was invaluable and really helped me steer the business in the right direction. I highly recommend the course!
- W Who was your mentor and what was the best piece of advice they gave you?
- KS Martin Bartle was my mentor, and his greatest piece of advice was to make my unique selling point clearer across my website.
- W What did you learn on the programme that has had a significant impact on the development of your brand?
- KS The most valuable lesson from the programme was the critical role of storytelling and sustainability in luxury branding. Learning to effectively communicate Noble Isle's unique story, our commitment to ethical luxury, and our dedication to the essence of Britain has resonated with our customers and set us apart.
- W What is your proudest brand achievement between finishing Brands of Tomorrow and now?
- KS Since completing the Brands of Tomorrow programme, our proudest achievement has been Noble Isle's recognition as a leader in sustainable luxury, highlighted by our evolution and, of course, the shortlisting for the British Luxury Brand of the Year

- last year. This journey from nomination to acknowledgment by Walpole is a testament to our team's dedication to excellence, sustainability, and celebrating the British Isles, marking a significant evolution of our brand in the luxury sector.
- W What did it feel like to be in the running for British Luxury Brand of the Year at the Walpole British Luxury Awards 2023?
- KS Being nominated for the British
 Luxury Brand of the Year was a
 surreal and validating moment,
 honouring our team's hard work.
 It underscored our collective
 passion and the impact of our
 dedication to craftsmanship and
 storytelling in the luxury sector,
 inspiring us to continue our pursuit
 of innovation and excellence.
- W What advice would you give to the founders on this year's Brands of Tomorrow programme?

For those embarking on the Brands of Tomorrow programme for 2024, my advice is to embrace the learning and networking opportunities fully. Stay open to feedback, adaptable, and true to your brand's core values and vision. This journey is a unique chance to refine and elevate your brand, emphasising that luxury's essence lies not in opulence, but in the stories we share and the connections we forge.



Opposite, middle
Katy Simpson
Founder Noble Isle

"For those embarking on the *Brands of Tomovrow* programme for 2024, my advice is *to embrace* the learning and networking opportunities fully."

KATY SIMPSON
FOUNDER NOBLE ISLE AND
CLASS OF '16 ALUMNUS



Walpole

thewalpole.co.uk