



Walpole
Brands of
Tomorrow
2026

In association with

Mishcon de Reya

Brands of Tomorrow helps aspiring British luxury companies 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* initiative has helped develop and nurture over 150 emerging luxury brands through a twelve-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 £300k and £5mn
- Have been founded in the last ten years
- Have a clear vision for their future and an entrepreneurial management style

Brands of Tomorrow *Alumni*

2025

Alice Wilkes Design
Cece Jewellery
Curate Your Style
E.L.V. DENIM
Genevieve Sweeney
Molly Mahon
Mother Root
Original Fibres
Pott Candles
Smock London
Teresa Tarmey

2024

Citizens of Soil
Fielden
Gigi & Olive
Huckleberry
Jukes Cordialities
Katto
Larry King
MONC
Otiumberg
Poodle & Blonde
SHORE

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
Knatchbull

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
Bespoke Tailoring
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 Craftmaker
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

“Walpole’s mission to develop the British luxury sector is no more evident than in its Brands of Tomorrow programme. Over 19 years, our exceptional mentors, sponsors and community have supported 177 emerging luxury brands. Now, let’s celebrate *the extraordinary natural materials, first-rate craft and outstanding storytelling* that are foundational to the class of 2026, while championing their growth both within the British luxury sector and throughout international markets.”

Helen Brocklebank
CEO, Walpole



Photo by RANKIN

An introduction from our *Programme Chair* *Balthazar Fabricius*

“What unites this year's cohort is *a shared belief that quality still matters.*”

Balthazar Fabricius

Chair, Walpole Brands of Tomorrow



Balthazar Fabricius Chair, Walpole Brands of Tomorrow

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

Looking ahead to 2026, it's fair to say the world is not short of complexity. Geopolitics is lively, certainty is scarce, and the news cycle remains determined to keep us on our toes. And yet, rather wonderfully, this is exactly when some of the most exciting brands are being born.

As ever with Brands of Tomorrow, what unites this year's cohort is a shared belief that quality still matters – perhaps now more than ever. Beautiful products that are designed with intention and crafted with care. Quality service, delivered with consistency and actual intelligence, not just AI! Heritage and progress treated not as rivals, but as collaborators.

The Brands of Tomorrow programme exists to support precisely this kind of thinking: ambitious, disciplined and quietly bold. Together with our incredible mentors and fabulous sponsor, we are delighted to welcome the Brands of Tomorrow Class of 2026 and we look forward to supporting them through our series of workshops to further define the future of British luxury.

**YOU'RE
AS BIG AS
YOU THINK.**

mishcon.com



From incorporation through funding to exit. Our role in the Innovation Economy is to hold a mirror to your ambitions. And then do everything we can to make sure you get there.

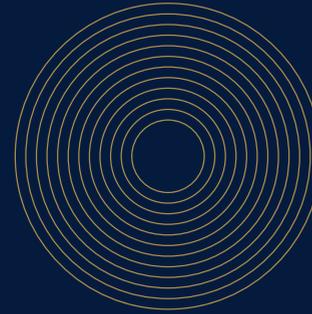
**We find our edge
at the edge of what's possible.**

Mishcon de Reya

It's business. But it's personal.

Business | Disputes | Innovation | Private | Real Estate

Brands of Tomorrow
Class of 2026



INTRODUCING THE

Class of 2026

Walpole
**Brands of
Tomorrow**
2026

- 12 **Artelium**
- 14 **BINIBAMBA**
- 16 **clothsurgeon**
- 18 **Elsewhere Coffee**
- 20 **HERD**
- 22 **Hyde & Hare**
- 24 **Kindred of Ireland**
- 26 **Kingdom Scotland**
- 28 **OTZI**
- 30 **RESTARIES**
- 32 **Sister by Studio Ashby**
- 34 **Uniform Standard**



Walpole would like to thank The Dalmore for supporting the Brands of Tomorrow Class of 2026 Launch Event

Artelium is an artisanal English wine producer nestled in the heart of the Sussex countryside. Its name, Latin for "a place to congregate", reflects the shared vision of founders Julie Bretland and Mark Collins to create exceptional wines, exhibit contemporary art and craft – and to celebrate the people and stories behind them.

Inspired by the vibrant South Downs landscape and the growing prestige of English wine, Artelium harnesses regenerative farming practices and collaborates with local growers to create pioneering styles of wine that will shape the industry's future.

Its varieties of chardonnay, pinot noir and pinot meunier are harvested by hand from select parcels, and each wine is aged on the lees – a maturation process that leaves wine in contact with dead yeast cells – for an extended period. The result is a selection of nuanced wines with balance, texture, and a clear sense of providence.

Artelium is a place where English wine meets the wider world of ideas – and everyone is welcome.

artelium.com

[@arteliumwine](https://www.instagram.com/arteliumwine)



Right
Co-Founders
Mark Collins
and Julie Bretland



Artelium



Right
Founder
Emma Grant



BINIBAMBA blends together the worlds of fashion and functionality. Its sustainable, trans-seasonal collection of merino sheepskin buggy essentials and wardrobe staples is designed to make life with kids simple, stylish and irresistibly cosy.

Tired of yellowing buggy liners, fashion buyer Emma Grant founded BINIBAMBA in 2018 to make trend-led designs that embrace the superpowers of sheepskin. Hypoallergenic, antibacterial and thermoregulating, BINIBAMBA products keep 'Binibabes' warm in winter, cool in summer, and comfortable whatever the weather.

BINIBAMBA's collection began with the cult sheepskin 'Snuggler'

and has evolved into a full range of must-have buggy products, including the 'Puffmuff' and sell-out buggy mittens. Each piece is handmade with the finest merino sheepskin on the planet, creating natural essentials loved by families worldwide.

Ethically produced using natural, biodegradable or certified recycled materials, BINIBAMBA designs multi-use pieces made to last, be loved on loop, and handed down.

Featured in *Vogue* and stocked globally, BINIBAMBA's community helps 'Binibabes' to start off by standing out.

binibamba.com
 [binibamba](https://www.instagram.com/binibamba)

BINIBAMBA





clothsurgeon



clothsurgeon is a London-based bespoke menswear brand that brings a passion for street culture to the practice of bespoke tailoring.

Founded by Rav and Parv Matharu, the brand offers a truly unique service, allowing clients to create anything imaginable, beginning with an idea and sketched by Creative Director Rav himself. Then, in clothsurgeon's East London atelier, skilled tailors meticulously construct exceptional-quality garments from locally sourced fabrics.

Rav, a former professional footballer for Leeds United, began his career in fashion at Leeds College of Art and Design. Today, he continues to mentor students from the university, offering them invaluable industry experience through clothsurgeon's internship programme.

Since launching, the brand has dressed a roster of global cultural icons such as Lewis Hamilton, A\$AP Rocky and FKA twigs, and collaborated with leading international brands including England FA, Nike and Coca-Cola.

In 2022, the brand made history by opening the world's first bespoke streetwear store on Savile Row in London.

clothsurgeon.com

[@ clothsurgeon](https://www.instagram.com/clothsurgeon)

Opposite, left
Co-Founders
Rav and
Parv Matharu



Elsewhere Coffee



Opposite, bottom
Director
Seb Kemble



Elsewhere Coffee is dedicated to crafting thoughtful, high-quality coffee with care and purpose. Founded on the belief that coffee can be more than a daily routine, the South-East London-based brand exists to elevate an everyday ritual, transforming a simple cup into a moment of presence.

At its core, Elsewhere aims to make coffee more approachable, delivering depth and complexity for those who seek it, while remaining welcoming to anyone curious to explore.

Elsewhere Coffee partners directly with farms, cooperatives and smallholder producers across the globe, sourcing only specialty-grade coffees that prioritise fairness, transparency and long-term environmental resilience. These relationships span some of the world's most intriguing coffee-growing regions, from remote mountains to emerging origins, each with its own rich story to tell.

Education completes the experience. Through clear guidance, thoughtful packaging and hands-on home barista courses, the brand helps people to brew with confidence – turning a daily coffee into something more enjoyable, intentional and delicious.

elsewherecoffee.com
 @elsewhere_coffee



HERD is a clothing and accessories brand that celebrates British heritage, local manufacturing and seasonless style. Its award-winning wool supply chain straddles the old and new, from working with historical mills to intergenerational farms to innovative yarn development and at-scale plant dyeing processes.

Seeking out nature-friendly fabrics to complement its yarn and tweed, HERD weaves tales of landscape, farming and craft into the fabric of the brand.

Rooted in profound respect for the land and soil, the brand has a place-based materials-first approach. It's where elegant, age-old tradition meets uncompromising planetary values, to make modern heirlooms with heritage sensibilities.

HERD's collection is additive free, and each hand-finished piece is made without toxins. This means its processes use organic detergents and naturally occurring plant dyes, along with trimmings made purely from plants and nuts.

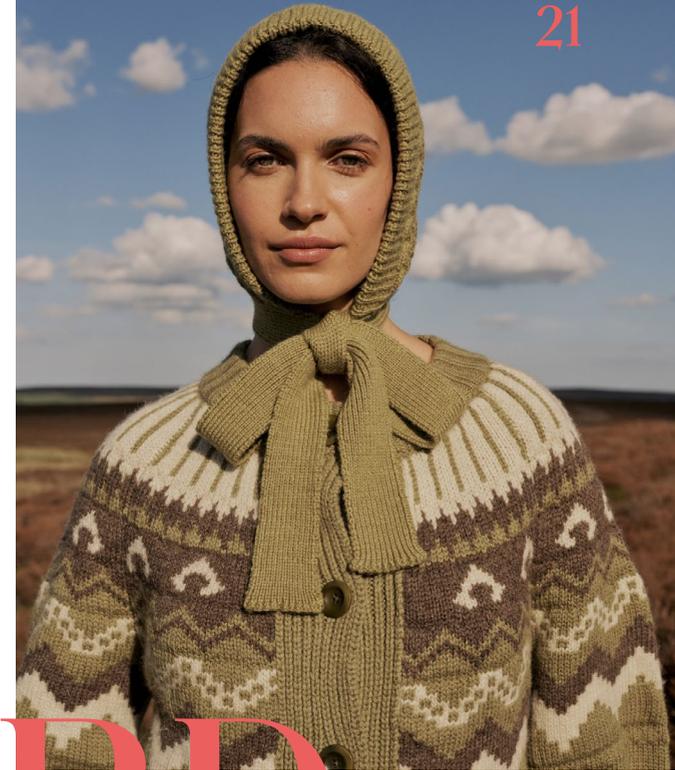
The brand's unique approach to native locality strengthens existing ecosystems while providing an alternative blueprint for the future of fashion that champions a truly circular, regenerative ethos.

herdwear.co

[Instagram herdwear](https://www.instagram.com/herdwear)



Left
Founder
Ruth Alice Rands



HERD





Hyde & Hare

Opposite, top
 Founder
 Piers Dickinson



Hyde & Hare is a British lifestyle brand that turns to natural fibres and thoughtful craftsmanship to discover a slower way of living. Founded in 2019 by Piers Dickinson, the brand was created with the belief that the most beautiful spaces are those that feel warm, grounded and genuinely lived in.

Inspired by the Scandinavian philosophy of *hygge*, Hyde & Hare celebrates the quiet home rituals and the tactile beauty of natural materials. Every piece is designed to bring a sense of comfort, calm and authenticity into everyday life, favouring timeless design and longevity over fleeting trends.

Hyde & Hare works in small batches with trusted partners, championing transparency, responsible sourcing and considered production. Natural fibres are integral to the brand, for both their aesthetic and functional qualities, and their ability to create healthier, more meaningful living environments.

Hyde & Hare reconnects people with nature through the spaces they inhabit, offering a modern expression of luxury that feels calm, comforting and enduring.

hydeandhare.com
 @hydeandhare



Opposite, bottom
Co-Founders
Amy and
Joel Anderson



Kindred of Ireland



Kindred of Ireland is a modern luxury house reimagining Irish linen heritage for contemporary life with a romantic, restrained point of view. Founded in 2020 and based in Belfast, the brand works closely with local mills and makers, and specialises in Irish linen and Donegal tweed.

Design begins with the cloth. Texture, weight and drape lead the process, so silhouettes feel inevitable rather than forced – quietly sculpted, breathable, and made to move.

Craftsmanship sits at the brand's centre. Each piece is built with disciplined construction and meticulous finishing, balancing a sense of ceremony with everyday ease.

Subtle details such as bows, ties, buttons and handwork are used with intention, creating garments that feel elevated while remaining effortless to wear. Materials are chosen for integrity and longevity, with clothing made to be worn often, cared for, repaired, and returned to.

Kindred of Ireland's contemporary heirlooms draw on an Ireland of makers, myth and memory, translated into a distinctive, enduring wardrobe.

kindredofireland.com
@ kindredofireland



Opposite, top
 Founder
 Imogen Russon-Taylor



Kingdom Scotland

Kingdom Scotland is redefining modern Scottish luxury through the art of scent. Founded by luxury and whisky industry expert Imogen Russon-Taylor, the brand creates genderless perfumes that tell extraordinary stories – each one an immersive journey through Scotland's dramatic, majestic and complex landscapes.

Struck by the parallels between whisky and perfume making, Russon-Taylor applies the precision, patience and artistry of fine whisky making to characterful fragrances that are all blended, matured and bottled in Scotland.

These complex compositions evolve over time and are designed

to be experienced rather than simply worn. From responsible sourcing to thoughtful production, Kingdom Scotland upholds a deep respect for the natural world that inspires its collection.

As Scotland's first fine fragrance house, the brand captures a timeless realm where nature, culture and storytelling converge. Through scent, Kingdom Scotland invites wearers to explore a richly imagined Scotland – one that is bold, elegant and quietly powerful – leaving a lasting impression long after the first encounter.

kingdomscotland.com
 @kingdomscotland





OTZI



OTZI is a British design studio and workshop based in Norfolk. Founded by master leatherworker and designer Otis Ingrams, the brand is defined by a commitment to material integrity, timeless design and uncompromising craftsmanship.

Heirloom-quality furniture and interior objects are made using natural, responsibly sourced materials. By focusing on the finest British leathers and native hardwoods, OTZI ensures every item is grounded in provenance and built for longevity. These materials are chosen for their high quality, strength, and tactile nature, allowing designs to acquire a beautiful, unique patina and personality with use.

Bridging the disciplines of leatherworking and woodworking within a single, dedicated workshop, OTZI employs a permanent team of skilled artisans applying time-honoured techniques to rigorous professional standards.

This blend of traditional craft, contemporary design and significant operational capacity enables OTZI to deliver both a refined core collection and complex bespoke commissions for residential and commercial projects, establishing the studio as a distinctive force in modern British luxury.

otzi.ltd
 [otziltd](https://www.instagram.com/otziltd)



Opposite, top
 Founder
 Otis Ingrams

RESTARTIES is a nature-led hospitality brand dedicated to creating restorative experiences that blend thoughtful design, slow living and connection to place. Guided by the belief that true luxury is found in calm, space and authenticity, RESTARTIES offers immersive stays that invite guests to reset, reflect and reconnect.

Sustainability guides every choice, from materials and energy use to partnerships with local makers and producers.

Designed to sleep from 1 to 26 guests, RESTARTIES welcomes solo stays, family holidays and group takeovers. Whether arriving alone, as a couple, with children or with an entire community, guests are invited into spaces that feel personal, warm, and intentional.

Every visit is shaped by who is coming and how they want to rest; animal encounters, outdoor adventures, creative moments and quiet spaces all form part of a flexible experience where no two stays are ever the same.

RESTARTIES is for those who want more than accommodation – it is for those who want to feel genuinely restored.

restarties.com

[Instagram restarties](https://www.instagram.com/restarties)



RESTARTIES



Opposite, bottom
Co-Founders
Gem Boner and
Thom Scherdel

Right
 Founder
 Sophie Ashby



Sister by Studio Ashby



Sister by Studio Ashby was founded in 2020 as part-shop, part-playground – a playful extension of the celebrated Studio Ashby interior design practice.

The collection combines carefully curated vintage treasures and art with bespoke furniture and accessories that are designed in-house and made in collaboration with the UK's finest craftspeople. Each piece has a story to tell, drawing on myriad references and Founder Sophie Ashby's continual foraging.

Based on Caxton Street in London, Sister by Studio Ashby feels like a haven of creativity in an otherwise bustling cityscape. In this beautifully historic building of the Grade I listed Blewcoat School, the brand crafts a true sense of home for every visitor.

Alongside its own collections, Sister by Studio Ashby showcases emerging artists through its ongoing Artist in Residence programme – an initiative that reflects the brand's desire to bring art and design into domestic spaces through a thoughtful, contemporary lens.

Sister by Studio Ashby creates pieces that not only inspire, but also transform spaces with character, comfort and beauty.

studioashby.com/sister
 @sisterbystudioashby



Founded in 2018 by industry veterans Georgina and Stephen Galea, Uniform Standard is a luxury British sneaker brand committed to crafting minimalist footwear that seamlessly blends modern design, everyday practicality and responsible production.

Each pair is created with precision and intention, using high-quality Italian leather and considered construction to ensure exceptional comfort, durability, and longevity. Every material choice and production decision is made to enhance wearability while reducing unnecessary excess.

Designed for versatility, Uniform Standard sneakers transition effortlessly between work, travel, and life beyond the office. Clean lines, understated detailing, and a timeless aesthetic define every silhouette, allowing each style to complement a wide range of wardrobes and occasions. Rather than following trends, the brand focuses on creating enduring essentials that remain relevant season after season.

From daily routines to new journeys, Uniform Standard sneakers elevate essential footwear through timeless design and thoughtful craftsmanship.

They're designed to be worn often, refined over time and valued for years to come.

uniformstandard.com
 @uniformstandard_official



Uniform Standard



Right
 Co-Founders
 Georgina and
 Stephen Galea

Mentorship is at the very heart of the Brands of Tomorrow programme, with each company assigned an *industry expert* to help *guide them on their journey*. Sue Fox was one such mentor for a brand in last year's class. A highly accomplished global executive and industry board director with *three decades of leadership in the luxury beauty and retail sectors*, most notably at The Estée Lauder Companies, here she tells us more about her experiences with the Brands of Tomorrow programme – and why mentorship *matters*.



Above
Sue Fox
Brand and Business
Growth Strategist

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

SF The UK's luxury strength is not just its amazing heritage brands, but the constant pipeline of new brands. Walpole's Brands of Tomorrow programme ensures that emerging businesses with strong DNA don't stall or fail before being able to scale. The programme gives founders access to mentors, peer learning and relevant commercial insights that help those creators navigate areas that they may not be so experienced in. I believe there is also a focus on sustainable and responsible growth, which increases the credibility of these young brands. With Walpole's name behind this initiative, support from Walpole's network, and the opportunity to attend some of the events that Walpole hosts, these Brands of Tomorrow are supported by an entire ecosystem focused on helping them to succeed.

W *What has been your highlight of mentoring over the years?*

SF It is an incredible privilege to be involved with not only Walpole's Brands of Tomorrow programme, but also its Luxury Leaders of Tomorrow programme, in association with London Business School. The highlights for me have been centred around watching these founders and MBA students grow in confidence and seeing progress being made over the period of the mentorship. Being part of someone's journey, no matter how small a role one plays, is very rewarding.

W *How has being a mentor supported your professional development?*

SF I have been incredibly focused on the two-way learning opportunity that mentoring provides. All my mentees have been younger than me, so I gain all sorts of insights that I would not have necessarily had visibility to, which is valuable in my own development. As perspectives are exchanged, past experiences

can always be modernised, adapted or modified to fit within tomorrow's world.

W *From your perspective as a mentor, what can mentees do to make the most of a mentoring opportunity?*

SF Walpole is an expert in partnering relevant mentor with mentee, which is a great starting point. Mentees need to be open and transparent as we are all here to support them. It's often helpful if mentees come with a specific challenge or to discuss a decision they are about to take and want some guidance in those areas. The best conversations are those where there is strong engagement from the mentee's side, where the mentee can use the mentor as a sounding board for thoughts that they may not wish to discuss with others. My advice to mentees would be not to be afraid to ask your mentor challenging questions or to present difficult scenarios: if your mentor doesn't have the experience in that area, they will assist and find the right person they can speak to. From the perspective of a mentor, it's so important to us that we give mentees what you need – so do have those monthly or quarterly meetings, and commit to giving the time that hopefully will contribute towards your brand's growth and success.

W *What advice would you give to any founder of an emerging luxury brand?*

SF You will have already done so much work to create your brand in the first place; your brand vision, mission, DNA and the distinct perspective and personality that has allowed the brand to emerge and gain traction should be its heart and soul. Remaining authentic to those brand values will be important for future growth while having the ability to adapt as the market matures or shifts. Building desirability and ensuring you really know your consumer before scaling will contribute towards future success, and choosing partners carefully is very important to the longevity of an emerging brand.

Brands of Tomorrow Success Story: Feldspar

Cath and Jeremy Brown started Feldspar in their Dartmoor home back in 2015 with the intention of creating beautiful ceramic tableware essentials inspired by items their grandparents were using daily (some of which were almost 300 years old and still perfectly fit for purpose). The duo joined the Walpole Brands of Tomorrow programme in 2022, becoming a full Walpole member upon graduation in 2023.

Since then, the brand has gone from strength to strength, launching furniture, lighting and objects d'art in addition to ceramic kitchenware, not to mention featuring in prestigious publications including *Wallpaper**, *Financial Times*, and *House & Garden*. The brand has also collaborated with fellow Walpole members Corinthia London (on the vessels for the hotel's signature candles) and Fortnum & Mason (on an exclusive series of vibrantly-handled mugs), as well as brands like buzzy, Bath-based architectural restoration and homeware brand Berdoulat (for whom they created a series of French patisserie-inspired bone china lighting). Most recently, Feldspar exhibited a collection of surrealist teapots at cool London store, Dover Street Market – made by hand, as with all their products, in the brand's workshops in rural Devon using techniques that are listed in the UK as 'Critically Endangered'.

Here, we speak with Cath and Jeremy about their time on the programme, what mentoring meant to them, and what advice they'd give to this year's Brands of Tomorrow.



Above
Cath and Jeremy Brown
Co-Founders, Feldspar



W *What was the highlight of your time on the Brands of Tomorrow programme?*

C & J We loved being a part of such an interesting community of founders, all either navigating similar challenges or with valuable insight and experiences. Being founders of small, creative businesses can feel very isolating at times, so having the chance to check in regularly and learn alongside others was so valuable.

W *Who was your mentor and what was the best piece of advice they gave you?*

C & J Our mentor was – and still is – the wonderful Tom Athron, CEO of Fortnum & Mason and Chair of Walpole. His experience in reinvigorating and steering premium British brands is unmatched, and his generosity with his time and knowledge was so rewarding. He has given us so much good advice from financial to strategic, and his steadfast belief in our product and his championing of us has been brilliant.

W *What was the most useful thing you learned on the programme that has had a significant impact on the development of your brand subsequently?*

C & J The programme enabled us to step back a little and view Feldspar from a more brand-led and business point of view. It encouraged us to grow our team from just the two of us around our kitchen table to a team of over ten, and to form longer-term plans and strategies for the future. It helped us to find new wholesale relationships and ultimately build a more resilient business model rooted in quality, longevity and British manufacturing.

W *What is your proudest achievement with your brand between finishing Brands of Tomorrow and now?*

C & J Our proudest achievement is probably that we've continued to grow while staying true to our founding principles: designing

objects for life that are made with care and use British craft and materials. We have collaborated with some exceptional partners including a pop-up store at Corinthia London, as well as expanding our collection to include furniture that is designed and made by hand – just like our ceramics.

W *Now your brand is ten years old, what are your ambitions for the next decade?*

C & J We're looking to continue championing British craft and manufacturing and continue to develop new collections that balance innovation and the finest local materials we can lay our hands on. We're about to launch several lighting collections which we are very excited about. Fine bone china glows translucent under light, so it's the perfect material to use, and Jeremy has hand-carved brass switches to accompany them. Ultimately, our ambition is very simple: to continue making objects that people live with for a lifetime, special pieces that become part of daily rituals and memories.

W *As a Brands of Tomorrow graduate brand, what advice would you give to the founders in this year's class?*

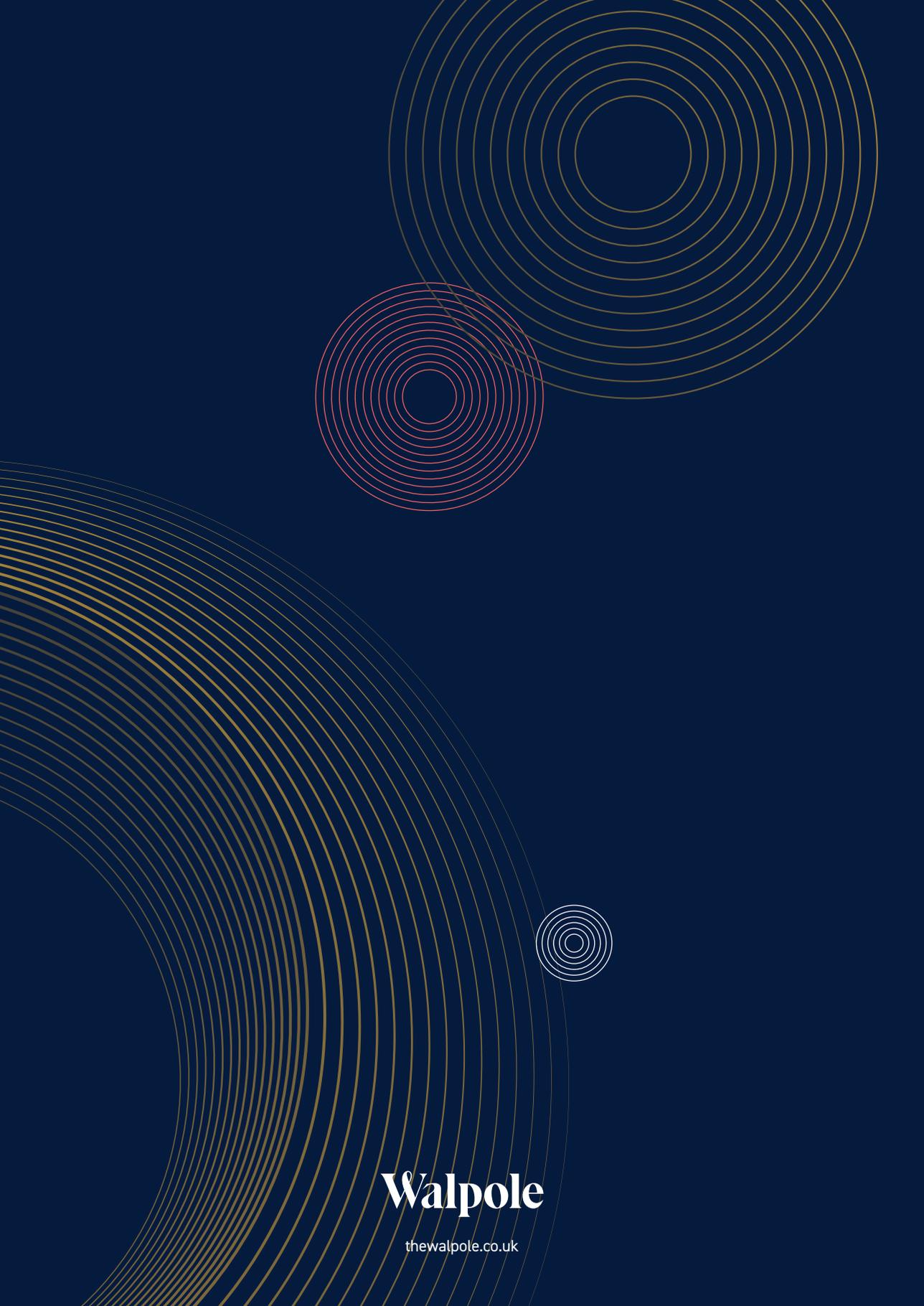
C & J Brands of Tomorrow is excellent for expanding your knowledge and network, but you need to believe in your product wholeheartedly first. Stay true to whatever made you start your brand in the first place. Don't be afraid to be different – we were one of the only brands in our intake that didn't have MBAs and exit strategies and multiple business plans, but that didn't make us any less qualified for the programme, nor the programme less valuable to us. Ask as many questions as you can and get to know your fellow founders – every single one will have helpful experiences and advice, we can guarantee it.

feldspar.studio
 feldsparstudio

W

“Brands of Tomorrow encouraged us to *grow our team from just the two of us around our kitchen table to a team of over ten*, and to form longer-term plans and strategies for the future.”

Cath and Jeremy Brown
Co-Founders, Feldspar
Brands of Tomorrow Class of 2022



Walpole

thewalpole.co.uk