

The background is a deep navy blue. It features several sets of concentric circles. A large set of thin, light gold circles is centered on the page. To the left, there is a smaller set of concentric circles in a slightly different shade of gold. To the right, there are two more sets of concentric circles, one in a light gold and one in a reddish-pink. The text is centered within the large gold circle.

Walpole
Brands of
Tomorrow
2025

In association with

Mishcon 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* 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 £200k 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*

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
The Deck London

2020

Anabela Chan
anatomē
Araminta Campbell
Country of Origin
Dai
Hêdoïne
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

“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 Chair*, *Balthazar Fabricius*, and our *exceptional programme partner*, *Mishcon de Reya*, but the *entire British luxury sector*.”

HELEN BROCKLEBANK
CEO, WALPOLE



Photo by RANKIN

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

“From IP to investment, digital to distribution, workforce to worldwide reach, we have *the expertise you need to nurture your business*. We can’t wait to support you over the course of 2025.”

BALTHAZAR FABRICIUS
CHAIR, WALPOLE BRANDS OF TOMORROW
CO-FOUNDER, FITZDARES



Balthazar Fabricius Chair, Walpole Brands of Tomorrow

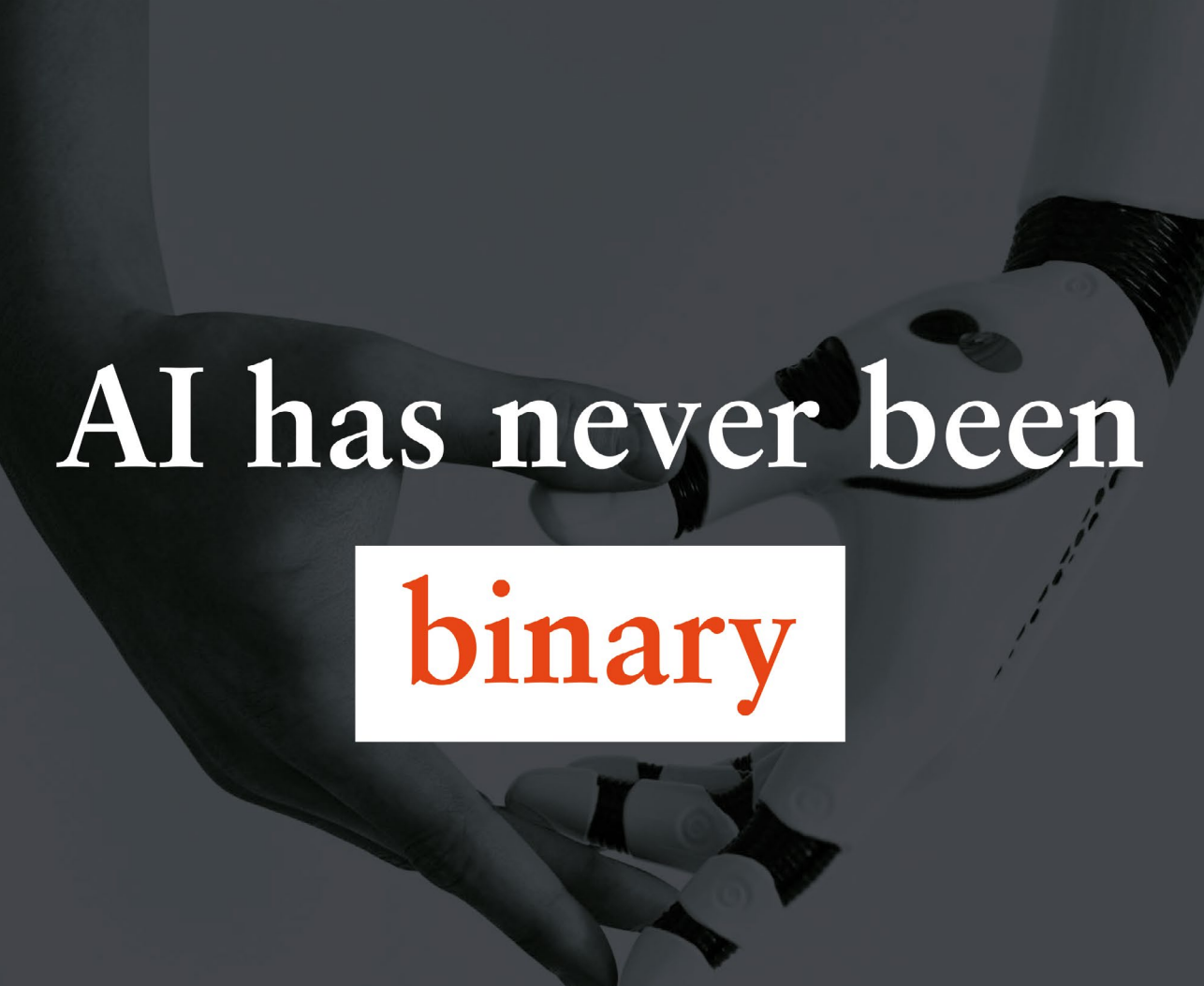
Balthazar Fabricius is the Co-Founder of Fitzdares. Established in 2005, Fitzdares became an inaugural Walpole Brand of Tomorrow in 2007 and is now proud to be the bookmaker to the British luxury sector.

As we ramp up for the year ahead, I am always interested in the Chinese zodiac and whether it aligns with headspace or channels an inner spirit animal I wasn't aware of. I wasn't immediately enamoured to learn that 2025 is the Year of the Wood Snake, but on further research I have discovered that this stands for 'shedding old skin, transformation, growth and introspection.' I've rarely leapt onto former Brand of Tomorrow Anabela Chan's website quicker to see what gems she has designed to honour these themes.

Founders of Brands of Tomorrow are constantly faced with these sorts of exciting challenges and opportunities, which are often easier said than done. That's exactly why our widely admired programme exists. Through the Walpole team, our phenomenal long-term sponsor Mishcon de Reya, our event partners, our workshop speakers and, crucially, our industry expert mentors, Brands of Tomorrow exists to help you, the founders of the Class of 2025, to transform and grow.

It already looks like 2025 will be a fascinating year on the programme. A key to early success for so many of our emerging brands is early internationalisation, with the US being a key market and customer. We will be fully supporting our founders with the best advice, research and contacts as the new presidential administration beds in – and the British Luxury Trade Mission to New York next month is evidence of Walpole's front-footing for the sector and the wider British economy.

From IP to investment, digital to distribution, workforce to worldwide reach, we have the expertise you need to nurture your business. We can't wait to support you over the course of 2025 and, thereafter, welcome you into an alumni network that has now cultivated over 150 brilliant British brands over the past 18 years. Welcome to the club.

A grayscale image of a human hand holding a small, white, stylized robot head. The robot head has a circular face with two small dots for eyes and a small antenna. The hand is positioned as if presenting the robot head.

AI has never been

binary

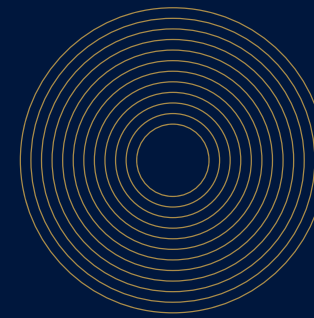
Augmentation is the law of tomorrow

Artificial Intelligence is here to enhance people's capabilities, not replace them. Those who integrate will gain the advantage. Are you ready for a blended future?

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the law of tomorrow, today at mishcon.com

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Real Estate | Consultancy Services

Mishcon de Reya Group
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INTRODUCING THE

Class of 2025

Walpole
**Brands of
Tomorrow**
2025

CLASS OF 2025

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Alice Wilkes Design



Alice Wilkes Design is a premier event and wedding design studio specialising in creating extraordinary, bespoke experiences for clients. With a keen eye for detail and a passion for crafting unforgettable moments, Alice Wilkes brings over a decade of expertise to the world of event design. Her work blends elegance, creativity, and personal flair, ensuring that every celebration is uniquely tailored to reflect the couple or client's individual style and vision.

Wilkes' approach is both collaborative and intuitive, working closely with clients to understand their desires while offering expert guidance and innovative solutions. From intimate weddings to grand celebrations, she excels in transforming venues with imaginative floral arrangements, custom décor, and cohesive design elements that captivate guests and create lasting memories. Her company is known for its seamless integration of colour palettes, textures, and themes, combining luxury with an effortless charm.

Alice Wilkes Design's portfolio includes a wide range of celebrity and VIP weddings, exclusive brand events for the likes of *Vogue*, *GQ*, Prada and Christian Louboutin, and private parties, all infused with personality and sophistication. Through these, the company continues to set the standard for refined, high-end event and wedding design, leaving clients with cherished memories of an extraordinary day.

alicewilkes.co.uk

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

Above
Founder
Alice Wilkes

Cece Jewellery is a modern British brand reshaping the art of enamel through exceptional craftsmanship and captivating storytelling. Founded by innovative designer Cece Fein-Hughes, the brand is celebrated for its enchanting, hand-crafted creations that seamlessly marry traditional techniques with contemporary design.

Specialising in Champlevé enamel, Cece Jewellery revitalises this ancient art form, producing timeless collector's pieces alongside stunning everyday jewellery. At its core, the brand is dedicated to craftsmanship, artistry, and education. Working with skilled artisans, Cece Jewellery upholds impeccable craftsmanship while offering a bespoke service that allows customers to design heirloom pieces imbued with personal stories.

Inspired by nature and imagination, the fine jewellery created by the brand dances between the earthly and the ethereal. Each piece is a miniature masterpiece, alive with magic and meaning, blending artistry with narrative. With a design language that feels both grounded and otherworldly, Cece Jewellery transforms hand-enamelled creations into treasures that capture the eye and stir the soul.

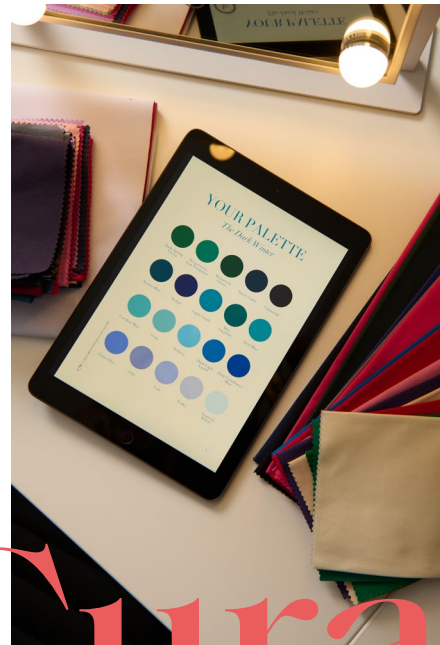
cecejewellery.com
 @cecejewelleryofficial



Cece Jewellery



Top
 Founder
 Cece Fein-Hughes



Curate Your Style

Opposite
Co-Founders
Hannah and
Sophia Rashad

Curate Your Style is a leading international personal styling company based in the heart of London's Mayfair. Dedicated to transforming the shopping and dressing experience, the company offers wardrobe solutions tailored to each client's unique colouring, body shape, and lifestyle. By crafting a personalised style blueprint, Curate Your Style empowers clients to build flattering, versatile wardrobes and ensures more successful, enjoyable shopping trips.

Clients receive a digital, personalised style guide designed to save to their device to serve as a sustainable shopping tool, helping clients minimise unnecessary purchases and focus on versatile, cherished pieces. By educating clients on styling and outfit-building

through digital resources, Curate Your Style enhances their shopping journey with long-term wardrobe solutions that align with personal sustainability goals. Through this innovative approach, the company continues to redefine personal styling, helping clients feel and look their best every day.

Known for their expertise and personalised approach, the stylists at Curate Your Style aim to simplify and elevate the art of dressing. Whether a client seeks a complete style overhaul, a seasonal wardrobe refresh, or assistance with a special occasion, the company provides a seamless and transformative experience.

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



A pioneering British luxury brand dedicated to handcrafting timeless fashion pieces from 100% upcycled materials, E.L.V. DENIM breathes a second life into garments that could otherwise be destined for landfill. The mission? To transform loss into luxury, protect the environment for future generations and prove that an upcycling business model can be a success.

Founded by renowned fashion stylist Anna Foster in 2018, the brand aims to challenge convention with its innovative methods of material sourcing, design and manufacturing.

E.L.V. DENIM is the only fashion brand that creates all of its pieces from 100% upcycled garments, proving that there can be a different way in a world of overconsumption. Its fabric-first, curated sourcing of pre-loved garments ensures every piece is unique. All parts of the sourced garments are used to make new products: scraps are constructed into sheets of fabrics and the smaller threads re-emerge as swing tags and stationery sets. All production takes place in East London, minimising carbon footprint and supporting the local community of ateliers.

No longer just a denim brand, E.L.V. DENIM has now extended into new categories and textiles, upcycling shirting, tailoring, leather and cotton. E.L.V. DENIM also provides solutions for other industries, upcycling unwanted post-industrial offcut textiles from hotelier, automotive and furniture manufacturers.

elvdenim.com

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



Left
Founder
Anna Foster



E.L.V. DENIM





Genevieve Sweeney



Above
Founder
Genevieve Sweeney

Genevieve Sweeney is rewriting the story of British knitwear, threading together the importance of tradition and vibrant innovation. Since its launch in 2015, the brand has embraced a commitment to craftsmanship and sustainability, creating investment pieces designed in Hertfordshire and made across the UK with small family-run mills.

Inspired by nature, the brand is known for its signature unique and unexpected colour palettes with custom-spun textural yarns. Elevating everyday wardrobes for both women and men, the brand offers responsible and regenerative knitwear that is stylish, comfortable and meaningful.

The brand's eponymous founder's

vision of reinvigorating British knitwear begins with bridging the gap of heritage skill and technical knowledge with the launch of apprenticeships in the label's in-house factory in Hertfordshire in mid-2025. With a responsible ethos at its core, Genevieve Sweeney prioritises creativity, quality, and environmental stewardship, pledging 1% of profits to Rewilding Britain.

Genevieve Sweeney tells a story of tradition and beauty of British craftsmanship, offering knitwear to be cherished for years to come, crafted with care and purpose to elevate the everyday.

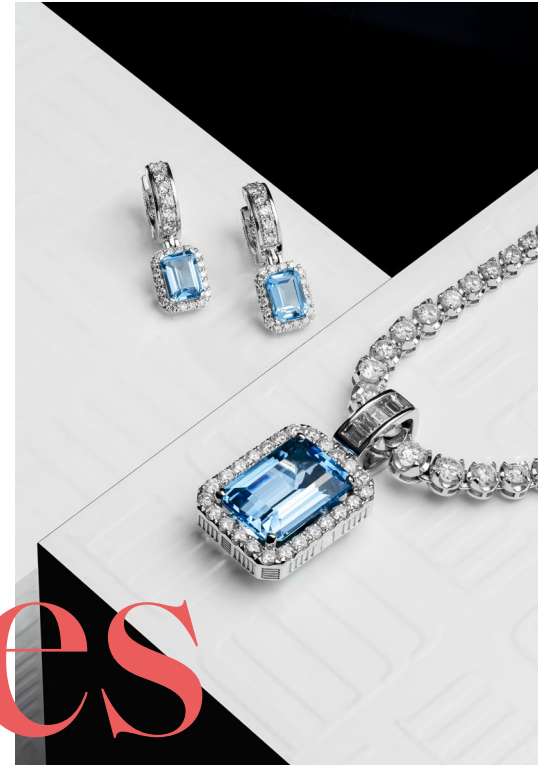
genevievesweeney.com

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



Above
Founder
Matthew J Jones

MJ Jones



MJ Jones is a British luxury brand on a mission to become a future leader in fine jewellery design, innovation, and craftsmanship. Founded by Matthew J Jones in 2020, the brand creates extraordinary jewellery that tells your story.

Made in the heart of London, each of the brand's collections is built upon a foundation of strong design principles – but each has the ability to be personalised to reflect individuality and celebrate life's most significant moments. The brand embodies strength and creativity, with every creation serving as a testament to its commitment to innovation and exceptional craftsmanship.

MJ Jones has a design philosophy guided by the four brand pillars of innovation, resilience, dedication and legacy. These core values shape everything the brand does from the initial design to the final product, ensuring that each piece is a true reflection of the founder's vision.

Since it was founded, MJ Jones has proudly garnered a unique clientele, including some of the world's most renowned sports stars, celebrities, global brands and individuals who seek to commemorate their achievements with timeless, personalised designs. Drawing inspiration from stories of triumph, both professional and personal, the brand creates symbols of enduring legacy.

mjjones.com

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

Molly Mahon is a distinguished British printmaker and textile designer renowned for her vibrant and original block prints. Offering a range of uplifting collections, each rooted in her passion for the traditional and transformative craft of block printing, Mahon's designs merge classic techniques with a fresh, modern, British aesthetic that feels timeless and joyful.

Drawing inspiration from nature and her surroundings in the Sussex countryside, her collections of fabrics, wallpapers and accessories are infused with a sense of playfulness that enriches and enlivens interiors.

With a commitment to eco-friendly materials and sustainable practices, Mahon shares her passion for craft and design, educating and inspiring others through block printing workshops and at-home block printing courses. She believes in investing in and supporting talented makers, choosing to work with craftspeople in her beloved India and across the UK.

Every Molly Mahon design carries her personal love for this transformative ancient craft with it, bringing beauty, character, and joy into homes around the world.

mollymahon.com

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



Molly Mahon



Above
Founder
Molly Mahon





Mother Root



Mother Root is the non-alcoholic aperitif that serves up a dose of good feelings. The brand is redefining what it means to drink well and feel good by crafting flavourful, bold drinks that are both satisfying and rooted in benefits.

Unlike many non-alcoholic options that are light on flavour, high in sugar, or made with complicated ingredients, Mother Root takes a different approach. It's made from just four all-natural ingredients, fired up by ginger for a bold, delicious taste. The secret ingredient is apple cider vinegar, an ancient ingredient known to support healthy digestion and balance blood sugar. However, it's an ingredient that Mother Root also recognised for its ability to amplify flavour.

Founded by Bethan Higson following a career in the wines and spirits industry, she borrowed techniques more commonly associated with alcohol such as fermentation, maceration and ageing to create the first batches at her kitchen table in London.

Mother Root's vision is simple, yet bold: to redefine what it means to drink well and feel good. The brand imagines a future where pleasure enhances our well-being, and where each sip is a step toward a more connected, vibrant life.

motherroot.london

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



Left
Founder
Bethan Higson

Original Fibres was launched in 2018 by Callum McCall and George Rutherford-Jones as a fabric-first menswear brand born to meet the growing demand for higher quality, lower impact clothing. Founded as a brand specialising in linen for all seasons, the offer has since expanded to include other low-impact, natural fabrics like wool. However, the mission of the company remains the same: to use different weights and weaves of luxury-grade natural fabrics to change perceptions around how and where they can be worn.

The label's clothes are made in three specialist factories in London and Northern Portugal, all of which use traditional techniques and machinery to deliver manufacturing that stands the test of time. The fabrics the brand uses are all natural: linen, wool or a combination of the two. Any other materials used in the clothes are also low-impact, natural options and the entire process of getting the clothes from the factory to your door is plastic-free. To complement the longevity of their clothing, Original Fibres offer free repairs for life.

The brand offers a full range of luxury menswear from its three London stores – on Golborne Road in Notting Hill, Lamb's Conduit Street in Bloomsbury and Jermyn Street in Mayfair – as well as through its online presence.

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



Original Fibres



Opposite, bottom
 Founders Callum
 McCall and George
 Rutherford-Jones

In the UK, 360 million candles are burned every year – so what happens to all the empty candle jars? Pott Candles has come up with a sustainable solution, so that you only need one container for the rest of your life. All of the brand's refillable 'Potts' are handmade in the UK by local artisan potters. When your candle has burned, you can simply replace it with one of the brand's candle refills – handmade from rapeseed, coconut wax and sustainable fragrance oils in a variety of room- and mind-enhancing scents.

Ailis Topley, the founder (was recently named on the 'Forbes 30 Under 30' list), worked in strategy

consulting before turning to candle-making as a lockdown hobby. She gifted her candles to friends and family, who would regularly ask her to refill their vessels once they were finished. This set off a lightbulb moment. She decided to quit her job in the middle of the pandemic to focus on bringing refillable candles into the mainstream. They are now available at John Lewis and Selfridges.

What started as a lockdown hobby has since turned into a brand with big ambitions, which is aiming to disrupt the candle market and make single-use candles a thing of the past.

pottcandles.com

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

Right
Founder Ailis Topley



Pott Candles



Smock London is the artisan fashion brand on a mission to modernise the art of smocking for the 21st century. Founded by lifelong friends, Laura Burch and Kajsa McLaren, the brand reinvents smocking to be as bold and brilliant as women and girls today. Theirs are smocks made to rock: handmade works of art that leap off the dress in a Technicolor twirl of hand-stitched joy.

Traditionally smocking blends into the garment, but Smock London's pieces do the opposite by using dramatic graphic motifs in contrasting colours to make these exquisite stitches stand out and sing from the rooftops.

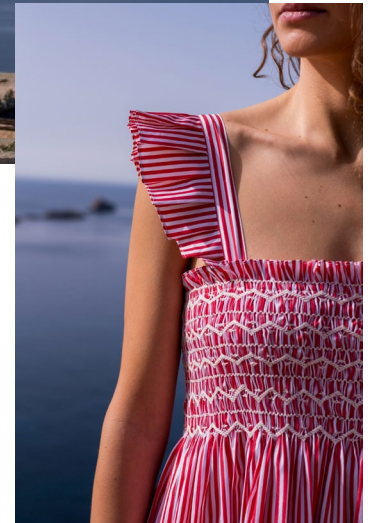
All Smock London pieces are individually smocked by hand. Designed in London using the finest threads and fabrics, they are brought to life by craft communities in Madagascar and Vietnam using responsibly-sourced fabrics and threads from industry leading French maker DMC. Every order supports its makers through a donation to girls and women in need in their community.

Hand-smocking is a skill which takes time; each dress takes up to three days to complete, and mastering the craft takes years of practice. The brand's collections are produced slowly in limited numbers and conceived to be passed down through the generations. The result is unique, heirloom quality pieces that are better for the artisans and for the planet.

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



Smock London



Opposite, top
 Founders
 Laura Burch and
 Kajsa McLaren

Teresa Tarmey knows skin. Having worked in the beauty industry for 27 years and with more than 50,000 hours of hands-on experience, today she is one of the world's most sought-after skincare and laser experts. Dubbed the "Super Facialist" by *Vogue*, Tarmey is trusted and known by many. Her commitment to her clients' needs coupled with her innovative approach in using advanced technology, allows her to combine treatments that are bespoke to each individual.

Tarmey's focus on skin rejuvenation has inspired her treatment hallmarks, laser and microneedling, with which she has become synonymous over the years. Famous for her 'red carpet' facials, which have earned her an impressive collective of loyal celebrity followers, Tarmey also works with regular clients to optimise their skin in a way that makes a real difference in their everyday lives – something about which she is passionate, having suffered with acne and skin concerns herself.

In addition to her treatments, Tarmey also has a tightly edited product range that leverages her unparalleled knowledge on which skincare products and ingredients really work – and, more importantly, which don't.

Tarmey treats clients from her renowned flagship clinic in London's Notting Hill alongside her residency with The Cadogan, A Belmond Hotel in London.

teresatarmey.com

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



Above
Founder
Teresa Tarmey



Teresa Tarmey



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 initiative* last year – and *what they're looking forward to for the year ahead*.



Sean Ghouse
Director of
Retail UK,
Fortnum & Mason

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

SG It's crucial because it nurtures emerging talent and fosters innovation within the industry. It provides a platform for new brands to showcase their unique offerings, helping to diversify the luxury market. By connecting these brands with experienced mentors, the programme equips them with the skills, knowledge, and networks necessary to thrive in a competitive landscape. This not only strengthens the UK's position as a global luxury hub, but also encourages sustainable and ethical practices, which are increasingly vital in today's consumer environment.

W How have mentors helped your career?

SG Over thirty years in retail, I have had the privilege to work with a supportive network of contacts. Not only did they provide invaluable guidance during my formative years in the industry, but today it means my network extends far beyond retail. What I find hugely valuable from a mentor is sharing their insights on leadership, product, commerciality, brand strategy, trends, operations, and customer service. The consistent thread that I can see in all those individuals is that they took time to listen, but also share their feedback. And if they didn't know the answer to something, they would introduce me to someone that could help – not an easy thing to do in our busy lives. It's something I personally try to do when being asked for help or support.

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

SG Having been a Brands of Tomorrow mentor for five years, the highlight of my mentoring experience so far has been witnessing the growth and success of my mentees. Seeing their hard work pay off and knowing that I played a small part in their journey is incredibly rewarding. In addition, I too feel that I have learned about different business and challenges that they have faced.

W What are you looking forward to on Brands of Tomorrow 2025?

SG I am particularly excited about the opportunity to engage with a new cohort of innovative brands and look forward to exploring fresh perspectives that they will bring to the table. Additionally, I'm eager to contribute to their growth by sharing knowledge and insights that can help them navigate the complexities of the luxury market. The potential for collaboration and creativity is what makes this programme so inspiring.

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

SG Stay true to your vision while being adaptable. The luxury market is constantly evolving, and it's essential to remain authentic to your brand's values and story. Simultaneously, be open to feedback and willing to pivot when necessary to meet the changing needs of your audience. Building strong relationships with your customers and understanding their desires will set you apart in a crowded marketplace.



Top, right
AKT Founders,
Ed Currie and
Andy Coxon

Above
AKT product range

Middle
Molton Brown

Right
Miller Harris



Jon Graham
Non-Executive
Director,
Miller Harris
Perfumer London

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

JG The creative talent we have in our country is unrivalled – and to nurture this next generation of talent is a key responsibility for any senior businessperson. Launching a new business is incredibly hard, but the invaluable knowledge, lived experience and connections in the DNA of the Brands of Tomorrow programme help to limit potentially negative barriers that may present themselves on that brand's journey. Miller Harris was on the inaugural Brand of Tomorrow intake, and the fact we are celebrating our 25th year of existence is a testament to the success of the initiative.

W Who was a great mentor you've had and how did they help your career?

JG Throughout my career I've been very fortunate to work in businesses that have had an excellent culture of mentorship. From Our Price Music to Whittard of Chelsea to Molton Brown to Floris to Miller Harris, my experience has been a positive one with line managers and owners pushing me forward, supporting my development, and encouraging my success. That support gives you the belief you can achieve anything – and today I wouldn't work for a business that doesn't offer that positive culture.

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

JG Undoubtedly seeing the brands evolve into bigger and better things. Spending time with the founders of AKT in the Class of 2023 was a wonderful experience because they embraced the opportunity the programme offered and immersed themselves fully. Because of that, the brand continues to grow apace. The unwavering vision and passion of the founders, Ed Currie and Andy Coxon, was completely inspiring and their realisation that they knew they were heading in the right direction with the brand was completely rewarding to witness.

W What are you looking forward to on Brands of Tomorrow 2025?

JG I was fortunate enough to be on the panel of judges for the Class of 2025 and the passion of this new cohort was thoroughly inspiring and exciting. I can't wait for each one to be introduced to their mentors as they take another positive step with the invaluable support of luxury business leaders from the Walpole community.

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

JG Make connections, focus on your goal, and have an unwavering belief in your vision. Oh, and make sure you don't give away too much in the early seeding phase!



Brands of Tomorrow Success Story: Araminta Campbell

Part of the *Brands of Tomorrow* Class of 2020, Scottish-based textile brand Araminta Campbell has made a name for itself on the international style scene. This is not just by creating exclusive pieces that have caught the attention of the great and glamorous (Dame Judi Dench is a big fan), but also through the passion of Founder, *Araminta Birse-Stewart*, for British handcraft.

In 2024, this was recognised when the brand won the *WOLF Award for Future Legacy* at the *Walpole British Luxury Awards* – honouring a luxury business that has demonstrated significant commitment to supporting, developing and preserving talent and skills in the UK. Here, we speak to Birse-Stewart about her time on the programme, what mentoring meant to her, and what advice she'd give to this year's *Brands of Tomorrow*.



Araminta Birse-Stewart
Founder, Araminta Campbell

Middle
Founder Araminta
Birse-Stewart
in her atelier



W *What was your experience like on Brands of Tomorrow?*

ABS My experience on the Brands of Tomorrow programme was undoubtedly unique, shaped by the challenges of the pandemic. While the usual structure of the programme had to adapt, I was immensely impressed by how quickly and effectively Walpole responded to the rapidly changing circumstances. Despite limitations, the sense of community and connection remained throughout – from the programme leaders to the wider alumni, there was consistent support, advice and encouragement. The programme's ability to maintain and nurture a strong sense of community during such an unusual time was truly remarkable and left a lasting impact on me and my business.

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

ABS My mentor was Alistair Hughes, Company Director and Co-Owner of Savoir Beds, and I feel incredibly fortunate to have had his guidance during such a challenging year. What stood out most was his unwavering support and presence. Alistair was always available as a sounding board, offering thoughtful guidance and helping me navigate the complexities of the ever-changing landscape. His ability to listen, understand, and provide practical advice was something I deeply appreciated and will forever be grateful for.

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

ABS One of the most useful things I learned on the Brands of Tomorrow programme was the importance of self-belief. Being selected to join such an incredible group of founders gave me the confidence to truly believe in the strength and potential of my brand. Equally impactful was the opportunity to gain invaluable insight into how others in the luxury sector perceived our business, brand and products. Based in Scotland, we can sometimes feel quite detached from the broader industry, so hearing how others viewed us was inspiring and helped clarify the direction I wanted to take my brand. Even now, long after the programme has finished, I continue to benefit greatly from the network of incredible people I connected with during the programme. The sharing

of knowledge, collaboration, and mutual support among this community has had a lasting effect.

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

ABS My proudest achievement has been doubling the size of my team within a year; a milestone that reflects the growth and ambition of the business. This achievement is particularly meaningful to me as it highlights my commitment to fostering talent and creating opportunities within the luxury sector. What makes this accomplishment even more special is that our team is strongly female-led, which I take immense pride in. It represents not only our progress as a business but also our dedication to championing diversity and empowering women in the luxury section.

W *What did it feel like to be winner of the WOLF Award for Future Legacy at the Walpole British Luxury Awards 2024?*

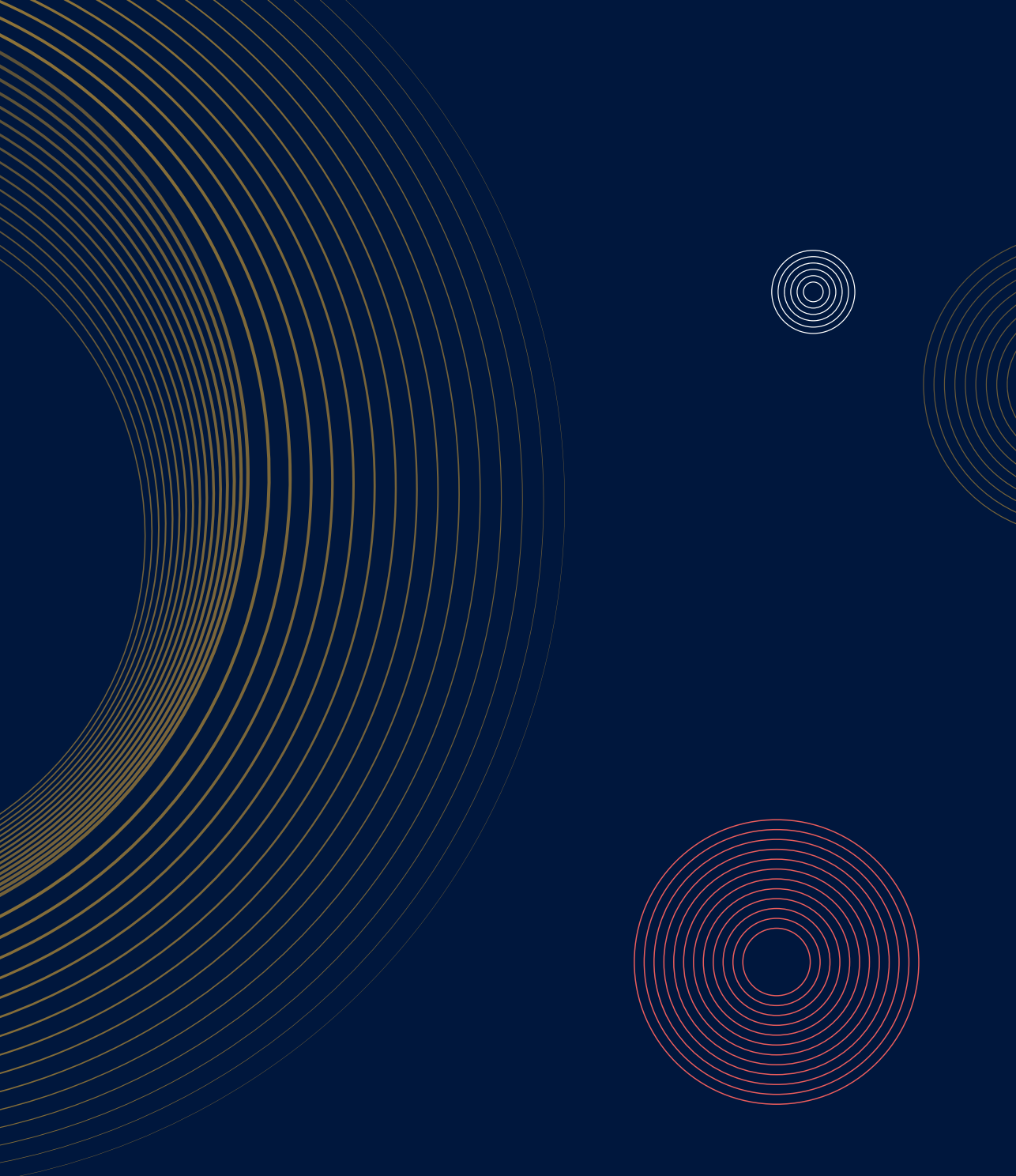
ABS It was an incredible honour and an immensely inspiring experience. It wasn't just a recognition of my efforts, but a celebration of everyone who works alongside me and contributes to our vision. To be recognised on such a prestigious stage, among so many remarkable brands driving innovation and excellence in the industry was deeply motivating. It reinforced our mission and inspired us to continue pushing boundaries and striving for excellence in everything we do. The timing of the award in November made it even more special. At that point in the year, it's easy to focus on what's next without pausing to reflect, but winning this award encouraged us to take a moment to stop, look back, and truly appreciate all that we've achieved. It was a celebration of how far we've come and a powerful reminder of the legacy we're building together.

W *What advice would you give to the founders on this year's Brands of Tomorrow programme?*

ABS Be as open as possible and fully embrace every aspect of the experience. The programme is a rare chance to step into a space where collaboration and support is at the forefront, so make the most of it by asking questions and soaking up all the knowledge and inspiration on offer.

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ARAMINTA BIRSE-STEWART
FOUNDER ARAMINTA CAMPBELL
AND CLASS OF 2020 GRADUATE



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