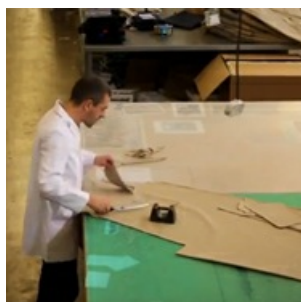


EVENTS/CAUSES

London Craft Week to tout passion, skill of best-made goods

April 12, 2016



Mulberry craftsmanship video

By STAFF REPORTS

Brands such as Mulberry and Vacheron Constantin are coming together for the second annual edition of London Craft Week, a celebration of craftsmanship from across the globe.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

After a successful run in 2015 that saw more than 20,000 visitors, including HRH The Prince of Wales ([see story](#)), London Craft Week is back for a second time May 3-7. With countless luxury brands relying on craftsmanship and quality as marketing tools, a week-long showcase of skill and importance may sway consumers who were unsure if the products justify the price.

London gets crafty

Showcasing craftsmanship from around the world, London Craft Week will take attendees through a journey-of-discovery program with more than 130 events planned throughout London. Participants, from unknown makers to revered masters, will open their workshops for attendees to learn and appreciate their crafts.

London Craft Week's goal is to showcase what real quality means through facetime with the makers and artists, as well as giving consumers the opportunity to try their hand at craftsmanship skills.

Attendees will experience live the development of fragrances, diamonds being cut and polished, the hand painting of porcelain wares, silver being shaped, glass being blown and Chinese calligraphy, among other crafts.

During London Craft Week there will also be an invitation-only VIP program outside of the event's general happenings. These VIP events will offer a small number of one-off experiences such as handling objects at London museums, access to private residence and exclusive dinners.

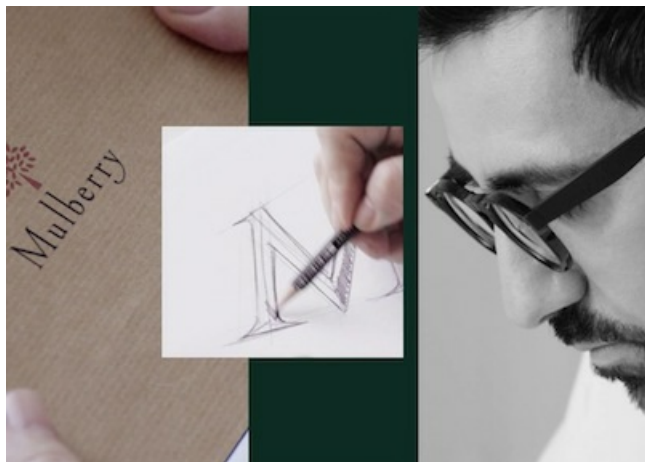
"London has long had a fashion week and a design festival," said Guy Salter, chairman of London Craft Week in a statement. "Now there is London Craft Week. A magical combination of imagination, individuality, passion and skill found in the best-made of things."

London Craft Week is supported by founding partner Vacheron Constantin and sponsors Grosvenor Estates and Mulberry.

Vacheron Constantin, for instance, will host a watchmaking and enamel demonstration at its London boutique. Led by two Vacheron Constantin master craftsmen, the event is open to 10 individuals per day, each day of London Craft

Week and requires booking to participate.

An open format event will be held by Mulberry. Consumers are invited to visit Mulberry's New Bond Street location to view a new capsule collection designed by creative director Johnny Coca.



Johnny Coca at work, redesigning Mulberry's logo

Additional luxury brand participants include: Wedgwood, Holland & Holland, Fortnum & Mason, Loewe, Eres, Stephen Webster, Backes & Strauss, Lalique, Chanel, Selfridges and bespoke tailors on Savile Row, among many others.

London Craft Week's full agenda program can be found [here](#).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.