

ARTS AND ENTERTAINMENT

London Craft Week emphasizes, passion and skill to safeguard artisanship

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Image courtesy of London Craft Week sponsor, Mulberry

By STAFF REPORTS

Now in its third year, London Craft Week is continuing to advocate for traditional artisan skills such as tailoring, book binding and woodworking.

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Held on May 3-7 the week-long showcase will feature craftsmanship from around the world and a program of more than 200 events across London. Attendees will be welcomed into hidden workshops of unknown makers along with famous studios, shops and luxury brands to learn of their inner workings and creative process.

Get crafty

In London Craft Week's first year, the event saw more than 20,000 visitors, including HRH The Prince of Wales. Its second year had more than 130 events with brands such as Chanel, Loewe and Lalique participating ([see story](#)).

"London has long had a fashion week and a design festival," said Guy Slater, 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."

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.

During London Craft Week, attendees partake in demonstrations, exhibitions, seminars, tours, films and dinners.

Luxury brand participants include founding partner Vacheron Constantin and sponsor Mulberry, among many others such as Purdey, dunhill, Loewe, Fortnum & Mason and Anya Hindmarch.

Vacheron Constantin, for example, will invite guests to a demonstration at its Old Bond Street boutique. During the demonstration guests will watch Vacheron Constantin's in-house master watchmaker and engraver assemble a movement and hand-engrave a timepiece.

The free 30-minute demonstration is available May 3-6 and must be reserved ahead of time as the event is capped at 10 guests.



Vacheron Constantin master watchmaker engraving a movement

Mulberry's New Bond Street flagship will host a free open house May 3-7. During the visit, guests will see Mulberry craftspeople from its Somerset factories construct its iconic handbag styles.

Many of the events are free or open-house style with no need to book in advance, while others are available through limited ticketed. Events stretch across London from Mayfair to Shoreditch from Tulse Hill to Woolwich and will be held at museums, galleries, studios, workshops, shops and luxury storefronts.

Alongside the general programming for London Craft Week there will be an invitation-only VIP series. The VIP program will offer a small number of attendees access to one-off and intimate experiences such as handling objects from museum collections and being given special access to private residences and dining at exclusive dinner parties.

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

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