

HOME FURNISHINGS

Thomas Goode plans to expand business under new owner

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Thomas Goode & Co is under new ownership. Image credit: Thomas Goode & Co

By STAFF REPORTS

British tableware maker Thomas Goode & Co is unveiling global and digital ambitions following its acquisition by entrepreneur and property developer Johnny Sandelson.

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Among plans for the almost 200-year-old royal warrant holder is the launch of an ecommerce platform and more international locations beginning in Mumbai. While Mr. Sandelson plans to retain Thomas Goode's sense of heritage and positions, the moves being made aim to set the house up for the future.

Changing hands

Thomas Goode was founded in 1827. The company makes china, glasses, silverware and other homeware.

The brand, which has created pieces for members of the British royal family, has been in its current location since the 1870s.

As it changes hands, Thomas Goode's South Audley Street showroom entrance that dates to the 1920s will stay in tact.

In celebration of its new ownership, Thomas Goode will be holding a sale of items from the vault at the showroom, allowing consumers to purchase a number of pieces that have not been shown to the public before.



Thomas Goode & Co storefront. Image courtesy of Thomas Goode & Co

Also in honor of its archive, the brand will be opening a museum to showcase pieces dating back more than a century.

Moving the brand forward, Thomas Goode has plans to debut an ecommerce site and mobile application, allowing consumers to purchase its goods online.

In addition to furthering its digital presence, Thomas Goode is looking towards a more global footprint. In October, the brand will open a shop and museum in the Oberoi Hotel in Mumbai.

Overseeing this market will be Malvika Poddar, who has been named managing director for Thomas Goode & Co India. The brand has its eye on the Indian wedding market.

"We are giving the British public an opportunity to snap up some valuable collectibles, some of which have remained unseen until now," said Mr. Sandelson in a statement. "To have acquired such a culturally iconic brand with its longstanding heritage gives the opportunity to breathe new life in to true British legacy.

"Thomas Goode & Co has long been a symbol of British luxury and purveyor of etiquette, but with our new commitment to its' longevity, we'll be able to future-proof and protect this iconic brand for the next 200 years, allowing us to continue to serve our customers for generations to come," he said.

Other heritage homeware houses have looked to acquisition to help fuel international expansion.

Chinese financial group Fortune Fountain Capital has offered to buy 88.8 percent of Baccarat's shares from affiliates of Starwood Capital Group and L Catterton.

The offer, announced on June 2, includes a price per share of 222.7 euros, or \$249 at current exchange rates, for a total block purchase of approximately 164 million euros, or \$183 million. This acquisition comes as Baccarat is planning further expansion into Asia and the Middle East, with FFC expected to aid the French crystal maker's international aspirations ([see story](#)).

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