

MARKETING

## Dunhill, Purdey sponsor London Craft Week to spotlight artisanship

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*Purdey craftsman doing lock filing. Image credit: London Craft Week*

By STAFF REPORTS

Penhaligon's, Mulberry and Bentley are among the brands participating in the fifth annual London Craft Week to provide consumers with a better understanding of what goes into their products.

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Running through May 12, London Craft Week will see a series of events on artisanship, enabling visitors to experience everything from bespoke perfume to organ making and leather working. The nonprofit organization seeks to shine a spotlight on hand work by bringing together both established and emerging creators.

"London Craft Week is a response to a renaissance in the appreciation of creativity and craft; to the role of hand, head, unique skills and true talent," said Guy Salter, OBE MVO, chairman of London Craft Week, in a statement.

"It is another example of what, at its best, the world's creative capital does so well mixing glamour with cutting edge; heritage and contemporary and the commercial with the cultural," he said.

### Communicating craft

During Craft Week, headline sponsor Dunhill will be celebrating its new global headquarters in Mayfair. At the brand's leather goods workshop in Walthamstow, visitors will be able to tour the facility and see how craftsmen make card cases and key fobs.

"Craftsmanship is all about telling stories," said Andrew Maag, CEO of Dunhill, in a statement. "When you are buying a leather bag you can start by comparing quality and price but discovering the story behind a piece how it was made, the thought and the engineering that went into it and what did (or did not) make it to the final offer is what makes the real difference to a luxury brand.

"Our knowledge of skins, of pattern making and engineering has to be the foundation of what we do," he said.

The event's other headline sponsor Purdey will be running demonstrations of the processes behind its guns, knives, shoes, leather goods and engraving at its Mayfair store and headquarters Audley House. The gunmaker will also host Clare Brownlow, who will showcase her pheasant feather art, and Robert McKernan, who will display how he whittles walking sticks.

Loewe is continuing its focus on baskets ([see story](#)) by hosting the mother-daughter duo behind Shizu Designs for London Craft Week. The Spanish leather goods brand is a sponsor of the week, furthering its support of artisanship. Mulberry's production facility The Willows in Somerset hosted a private event that included a demonstration of the making of its Millie handbag.

[View this post on Instagram](#)

A post shared by Mulberry (@mulberryengland) on May 10, 2019 at 9:31am PDT

### *Instagram post from Mulberry*

Anya Hindmarch is inviting consumers to see how its Neeson collection woven bags come together. Those that attend can create a woven design and take it home.

Craftsmen from Bentley's factory in Crewe will make an appearance at the Jack Barclay Bentley global flagship showroom to demonstrate how they work with leather, wood and metal.

Fortnum & Mason is partnering with Cockpit Arts to curate and sell a range of pieces made by artists using materials such as leather, wood, metals and ceramics. This in-store showcase will be up through May 19.

Fellow retailer Liberty is also hosting an exhibition of artists' work, which will be available for purchase from the artists.

Penhaligon's is centering its Craft Week efforts on bespoke perfumes, allowing consumers to create a scent special to them by combining a base with an essence.

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