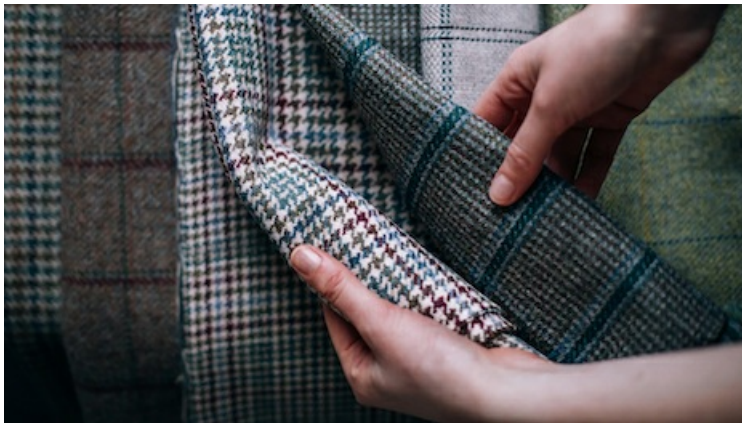


MARKETING

Walpole early-stage business incubator picks new batch of British brands

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Araminta Campbell Custom Tweed Designs. Image credit: Photographer Ciara Menzies

By LUXURY DAILY NEWS SERVICE

British luxury trade association Walpole has debuted the list of the next generation of marketers selected as its Brands of Tomorrow Class of 2020.

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Brands of Tomorrow's new chairman, Balthazar Fabricius, as well as Walpole CEO Helen Brocklebank and law firm Mishcon de Reya's Lewis Cohen, made the list public. Brands of Tomorrow is arguably one of the United Kingdom's most successful early-stage business incubator programs, with nearly 95 percent of the brands who have completed the training since its 2007 inception still up and running.

"British luxury has always been driven by its creative entrepreneurs and founders, and Walpole's Brands of Tomorrow is designed to help give early stage luxury brands the best chance of success as they build their growth," Ms. Brocklebank said in a statement.

"A very warm welcome to Balthazar and Chris, each of whom bring extensive experience and expertise to the program, and huge thanks to Mishcon de Reya for their continued support of Brands of Tomorrow and moneycorp, who have joined us as a new partner," she said.

Based in London, **Walpole** represents the lobbying interests of more than 270 luxury brands operating in the United Kingdom.



Dai is cast. Image credit: Dai, Walpole

Leg-up

Since the program's launch 13 years ago, more than 110 British brands have participated and grown their business worldwide, including watchmaker Bremont, apparel designer Orlebar Brown, jeweler Astley Clarke, Nyetimber, Emilia Wickstead and Miller Harris.

Since 2007, the combined total revenue of Brands of Tomorrow graduates is around \$224 million (300 million). Those who completed the program saw a three-fold jump in total revenue, Walpole claims.

The brands also average 23 employees each, with a total workforce of nearly 1,300

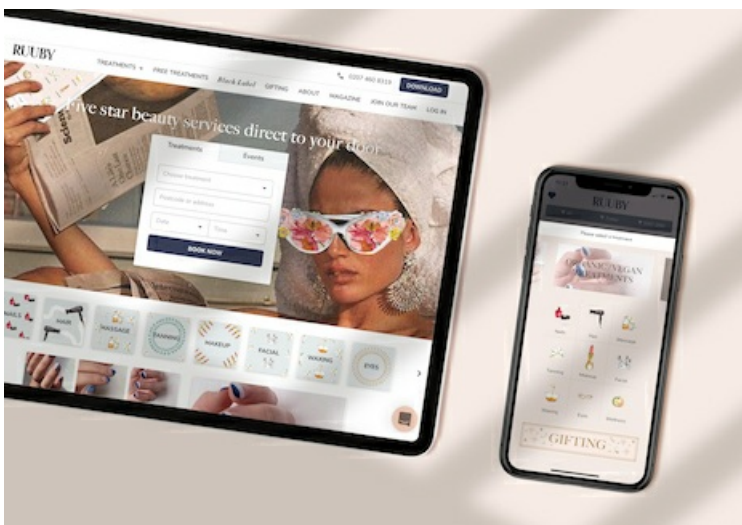
Participating brands attend a series of workshops on business development and are paired with mentors who are senior executives in British luxury.

The brands are also offered access to Walpole's more than 270 member companies and institutions. Additionally, program partner Mishcon de Reya provides each brand with a legal mentor.

"Starting a business is hard, producing goods and services of quality is even harder," Mr. Fabricius said in a statement.

"Passion, vision, energy and daring to risk are some of the rare commodities that fuel this epic endeavor," he said.

"Along with Helen and deputy chair Chris, I am incredibly excited to begin the 12-month program of advice, insights, contacts and unemotional objectivity to give the 2020 brands possible odds for long-term success."



Ruby beauty services. Image credit: Ruby, Walpole

Here is Walpole's **Brands of Tomorrow Class of 2020**:

Anabela Chan

Anabela Chan is a London-based award-winning fine jewelry brand, the first of its kind to champion laboratory-grown gemstones paired with high-jewelry designs, artisanal craftsmanship and an ethical sustainability focus.

This year, Beyonc, Rihanna, Lady Gaga, Anne Hathaway and Taylor Swift, amongst other global superstars, have

graced red-carpet events wearing her enchanting, statement pieces.

With awards from Vogue Talents, The British Goldsmiths' Craft and Design Council, the *FT's* How To Spend It named her London boutique one of the city's best-kept secrets.

Strictly discovered through word of mouth, her unique jewels are presented at some of the most exclusive boutiques in the world.

Anatom

Anatom is a London apothecary driven by the simple belief that nutritional and emotional balance is the pathway to a healthy and fulfilling life.

Founded by Brendan Murdock, he and his team have created a collection of organic skincare, essential oils and dietary supplements.

Unique "Live your way+" nutrition and sleep appointments are also available both in the store.

Anatom products are available online and alongside select partners that include Net-A-Porter and Mr Porter.

Araminta Campbell

Araminta Campbell's eponymous label specializes in creating exceptional textiles expressing Scotland's natural beauty and weaving heritage.

Taking inspiration from the landscape, every one-of-a-kind piece making up her Signature collection is hand-woven from the finest un-dyed British alpaca by skilled weavers in her Edinburgh studio.

Ms. Campbell's bespoke textile design service offers many possibilities, from unique hand-woven pieces to the creation of heritage tweed and tartans.

Working with her in-house weavers and partner Scottish mills, Ms. Campbell has created bespoke designs for both private and commercial clients across the world.

Country of Origin

Country of Origin is a modern knitwear brand founded in 2014 by Ben Taylor and Alice Liptrot.

Everything is manufactured in-house at a new purpose-built factory in Wigston, Leicestershire.

With an emphasis on strong colour palettes and high-quality yarns, Country of Origin supplies an array of knitwear for modern living.

Dai

The world is better when women succeed.

Dai products are tailored performance wear for women who mean business. The brand claims to be at the intersection of innovative fabrics, elegant tailoring and minimal, functional design.

Launched as an omnichannel, direct-to-consumer brand, Dai brings luxury European craftsmanship to the contemporary womenswear market.

Beyond products, Dai is committed to sustainability and social impact that empowers women.

Hdone

Inspired by strong, bold women hedonistic heroines Hdone was founded by Alex Tymann and Anna Rauch to craft fashion essentials for women with uncompromising lifestyles. Their vision is to transform everyday wardrobe staples into timeless luxury experiences.

Hdone is best known for creating the world's first ladder-resistant seamless tights, fusing innovation, functionality and elegant design.

The brand's ambition for operational excellence focuses on ethical and sustainable production, as well as developing new materials in cooperation with a textile engineering leader.

By combining strong values, wit and dark humor, Hdone has captured a fast-growing global community, which elevates and celebrates Hdone's.

Matthew Cox

"Always out of the ordinary" is the principle that guides Matthew Cox, whether designing his made-to-measure furniture collection, or finding and curating rare antiques.

As an antique dealer, Mr. Cox understands what makes furniture stand the test of time. As a designer, he distills this knowledge into every piece he makes, ensuring it serves its purpose today, yet is adaptable enough to fit a different role in the future.

Mr. Cox enjoys a considered making process, paring back designs to make them economical, and favoring natural, sustainable materials that become more beautiful with time and use.

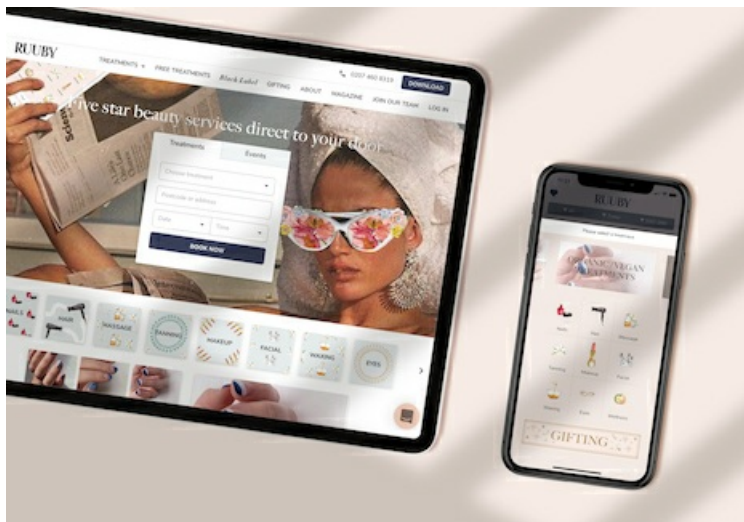
All designs are handmade in England.

Pepa & Company

Launched in 2013 by Pepa Gonzalez, Pepa & Co. is a London-based luxury children's clothing brand, with a focus on timeless and classic designs that brings back the heritage of traditional British childrenswear.

Ms. Gonzalez's inspiration comes from her large Spanish family and British family-in-law. This nostalgic traditional inspiration is evident in her designs, which have even been chosen to dress the little members of the Royal British Family.

Since launching, the brand has grown rapidly as a direct-to-consumer company through its online shop and flagship store in London's posh Belgravia district.



Ruuby beauty services. Image credit: Ruuby, Walpole

Ruuby

Ruuby is an on-demand beauty bookings platform, offering clients the ability to book a host of luxury beauty treatments to their door.

From Nature Biss facials, to aromatherapy associates massages, and everything in between, Ruuby has been granted the mantle of the leading digital beauty concierge service in London.

Launched in February 2015 and founded by Venetia Archer, Ruuby now counts more than 800 expert beauty professionals on its books.

In 2019, Ruuby launched its Black Label membership offering, positioned as the ultimate in personalized, luxury beauty and wellness for individuals and corporate partners, both in the U.K. and internationally.

Shackleton

Shackleton is a modern British brand inspired by the courage and leadership of polar titan Sir Ernest Shackleton a century ago.

Shackleton expedition-grade apparel is engineered for extremes, combining world-class high performance with luxury refinement.

Driven by exploration and innovation, the brand aims to inspire and equip the new age of pioneers, from record-

breaking explorers to ultra-travelers to weekend adventurers.

The range of outerwear, knitwear and accessories is designed in London and made in the U.K. and Italy using the latest breakthrough performance materials and production techniques.

Shackleton is a fur-free brand, and all down is RDS-certified.



Shackleton outerwear for explorers and outdoor types. Image credit: Shackleton, Walpole

Simpsons Wine Estate

Ruth and Charles Simpson have made award-winning wines at their southern French Domaine for the past 18 years.

In 2014 they brought their savoir-faire back to the U.K., establishing Simpsons Wine Estate in Kent, with an aspiration to create the finest quality Method Traditional English sparkling wine.

With 30 hectares of vineyards established on the iconic chalk terroir of the North Downs, the Simpsons saw their first harvest in 2016.

With a strong focus on provenance, Simpsons Wine now produces a range of exclusively estate grown still and sparkling wines, including gold-medal-winning Chalklands Classic Cuvee 2016.

Suitcase

Suitcase is a platform for experiential travelers. Through a quarterly print magazine, Web site and creative studio, products and events, Suitcase caters to travelers at every point in their journey, from inspiration through to experience.

Rather than repeating underwhelming tourist clichés, Suitcase embraces the adventurous appetite of the next generation.

Drawing on a global network of writers and creatives, the platform spans informative city guides, original photography and inspirational long-form stories.

Suitcase Creative Studio uses expertise in modern storytelling to work with travel and lifestyle brands, positioning them for visibility through strategy and content production.

[Please click here to download the PDF of Walpole's Brands of Tomorrow Class of 2020 booklet](#)