



Walpole

The Power List 2022

The 50 Most Influential People in British Luxury

Illustration by Sabina Savage

Tastemakers

Influencers with a great network who others look to for advice and inspiration.

YELENA FORD | MANAGING DIRECTOR

THE NEW CRAFTSMEN (1)

Having studied Politics at LSE and SOAS, Yelena spent five years as a strategy consultant advising clients across technology and retail on brand development, repositioning monetisation, portfolio management, customer segmentation, and visual identity. Yelena joined The New Craftsmen in 2014 just as they opened their first permanent space in Mayfair. As Business Development Manager, she defined and established the product and service proposition for the trade audience. In June 2018, she took over the running of the business as Managing Director, defining an ambitious vision for the business focusing on developing distinctive and ambitious collections and services for the interiors market.

ANNA MASON | FOUNDER | ANNA MASON (2)

Anna completed six years of study in Fashion Design at Edinburgh College of Art and graduated with an MA from the Royal College of Art in 1995. Her first job as a fashion designer was working for Karl Lagerfeld in Paris, she then worked in Italy for MaxMara and Valentino. Returning to London she worked for Amanda Wakeley and consulted for various brands. In 2012 Anna was inspired to start her own label after making pieces for herself and being asked by other women where she had bought them. Today, many of her loyal customers report the very same experience when wearing Anna Mason.

KATY SIMPSON | FOUNDER | NOBLE ISLE (3)

Katy Simpson was born in Ireland and grew up in England, New Zealand and America. Katy studied Fashion at University which led to an illustrious career at Giorgio Armani, Monsoon and Oasis. Moving from the creation of garments to gifts and fragrance was where the alchemy of Katy's creativity began. After heading up Product Development at a luxury cosmetic company for eight years, Katy moved on to consult for a London Perfumer and set up a Croatian spa brand before fulfilling her life-long dream of creating her own British luxury brand, Noble Isle.

SHARON LILLYWHITE | FOUNGING PARTNER

OLIVER BURNS

Sharon Lillywhite is a founding partner of Oliver Burns - a luxury architectural interior design studio that thoughtfully designs the world's finest homes. Working across an exclusive portfolio of international turnkey projects, her team has a reputation for bespoke commissions, super-prime developments and elegant spaces that are synonymous with a luxury lifestyle. From listed office conversions through to heritage buildings and lakeside villas, their work has been recognised through numerous awards. These exceptional architectural, creative and development credentials, together with the highest levels of personal service, enable Oliver Burns to act as a trusted advisor to discerning clients.

PEPA GONZALEZ & MIKE HOARE

OWNERS | PEPA & CO.

Founded in 2013 by Pepa Gonzalez, Pepa & Co, is a luxury children's brand, creating timeless and elegant clothing in traditional silhouettes with a special focus on the use of the finest quality materials. Conceived and designed in London, manufactured in



Spain in small production runs, often hand finished; Pepa & Co fuses a rich Spanish heritage look with strong roots in traditional British design. Sized from birth up to 10 years old, collections are exclusively available online or at the flagship boutique on Elizabeth Street, Belgravia's most exclusive shopping destination.

HELEN MURRAY | OWNER & CREATIVE DIRECTOR

HELEN AMY MURRAY

Helen Amy Murray creates sculpture in relief using leather, silk and other textiles, crafted by hand in her London studio. The delicate artistry of Helen's work has gained her many accolades for its beauty and originality. Experimenting extensively with texture, colour, depth and light, she takes a thoughtful and considered approach to her creative process, working methodically to create complex and exquisitely detailed works of art for leading interior architects, luxury brands, art consultants and private collectors around the world. Helen Amy Murray was a Brand of Tomorrow in 2017.

communications director at Bottega Veneta, which like Alexander McQueen is controlled by French conglomerate Kering.

LYDIA SLATER | EDITOR-IN-CHIEF | HARPER'S BAZAAR (5)

Lydia Slater is the Editor-in-Chief of *Harper's Bazaar*. After joining the magazine in 2015, she launched the Bazaar at Work Summit, an annual conference that champions the career woman, bringing together the magazine's high-net worth readership with internationally renowned female leaders. Previously, Lydia devised and launched *The Week: Fashion*, and *Something About* magazines, edited the *Sunday Times' Style* magazine and worked as a columnist and interviewer for publications including *The Times*, the *Daily Telegraph*, *Stella Magazine*, *You Magazine* and *Newsweek*.

KATE REARDON | EDITOR-IN-CHIEF | TIMES LUXX

Within less than a year of being appointed Editor-in-Chief, Kate Reardon's *The Times' LUXX* magazine won the News Awards Magazine of the Year. Her unparalleled insight into the lives and desires of her readers makes her one of the most exciting and effective champions of luxury publishing in the world. Kate began her career as a 19-year-old fashion assistant at *American Vogue*, and at 21 she was made the Fashion Director of *Tatler* - the youngest ever at Condé Nast. In 2020 she won The British Society of Magazine Editor's Editor of the Year award.

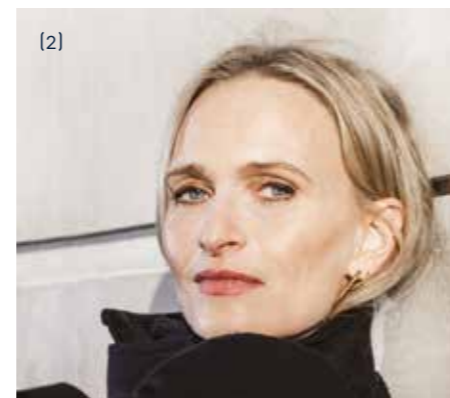
YANA PEEL | GLOBAL HEAD OF ARTS & CULTURE

CHANEL (6)

Yana Peel is the Global Head of Arts, Culture at CHANEL and a member of the Fondation CHANEL board. Previously she served as CEO of The Serpentine Galleries in London and co-created Outset Contemporary Art Fund to pioneer philanthropic cultural initiatives. Whilst living in Hong Kong she established Intelligence Squared Asia as a global forum for live debate. Yana is a Young Global Leader of the World Economic Forum, a Crown Fellow of the Aspen Institute, a Fellow of the Institute of British Architects and author of children's books to benefit the NSPCC. She was born in St Petersburg, Russia, attended McGill University and completed her post graduate degree in Economics at LSE before starting her career at Goldman Sachs.

LAUREN INDVIK | FASHION EDITOR | FINANCIAL TIMES

Lauren Indvik is the fashion editor of the *FT*, leading style coverage for *FT Weekend*. Prior to joining the *FT* in January 2020, she was at Condé Nast, where she served as editor-in-chief for *Vogue*



Business, a flagship B2B title she developed and co-launched in London in 2019. She has held several senior editorial roles at *Vogue International*. Lauren is a former editor-in-chief of *Fashionista* and started her career at *Mashable* and *TheStreet.com* in New York.

Creatives

Those who see the world a little differently: the creative powerhouses upon whose ideas businesses are built.

SABINA SAVAGE | FOUNDER | SABINA SAVAGE (7)

Sabina Savage is the founder, designer and CEO of her eponymous brand, offering rich and elaborate hand-illustrated prints on scarves, clothing and more. After moving to Paris at the age of 18 to study Haute Couture, Sabina returned to London four years later to work for several major fashion houses, before founding her brand in 2014. She has grown the business organically since then, and it now has a worldwide reach, counting Bergdorf Goodman, El Corte Ingles and Fortnum and Mason among its clients, to name but a few. Sabina Savage was named a Walpole Brand of Tomorrow in 2019.

WAYNE MCGREGOR | RESIDENT CHOREOGRAPHER ROYAL OPERA HOUSE (8)

English choreographer Wayne McGregor was appointed Resident Choreographer at the Royal Opera House in 2006, The Royal Ballet's first from a contemporary dance background. His Royal Ballet works include *Yugen*, *Multiverse*, *Obsidian Tear*, *Wolf Works*, *Tetractys*, *Raven Girl*, *Machina*, *Carbon Life*, *Live Fire Exercise*, *Limen*, *Infra*, *Nimbus*, *Chroma*, *Engram*, *Qualia*, *Symbiont(s)*, *The Dante Project* and the recently announced *MADDADDAM* with the celebrated author Margaret Atwood. Since 1992, he has been Founder and Director of Studio Wayne McGregor, his creative nexus for arts, science and technology, alongside Sadler's Wells resident company, Company Wayne McGregor.

EDWARD GARDNER | PRINCIPAL CONDUCTOR LONDON PHILHARMONIC ORCHESTRA (9)

Edward Gardner began his tenure as Principal Conductor of the London Philharmonic Orchestra in September 2021; he is also Chief Conductor of the Bergen Philharmonic, a position he has held since October 2015. Born in Gloucester in 1974, Edward was educated at the University of Cambridge and the Royal Academy of Music. He went on to become Assistant Conductor of the Hallé and Music Director of Glyndebourne Touring Opera. His many accolades include being named Royal Philharmonic Society Award Conductor of the Year (2008), an Olivier Award for Outstanding Achievement in Opera (2009) and receiving an OBE for Services to Music in the Queen's Birthday Honours (2012).

ALEXANDRA LLEWELLYN FOUNDER | ALEXANDRA LLEWELLYN (10)

There are those who enjoy a game, and there are those who understand that there is magic in play. Since 2010, Alexandra Llewellyn has made an art of it. Every Alexandra Llewellyn game

passes through no fewer than five craft workshops on its journey from idea to realisation. Using materials of peerless quality, always with sustainable origins and often in unusual combinations; Alexandra's award-winning designs are canvases for meticulous marquetry, delicate handpainting and bewitching print. The results are testament to Alexandra's passion for uniting diverse disciplines to create singularly refined objets d'art. These are treasured heirlooms of the future.

MARIO PERERA | EXECUTIVE CHEF | THE DORCHESTER (11)

Mario Perera was appointed executive chef at The Dorchester in July 2020 having risen through the culinary ranks over 18 years within the kitchens of this renowned hotel. He is responsible for a brigade of more than 100 chefs overseeing the hotel's six kitchens, and is highly regarded for his people skills, always ensuring the development and mentorship of his team is at the heart of his leadership style. Mario moved to London from his home country of Sri Lanka in 1995 and lives in the city with his wife and 11-year old daughter.

LESLEY GRACIE | MASTER DISTILLER HENDRICK'S GIN (12)

Lesley Gracie is the Master Distiller at Hendrick's Gin. With a background in chemistry, Lesley's genius lies in her fascination with flavours and how they work together. She visualises flavours as shapes and strikes to create a round, balanced flavour in all of her elixirs. In 1999, Gracie was approached by the great grandson of William Grant, Charles Gordon, to create an 'ultra-premium' gin which was to become Hendrick's. She was appointed as the Master Distiller and went on to spearhead the development of this most unusual gin and is responsible for the creation of all of Hendrick's liquid innovations.

Rainmakers

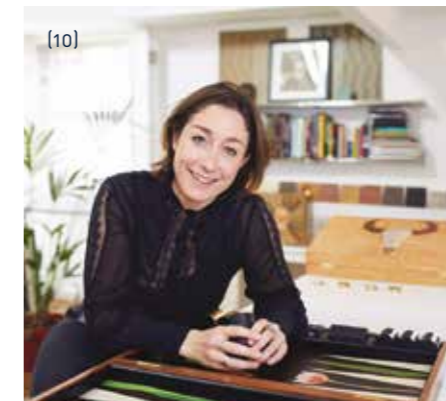
Business leaders who magically bring the revenue in, ensuring prosperity for their company and the luxury industry.

NICHOLAS BROOKE | CEO | SUNSPEL (13)

Nicholas Brooke took the reins at Sunspel from a family connection in 2005, at a time when the business was old fashioned and almost at the point of no return. He has since breathed new life into the business, maintaining its factory in England and retaining the brand's core focus on quality. Before joining Sunspel Nicholas worked at American Express and prior to that as a management consultant. Nicholas is trained as a lawyer and practised as a barrister for five years before making the switch to business.

PETER JENKINS | CEO | THE CONRAN SHOP (14)

Peter has a wealth of experience in leadership roles within sector leading brands. He has been CEO of The Conran Shop since June 2021, and is incredibly proud to be leading a much-loved British icon. Peter's previous roles include CEO of Dwell; Managing



Connectors

Director of Le Pain Quotidien and roles in the UK and abroad with Pret-a-Manger, Selfridges and Gant. Peter is a development board member of the charity Tender, and a Leadership mentor within the Plan B mentoring programme.

ANNALISE FARD | DIRECTOR OF BEAUTY, HOME AND FINE JEWELLERY & WATCHES | HARRODS (15)

Annalise Fard is the Director of Beauty, Home and Fine Jewellery & Watches at Harrods. She works to elevate the store's position in these categories and to ensure they host a world-class luxury offering of products and brands. Under Annalise's direction, beauty at Harrods has been transformed, with the Sixth Floor becoming dedicated to luxury fragrance in the form of Salon de Parfums, the launch of The Hair & Beauty Salon and The Wellness Clinic. In recent years, Annalise has been at the helm of a shift in the industry, bringing Harrods most sought-after beauty brands to a wider UK audience through three standalone H beauty stores.

DAN JAGO | CEO | PURDEY (16)

Dan left the Royal Navy in 1988 after nine years as a navigator. He then joined the wine trade, first at Laytons wine merchant and then at Bibendum where he rose to be joint managing director there before being approached by Tesco in 2006, becoming the grocer's Director for Beers, Wines and Spirits. In 2015 he joined Berry Bros & Rudd, the 300-year-old wine merchant in St James's as their Chief Executive. In 2019 he was recruited by Richemont to lead Purdey into its next era.

JOHN LAURIE | MANGING DIRECTOR | THE GLENTURRET

John joined The Glenturret in 2017 whilst it was part of the Edrington group, readying the site for acquisition. Staying with the brand post-acquisition (by the Lalique Group and Hansjoerg Wyss) John has led the brand into a new super-premium positioning, entering new markets, creating new packaging and opening a luxury fine-dining restaurant on site - a first in the Scottish whisky industry. The now highly decorated brand 'The Glenturret' heads into 2022 full of optimism about its position in the British luxury sector.

Networking geniuses with an eye for a creative collaboration, and the means to make it happen.

SEAN GHOUSE | DIRECTOR OF UK RETAIL FORTNUM & MASON (17)

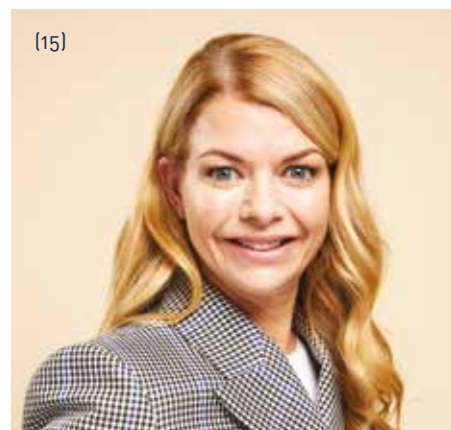
Sean has been inspired and challenged by the business of retail since 1993 when he first started working for a menswear brand in their Regent Street store. When he finished his undergraduate studies he was convinced that retail was the place for him and since then has worked for Harrods, Selfridges, Nike, dunhill, Watches of Switzerland Group, LVMH and now Fortnum & Mason, where he is currently Director of UK Retail. Sean is passionate about guiding and developing the next generation of retailers, and about using the profile of the luxury retail industry to contribute to needed societal change.

ANDREW CONEY | GENERAL MANAGER | THE HARI

Andrew Coney is a hotelier with international luxury experience spanning some twenty-five years. In 2014 Andrew joined Belgraves Hotel and oversaw its transition into The Hari, a new independent boutique offering that launched in August 2016. Under Andrew's guidance The Hari has grown from strength to strength, and now holds a significant position in the London hotel scene. The hotel is central to its local community through its important charitable work, and has a strong commitment to developing excellence amongst its team.

ARABELLA EL BARKOUKI | VP GLOBAL SALES PARTNERS MANDARIN ORIENTAL HOTEL GROUP

Arabella has more than 18 years' experience driving global sales strategy in luxury hospitality. She is currently responsible for leading Mandarin Oriental's global sales partners team and supporting the Group's development. Prior to joining Mandarin Oriental, she worked with The Hempel, Four Seasons and Dorchester Collection. Arabella holds a degree in History of Art and worked across multiple industries including e-commerce and investment banking before finding her passion in luxury. Arabella is passionate about nurturing young talent, sales innovation and inspiring a shared vision.



NICK TEMPERLEY | GENERAL MANAGER, EMEA NORTH BEAM SUNTORY (18)

Nick started his professional career at Ford Motor Company where he spent 5 years, before completing a full-time MBA at London Business School, and then joining Diageo in 2003. He spent 14 years at Diageo, initially in Finance Director roles before moving into the commercial world and heading up the Reserve Brands portfolio for UK & Ireland. From Diageo, Nick moved on to join Edrington Beam Suntory as the GM in London, before joining Beam Suntory where he is currently the GM for UK & Ireland. Nick is passionate about building great teams, great customer relationships and growing luxury brands.

VICTORIA TRIMMER | CLIENT DIRECTOR, FASHION & LUXURY | NEWS UK

With over 15 years' experience in luxury marketing communications and media strategy Victoria has worked with a long list of iconic brands to create impactful and innovative campaigns that capture the hearts and minds of their target audience. Victoria started her career at luxury media agency KR Mediacom, working predominantly with LVMH group brands. In 2016 Victoria joined News UK, forming an integral part of the team that relaunched *The Times LUXX magazine*. In the last five years she has grown News UK's luxury client base exponentially, working with clients to develop cross platform commercial partnerships that deliver meaningful business results.

COLLEEN CASLIN | CEO | JESSICA MCCORMACK (19)

After joining Jessica McCormack as CEO in 2016, Colleen has grown the business by 800% in five years, restructuring the company with a focus on an increasingly digital landscape, developing the bridal

business and the brand's omni-channel approach. A Graduate Gemologist, Colleen acquired her global fine jewellery expertise in the USA and Europe working with international brands such as Verdura, Belperron, Graff USA, Seaman Schepps, Asprey & Garrard, Chaumet and Tiffany & Co. Colleen serves as a member of The International Women's Forum UK, an Advisor to the Retail Summit and served as a Board member for Women's Voices for Change US.

Pioneers

Luxury leaders spearheading new business ideas, and paving the way for change at pace.

CHARLES OAK | HOTEL DIRECTOR | THE LONDONER

Charles Oak is the Hotel Director of The Londoner, the latest project by Edwardian Hotels London, one of the largest privately-owned hospitality companies in the UK. With a hospitality career spanning three decades, a highly established professional within the industry, he has an exemplary background in luxury hotel management and fine dining, which includes positions at Gleneagles Hotel in Scotland, Hôtel de Crillon in Paris, The Savoy Hotel in London, and more recently the country haven of Heckfield Place in Hampshire.

ANABELA CHAN | FOUNDER | ANABELA CHAN (20)

Anabela Chan is an award-winning designer, who arrived at jewellery from a prestigious background in architecture, fashion and art. The first fine jewellery brand in the world to champion laboratory-grown gemstones paired with high jewellery designs, artisanal craftsmanship and a focus on sustainability, her creations



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are worn and loved globally by the likes of Beyoncé, Rihanna and Lady Gaga, as well as members of Royal families. Her unique jewels are presented at some of the most exclusive boutiques in the world from London to Florence, and Hong Kong to New York; with a flagship gallery boutique on London's iconic Sloane Street.

JON GRAHAM | CEO | MILLER HARRIS (21)

Prior to joining Miller Harris Jon's 30-year retail career saw him managing the roll-out of luxury brands in Europe, the USA, Far East, Middle East, Russia and Australia through a multi-channel approach to business. Jon has spent his career championing British businesses overseas, and representing iconic brands such as Molton Brown and Whittard of Chelsea. Jon is responsible for driving, managing and implementing business objectives and overall business strategy.

UWERN JONG | EXPERIENTIALIST®-IN-CHIEF OUTTHERE (22)

Uwern is Experientialist®-in-Chief of *OutThere* magazine, a luxury and experiential travel and lifestyle journal rooted in its brand values of diversity, discovery and discernment. With a previous career in marketing and communications, Uwern co-founded *OutThere* ten years and a pandemic ago. The dream was to promote a more diverse media landscape and better representation in the luxury travel industry, for his own community of LGBTQ+ travellers and for today's widely intersectional luxury audiences, showcasing of the voices of those still under-represented in mainstream media and the stories of inclusive brands looking to change the status quo.

Future-proofers

Guardians of brand legacy, future-proofing businesses with sustainable initiatives.

ROSIE WOLLACOTT PHILLIPS | GROUP SUSTAINABILITY MANAGER | MULBERRY (23)

Based in Somerset and with almost 12 years of in-brand experience, Rosie has been integral in developing Mulberry's sustainability strategy to steer the business into a pioneering space as a responsible luxury brand. The Made to Last Manifesto, launched in April 2021, sets out Mulberry's commitments for a more sustainable future; from working with farms practising regenerative agriculture to promoting circularity through the Lifetime Service Centre. Rosie sits on the Advisory Board of the Sustainable Leather Foundation, as well as taking part in many multi-stakeholder initiatives, including Walpole's Sustainability working groups.

JONATHAN RUSSELL | CEO | COWDRAY (24)

Jonathan joined Cowdray in 2014 to lead the evolution of a traditional rural estate into a progressive customer facing business operating across a range of markets. This has seen the creation of leisure, hospitality and retail businesses which operate collaboratively with the traditional land-based businesses. Whilst the business

has evolved significantly this has been balanced with ensuring that Michael and Marina Cowdray's core values of custodianship and long-term family ownership remain the key focus. These objectives are further enhanced through Cowdray's commitment to sustainable and environmentally focussed management together with the ongoing support it provides to the surrounding community.

ELIZABETH MCMILLAN | GLOBAL MARKETING MANAGER THE MACALLAN (25)

Elizabeth joined The Macallan in 2018. During her time at the company she has led on the new product development for some of the brand's most prestigious collections including Sir Peter Blake Anecdotes Of Ages and The Red Collection. Elizabeth recently moved to a new role and is now responsible for overseeing The Macallan's sustainability strategy, leading efforts across all functions of the business. Elizabeth has been, and will continue to be, instrumental to The Macallan's artisan partnerships, helping to streamline the brands' vision for a sustainable future and playing a key role in the celebration of British craftsmanship.

SUE FOX | PRESIDENT OF THE ESTÉE LAUDER COMPANIES UK & IRELAND (26)

Sue Fox is President, The Estée Lauder Companies (ELC) UK & Ireland and has led the company's most established market since January 2020. Sue has spent 26 years at ELC and continuously raises the bar for excellence in setting new strategic ambitions for the business in highly-competitive markets. Over her career she has become well-known for her deep commitment to developing diverse talent and capabilities and for her work driving effective Citizenship and Sustainability programmes.

ANKITA PATEL | CORPORATE SOCIAL RESPONSIBILITY MANAGER | HARRODS (27)

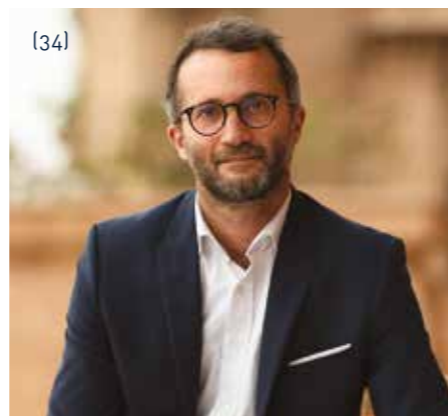
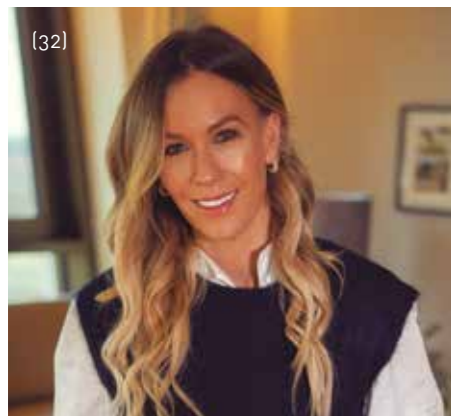
Ankita Patel is the Corporate Social Responsibility Manager at Harrods, leading on Harrods' Corporate Social Responsibility strategy, which is driven by bold initiatives that are designed to have a meaningful impact on its people, customers, local communities and the environment. Ankita was on EDIE's 30 under 30 rising sustainability star programme in 2019 and is an ICRS Fellow Member. In 2021 Ankita was a finalist on EDIE's Sustainability Leaders Awards.

Custodians

Champions of British-made: advocates protecting craftsmanship and fighting to keep important jobs and skills alive.

RUTH & CHARLES SIMPSON CO-FOUNDERS | SIMPSON'S WINE (28)

Ruth and Charles Simpson have made award-winning wines at their stunning, southern French Domaine, since 2002. In 2012 they brought their savoir-faire back to the UK, establishing Simpsons' Wine Estate in Kent. The Simpsons now have 30 hectares of



vineyards established on the iconic chalk terroir of the North Downs and a state-of-the-art winery. With a strong focus on provenance, Simpsons' Wine now produces a highly-acclaimed range of exclusively estate grown still and sparkling wines, which can be found in some of the finest retail and dining outlets nationally and internationally. They were a Walpole Brand of Tomorrow in the class of 2020.

SEAN CLAYTON | MANAGING DIRECTOR
PETER REED (29)

Sean Clayton has been at Peter Reed for 10 years, where his knowledge of textile production has been critical in the company's production of luxury bed linen. Sean studied at Bradford College as an apprentice studying Textile Design and Colour, later gaining a degree in Business Studies, and subsequently moving into the world of retail as a General Manager at John Lewis. Sean is a Chartered Member of the Textile Institute for services to the Textile Industry.

VICTORIA HOUGHTON | CEO | HAMILTON & INCHES

Victoria Houghton is the CEO at Hamilton & Inches - Edinburgh's premier destination for fine jewellery, luxury watches and hand-crafted silver. Victoria was appointed CEO in 2019 however served as a non-executive since 2018. Victoria has a wealth of experience in the global retail industry, spanning over 20 years of product development, manufacturing, supply chain management, sales and buying. This provides Victoria with a unique lens into the sector which is helping drive the Hamilton & Inches brand into a new era.

MARGARET A MACLEOD | SALES DIRECTOR
HARRIS TWEED HEBRIDES (30)

Margaret Ann Macleod is the Sales Director for Harris Tweed Hebrides, specialising in the manufacture of handwoven Harris Tweed® fabric supplied to the most prestigious couture houses and retailers. Every metre of Harris Tweed® fabric is created from 100% pure new British farmed wool, using only yarn manufactured by the company to supply the island network of home-based handweavers, all located in the Outer Hebrides of Scotland. A sustainable rural industry steeped in woollen textiles skills, Margaret is passionate about preserving textile traditions while investing for the future of the business, always maintaining true provenance and authenticity as a luxury fabric supplier.

Bright Sparks

Dynamos driving businesses forward, with creativity and strategic thinking at their hearts.

NATALIE SCHOBER
STRATEGY DIRECTOR | PENHALIGONS (31)

Natalie Schober is the Strategy and Consumer Insights Director at Penhaligon's and L'Artisan Parfumeur. Prior to this, she worked as Strategy Consultant and Retail Experience & Omnichannel Director at Jo Malone London. Before entering the world of luxury fragrances, Natalie was a lawyer focused on International

Arbitration for Allen & Overy in Frankfurt and London. She holds an MBA from London Business School, where she was part of Walpole's Luxury Leaders of Tomorrow programme, and an LL.M. from London School of Economics.

JEMA AVEDIAN
HEAD OF BRAND MARKETING | SMYTHSON

A seasoned brand and retail marketer with 12 years' experience, Jema started her career on the high street but fell in love with the luxury industry when she joined Turnbull & Asser in 2014. After five years at the heritage shirtmaker, she spent time at Walpole heading up events and was an integral part of the brand and website development that launched in 2021. In June 2021, Jema started at Smythson, where she oversees all brand activity. With a passion for working with beautifully crafted brands that have a rich heritage, Jema is looking forward to her Smythson journey ahead.

AMY WARDELL | HEAD OF BRAND | NORTHACRE (32)

Amy heads up the brand and marketing team at Northacre, and is responsible for overseeing and implementing the PR and marketing strategies for the super-prime London developer and their projects No.1 Palace Street and The Broadway. Amy offers a wealth of experience and insights in the world of luxury marketing having worked for the brand for five years, and prior to this at a leading superyacht brokerage for several years.

MILLY BISSETT | MARKETING DIRECTOR
JOHNSTONS OF ELGIN

Having kick-started her career in the financial services industry working for Prudential and Barclays, Milly jumped ship into fashion, managing the launch of BrandAlley UK. Having subsequently completed a management buy-out and seen the business through eight consecutive years of growth, she decided it was time for a new challenge. Joining Johnstons of Elgin in 2018, she became responsible for building their brand identity, carefully crafting their brand positioning and taking the company back to their Scottish roots and core values of people, craftsmanship, innovation and sustainability. A global company with a local heart. She oversees the brand, customer, media and PR.

Innovators

Those who have shown inspiring innovation in product, service or management over the past year.

CHRISTIAN BACHLER | EXECUTIVE VICE PRESIDENT
FISKARS GROUP (33)

Christian Bachler joined the Fiskars Group leadership team in 2019. As Executive Vice President, Business Area Vita he is responsible for such iconic brands as Wedgwood, Waterford, Iittala and Royal Copenhagen. Christian has 15 years of experience in international consumer goods as well as luxury and lifestyle brands, with a proven track record of growing profitable market

share and brand equity for listed and private companies. Prior to joining Fiskars Group, he worked for the renowned jewellery and crystal fashion brand Swarovski in various leadership positions across the globe.


DAVID MEAGHER | CEO | AURIENS

David Meagher co-founded the Auriens Group in 2016, before taking on the position of CEO in 2020. Prior to joining Auriens, David was involved in the London real estate market, focusing primarily on residential development. Highlights included the re-development of Grade 1 Listed Terrace into houses and apartments, a number of luxury residential developments in Knightsbridge, and the purchase and sale of the Whiteleys Shopping Centre Development in Bayswater.

MATHIEU DESLANDES
GLOBAL MARKETING DIRECTOR | ROYAL SALUTE (34)

Mathieu Deslandes joined Chivas Brothers in 2017, after holding several high praised positions within the wider group. As the Global Marketing Director for Royal Salute and Ballantine's at Chivas Brothers, Mathieu has already overseen major and innovative launches, including the Royal Salute 21 Year Old Restage and Range Expansion. Mathieu is very passionate about the industry and the conviviality that is at the heart of it. Working with brands that have a true heritage and bringing unique experiences to consumers at every touch point is what he and his team of 18 professionals strive for every day.

SYLVIE FREUND-PICKAVANCE
DIRECTOR OF STRATEGY AND BUSINESS DEVELOPMENT
THE BICESTER VILLAGE SHOPPING COLLECTION

A strategic leader focused on luxury and experiential retail, Sylvie is responsible for delivering long-term innovation strategies for The Bicester Village Shopping Collection, a high-performing portfolio of 11 luxury destinations in Europe and China. She joined in 2009 as Managing Director for Bicester Village, becoming Global Strategy Director in 2015. Sylvie began her career with Cartier, spending 13 years in Asia and North America operating the retail and marketing divisions, followed by five years at De Beers Jewellers as Global Sales Director, before becoming CEO of Paris-based Princesse tam-tam. She gives back by mentoring young designers and serving on the board of Glasgow Caledonian University. 

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