

## Press Release

**Date**

Wednesday 2<sup>nd</sup> February 2011

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# Luxury brands support the new generation of craftsmen

## 'Crafted' launches its second year: ten craft businesses selected to work with top names in luxury – names announced

Ten craft businesses have been accepted onto the second year of the Crafted mentoring programme – an initiative which matches craft businesses with leaders from the luxury sector and which has already provided valuable opportunities for a new generation of craftsmen to access new markets.

Crafted 2009-10 mentee Helen Amy Murray, who won Best Craftsmanship in Show for her work on the Crafted stand at Decorex 2010, says of the programme; *"Crafted offers an amazing opportunity to gain insight from experienced and knowledgeable people within the luxury sector."*

The second year of Crafted launches on Wednesday 2<sup>nd</sup> February at Gieves & Hawkes of Savile Row, where Crafted 2009-10 participants carreducker – mentored by Mark Henderson (Deputy Chairman, Gieves & Hawkes) – have recently opened a fantastic new workshop space.

This year we welcome a further ten craft businesses to the programme, ranging from the exquisite handwoven tweeds of Isle of Lewis based Breanish Tweed to the masterful mokume gane silversmithing of Wayne Meeten. We also welcome Georgia Fendley (Brand Director, Mulberry) and Stephen Etheridge (Group Chief Executive, Church's English Shoes) to our ever-expanding group of expert mentors.

Crafted's main ambition is to increase sustainability and stimulate business growth amongst craft entrepreneurs by providing them with vital mentoring and business advice, while connecting luxury businesses with a new generation of skilled craftsmen.

**Bill Amberg**, a Crafted mentor, is a keen supporter of the programme: *"the Crafted programme's genius is providing the push needed for makers to see their passions turn into a livelihood."*

### For further media enquiries and images please contact:

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### Available for interview:

Guy Salter – Deputy Chair, Walpole (Crafted founder)  
Natalie Melton – Commercial Director, Arts & Business  
Bill Amberg – Creative Director, Bill Amberg (Crafted mentor)  
Mark Henderson – Deputy Chairman, Gieves & Hawkes (Crafted mentor)  
Georgia Fendley – Brand Director, Mulberry (Crafted mentor)  
Deborah Carre – Founder, carreducker (Crafted 2009-10 mentee)



[Alex Ramsay](#)



[Jacqueline Cullen](#)



[Margo Selby](#)

# Press Release



Gareth Neal

Margo Selby – Creative Director, Margo Selby (Crafted 2009-10 mentee)

High-resolution images available on request.

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**Notes to editors:**

Crafted has been developed by Arts & Business and the Walpole Group, funded by American Express, and supported by Andaz Liverpool Street.

The launch of Crafted 2010-11 took place on Wednesday 2<sup>nd</sup> February, generously hosted by Gieves & Hawkes, and supported by Nyetimber.

**The full list of Crafted 2010-11 participants are as follows:**

**Jacqueline Cullen** (Jewellery)

is mentored by **Georgia Fendley** – Brand Director, Mulberry

**Katherine Elizabeth** (Millinery)

is mentored by **Mark Hales** – Creative Director, Designspark

**Rauni Higson** (Silverware)

is mentored by **Robert Ettinger** – Chief Executive, Ettinger

**Chris Keenan** (Ceramics)

is mentored by **Alistair Hughes** – Managing Director, Savoir Beds

**Wayne Meeten** (Silverware)

is mentored by Stephen Etheridge – Group Chief Executive, Church's English Shoes

**Gareth Neal** (Furniture Design)

is mentored by Beverley Rider – Independent Design Curator

**Alex Ramsay** (Silverware)

is mentored by **Bill Amberg** – Creative Director, Bill Amberg

**Margo Selby** (Fashion, Textiles & Interiors)

is mentored by **Mark Henderson** – Deputy-Chairman, Gieves & Hawkes

**Kelvyn Smith** (Letterpress Typography)

is mentored by **Richard Stevens** – Creative Director, forpeople

We are also delighted to be working with **Breanish Tweed** (handwoven tweed), based on the Isle of Lewis.

For more information on our Crafted mentors and advisors, please visit our website: [www.crafteduk.org](http://www.crafteduk.org)

At **Arts & Business** we forge partnerships of real value by providing businesses with a unique combination of cultural expertise, market intelligence and dynamic networks.

**Walpole** is a non-profit-making organisation that furthers the interests of the British luxury industry.

**Gieves & Hawkes** All over the world, Savile Row stands for the very best in men's tailoring and so it is fitting that Gieves & Hawkes should be "No 1 Savile Row" a remarkable address. With 3 Royal Warrants to their name Gieves & Hawkes are internationally recognised as purveyors of quintessential English style.

Situated in the heart of Sussex, **Nyetimber** is Britain's largest vineyard producing exceptional quality sparkling wine, exclusively from estate-grown grapes.

Arts & Business (A&B) is a registered charity in England (274040) and in Scotland (SC039470)

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[www.artsandbusiness.org.uk](http://www.artsandbusiness.org.uk)  
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