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THE  
POWER  
LIST

The 50 Most Influential  
People in British Luxury

IN ASSOCIATION WITH

 Investec

The 2020 Power List, in association with Investec, celebrates the inspirational individuals – the 50 Most Influential People in British Luxury – within Walpole’s member brands who, despite enormous challenges throughout 2020, have continued to steer the sector to success.

These individuals have been recognised across the following nine categories:

**TASTE-MAKERS** – Influencers with a great network who others look to for advice and inspiration.

**STORY TELLERS** – The people at the heart of luxury who have created inspiring communications during the crisis.

**RISING STARS** – The Ones to Watch.

**HEROES** – Refocused for 2020, this category celebrates the individuals who reached out to their community, and supported frontline workers, the NHS, or the national effort during the early stages of the pandemic.

**GURUS** – Individuals with extraordinary expertise in their respective fields.

**GAME CHANGERS** – Innovators within British luxury in pursuit of something new: where they lead, others follow.

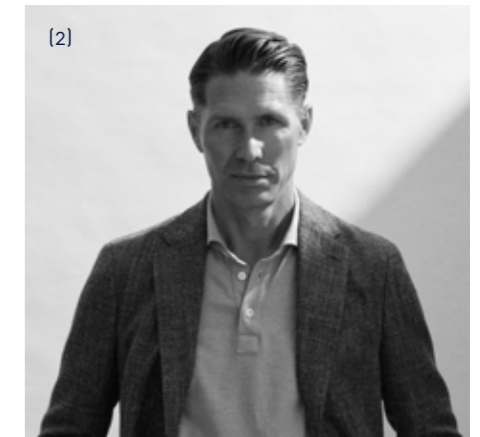
**CUSTODIANS** – A new category for 2020, Custodians holds up the individuals who have progressed their brand’s sustainability goals during a particularly difficult year, in particular the Walpole Sustainability Manifesto pillars: leading the transition towards a circular economy; safeguarding environment and natural resources; guiding suppliers towards sustainable practices; and advocating equal and respectful working conditions.

**LEGENDS** – High-profile figures who have led their business in a particularly supportive and inspiring way through the pandemic.

**INNOVATORS** – Those who have shown true innovation in product, service or management throughout the pandemic.



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(3)

## THE TASTE-MAKERS

**RICHARD CARTER, DIRECTOR OF GLOBAL COMMUNICATIONS, ROLLS-ROYCE MOTOR CARS (1)**

Richard Carter is the Director of Global Communications for Rolls-Royce Motor Cars Limited, situated on the Goodwood Estate, West Sussex. Prior to joining Rolls-Royce, Richard pursued a career in law, hospitality, international relations and diplomacy and joined BMW South Africa as Board member for Group Communications and Public Affairs. He served on the Management Board of the Group for 11 years until his appointment to Rolls-Royce Motor Cars where he now serves on the Board. In addition, Richard serves on the Board of Walpole.

**CONOR O’LEARY, MANAGING DIRECTOR, GLENEAGLES**

Conor boasts 25 years’ experience in the hospitality industry, having honed his leadership craft and redefined the Food and Beverage experiences at some of the UK and Middle East’s finest five-star hotels. Having joined the iconic hotel and sporting estate, Gleneagles, in 2016 – to steer the brand through its biggest period of investment in a century – he currently leads the strategic direction of the property, and is

preparing for the eagerly-anticipated launch of a Gleneagles outpost in Edinburgh in late 2021.

**JASON HEWARD, MANAGING DIRECTOR, LEICA**

Since becoming Managing Director for Leica, Jason Heward has given the legendary camera brand a new focus through creativity and collaborations. He created new destination stores and galleries in Mayfair, Harrods and Manchester giving discerning creatives places to admire and learn about photography. He has fostered creativity through collaborations with the best of British luxury including Royal Opera House, Belstaff, Goodwood, Paul Smith, Rolls-Royce and National Portrait Gallery.

**MATS KLINGBERG, FOUNDER, TRUNK CLOTHIERS (2)**

Mats Klingberg launched Trunk Clothiers in 2010 with a background in the fashion and financial services industries. After graduating from business school in Sweden, combined with fashion studies at the Fashion Institute of Technology (F.I.T.) in New York, Klingberg worked at Sweden’s iconic department store Nordiska Kompaniet (NK) and then for Giorgio Armani in Stockholm before embarking on a career in financial services in various marketing and communication roles. With American Express in London Klingberg was globally responsible

for the marketing of several global luxury retail and travel brands. Trunk Clothiers was a Walpole Brand of Tomorrow in 2011.

**RACHEL VOSPER, FOUNDER, RACHEL VOSPER (3)**

Rachel Vosper is a candle chandler, fragrance designer and retailer. In 1994, with her heart set on becoming an investigative journalist, an unexpected trip to Barbados provided a chance meeting with a candle chandler on a beach, which changed her career path forever. Further to launching and selling two brands, Rachel opened her eponymous store in Belgravia in 2011 before becoming a mother and a Walpole Brand of Tomorrow in 2015. As well as retailing her signature collection, Rachel has also collaborated with Royal Opera House, The Berkeley, Laurent-Perrier, Turnbull & Asser, and Virgin Atlantic, to name but a few.

**SHELLEY TICHBORNE, FOUNDER & MANAGING DIRECTOR, MOU**

Shelley Tichborne was born and raised in New Zealand. After studying film and literature at VUW University, she travelled extensively and began working in ad agencies. Shortly after relocating to London, she quit her career in 2002 to found mou. Her vision was to create a luxury lifestyle brand on the principles of



sustainability, eco-friendliness, and ethical sourcing. Starting out in Notting Hill's Portobello Road, the fledgling brand soon gained a cult following for its eclectic and luxurious back-to-nature vibe, attracting orders from prestigious stores in the UK and abroad. Today, mou is sold through select stores internationally and has a loyal fan-base of A-listers and fashionistas.

## THE STORY TELLERS

### DAVID KENDALL, MARKETING & COMMUNICATIONS DIRECTOR, DAVID COLLINS STUDIO (4)

David's multi-faceted role at David Collins Studio includes overseeing the brand's marketing and public relations, leading special projects such as the book, ABCDCS (Assouline, 2014), and Past Present Future – the 30th anniversary exhibition presented at Phillips in London in 2015 – as well as being part of the senior team. Prior to joining the company in 2007, David worked as surveyor, specialising in commercial property, an experience that provided him with a solid commercial grounding.



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### JULIA RECORD, GLOBAL DIRECTOR OF COMMUNICATIONS AND PARTNERSHIPS, DORCHESTER COLLECTION (5)

With over 30 years' communications experience, 25 of which on worldwide campaigns, Julia Record specialises in the luxury, lifestyle and travel sectors. She is currently the Global Director of Communications and Partnerships for Dorchester Collection, with responsibilities including all aspects of comms including social media and strategic brand partnerships. In addition, she has held senior corporate roles based in three continents including Global VP of Communications for Kerzner International, and has headed up worldwide comms for Shangri-La Hotels & Resorts, The Savoy Group and Thistle Hotels. Julia was included in PR Week's 2020 Power Book as number one in the luxury hospitality sector.

### SAMANTHA STRAWFORD, BRAND COMMUNICATIONS DIRECTOR, BELMOND

Samantha Strawford has been with Belmond for over seven years and has been a pivotal player in its dramatic rise in global brand awareness, culminating in Belmond's acquisition in 2019 by LVMH. In her role as Brand Communications Director, Samantha has been responsible for driving forward the global brand creative communications strategy, gaining international media attention. With over 20 years' experience, Samantha has a thorough understanding and

in-depth knowledge of luxury communications. Prior to joining Belmond, Samantha was the communications lead for the launch of Fly Victor, a private jet charter business, executing the start-up's communications strategy and securing its position as one of Walpole's Brands of Tomorrow.

### STEPHEN RANKIN, DIRECTOR OF PRESTIGE, GORDON & MACPHAIL

With over 20 years' experience in the world of Single Malt (as well as Wine and Spirits), Stephen Rankin's contribution to the industry was recognised in 2019 when he was made a Master of the Quaich: the highest honour possible in the Whisky industry. Alongside fellow family members and colleagues, Stephen has contributed to the growth of the 125-year-old family firm Gordon & MacPhail, and the release of some of the rarest and most iconic whiskies in the world. His work today is focused on engaging with consumers around the world, and bringing to life the wonderful story of Gordon & MacPhail through their truly unique and rare portfolio of Single Malt Scotch Whiskies.

### ZANNY GILCHRIST, LUXURY PR & MARKETING CONSULTANT, ETTINGER

Zanny Gilchrist's career has taken her from atop London PR agency to a small specialist food & drinks agency, to in-house as Head of PR at the

Duke of Richmond's Goodwood Estate, and then freelance for the last 15 years. Zanny has worked with local, national and international British luxury brands and has enjoyed representing privately-owned country estates, cultural attractions, food and drink brands, a luxury country house hotel & spa and style and accessories brands. Last year she also initiated and organised on behalf of Ettinger a successful multi-brand British Men's Style press day which she hopes, Covid allowing, to organise again in 2021.

## THE RISING STARS

### AMA GUGLIELMINO-BRADY, SENIOR BRAND MANAGER, ROYAL SALUTE

Ama Guglielmino-Brady is a well-rounded and passionate Senior Brand Manager with over nine years' experience in creating integrated creative activations and experiences, advertising, and digital campaigns, with a focus on online branding, content, and influencer marketing. Throughout her career, Ama has worked with prestigious companies, both nationally and internationally, including Kate Spade, Prada, Nike, and Procter & Gamble, before joining Pernod Ricard's Scotch whisky division, Chivas Brothers, in 2017 as Senior Brand Manager for Royal Salute. In her role with the global brand team, Ama aims to introduce



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influential international audiences to Royal Salute through exciting and immersive experiences created by the brand and its many partners.

### CHARLOTTE UNSWORTH, GLOBAL LUXURY PR MANAGER, WILLIAM GRANT & SONS

Charlotte Unsworth is a luxury PR and marketer with over five years' experience and a strong commercial acumen representing some of the world's most renowned luxury brands. Today she thrives in her current role at family owned distillers William Grant & Sons, taking the luxury portfolio of spirits to new heights across all global markets, developing luxury PR, e-Commerce and new sales channel strategies to implementing brand collaborations through her strong luxury network.

### FRANCESCA LINDBERG, PR MANAGER, THE HARI (6)

Starting her career in the communications team at Mandarin Oriental Hyde Park, Francesca Lindberg fell in love with luxury hospitality – it allowed her to work in a dynamic and glamorous environment alongside like-minded people; what more could she want? After a few years working at Peretti Communications, Francesca now combines her in-house experience with her time in agency to look after the PR for luxury five-star hotel, The Hari, in Belgravia.



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### SERENA RICHES, SENIOR STRATEGIC MARKETING LEAD, COMMEMORATIVE DIVISION, THE ROYAL MINT

Serena Riches is a Senior Strategic Marketing Lead for the Commemorative division of The Royal Mint. She is responsible for developing the brand strategy and customer acquisition strategy both nationally and internationally, growing the business within the secondary market for collectors and investors of historic and rare coins, and positioning The Royal Mint as one of the most prestigious collectibles specialists globally. Bringing over 15 years' experience of delivering multi-channel campaigns in both B2B and B2C businesses coupled with an abundance of enthusiasm, Serena is committed to growing the business through her commercial acumen, leadership and positive attitude.

### STEPHANIE FOXLEY, DIGITAL MARKETING MANAGER, GARRARD

Stephanie Foxley has been Digital Marketing Manager at House of Garrard, the longest-serving jeweller in the world, since 2018. During this time, she has overseen the development of the brands global digital channels and online content. Prior to joining Garrard, Stephanie worked for a number of companies including The Tate, Cass Art and the jewellery brand Cassandra Goad, and has almost 10 years' experience in the digital marketing space.

## THE HEROES

### KRISTINA BLAHNIK, CEO, MANOLO BLAHNIK (7)

Kristina Blahnik, CEO of Manolo Blahnik Limited, is both a businesswoman and a creative, a rare fusion who has steered the family run business forward since joining in 2003. With a wealth of experience as a chartered architect, Blahnik has an exceptional eye for detail which is why unlike many CEO's, she plays a pivotal role in the creative process and development of each collection. Alongside her uncle Manolo Blahnik, she visits the factories in Milan and with an inherent understanding of proportion, structure and detailing – she helps make the vision become a reality. Understanding the core foundations of the brand and with a long-term goal in mind, Blahnik can nurture the values and the philosophy; ultimately cementing the future.

### BALTHAZAR FABRICIUS AND CHRIS DOWNHAM, CO-CHAIR, WALPOLE BRANDS OF TOMORROW

In 2020 Chris Downham was appointed co-Chair of Walpole's Brands of Tomorrow Programme along with Balthazar Fabricius. Chris is a chartered accountant. He has worked in general and financial management roles for founder-



led and entrepreneurial businesses over the last two decades, including as CFO and CEO of luxury media company BOAT International until the end of 2018. He has advisory and board roles with several companies, including sustainable luxury repair service The Restory, a 2019 Brand of Tomorrow. Balthazar grew up on the Goodwood Estate, and was educated at Sherborne, followed by King's College London. He cut his teeth on Ladbrokes' Graduate Scheme in 2002, before founding Fitzdares in 2005. In 2007, Fitzdares became one of Walpole's inaugural Brands of Tomorrow.

**JONATHAN BAKER, MANAGING DIRECTOR, TURNBULL & ASSER**

Jonathan Baker began his career at Paul Smith, rising through the ranks in the UK, before relocating to New York in 2005 as General Manager for North America. He returned to London in 2009 as Global Head of Wholesale and Franchise. In 2012, he joined No. 14 Savile Row, a private equity start-up as Sales Director before his promotion to chief operating officer in 2014. In 2016 Jonathan joined British shirtmaker and Royal Warrant holder Turnbull & Asser. As Managing Director, Jonathan has successfully developed and implemented the three-year strategic plan for the brand, putting in place solid foundations for sustainable growth.



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**KNUT WYLDE, GENERAL MANAGER, THE BERKELEY**

Knut Wylde is a well-respected hotelier with a career spanning the globe from Europe to the Caribbean, Middle East and Asia within the luxury sector. Before his appointment to General Manager of The Berkeley, Knut was Hotel Manager at Claridge's and previously worked at some of the most iconic London properties such as The Lanesborough and The Savoy. Additionally, he has held senior roles with One&Only Resorts, Rosewood Hotels, and the Dorchester Collection. With this wealth of experience and his commitment to the hospitality industry, Knut brings an energetic and fresh approach to hotel management as well as a true understanding of luxury in both product and service.

**SIMON COTTON, CEO, JOHNSTONS OF ELGIN (8)**

For the last seven years Simon Cotton has led cashmere and fine woollens specialist Johnstons of Elgin, helping it to deliver the potential of its 223-year history and incredible expertise. He has a burning passion for continuous improvement and innovation, coupled with a commitment to genuine and meaningful work on driving sustainability at

every level. Whilst developing ever-closer relationships with the world's top luxury brands, under Simon's guidance Johnstons has also invested to enable the company's own brand to carve out its own 'slow luxury' niche as the most-loved brand for the very best Scottish cashmere and fine woollens.

**LEANNE ROBERTS-HEWITT, MANAGING DIRECTOR, AND KELLY YEOMANS, BUSINESS DEVELOPMENT & CLIENT SERVICES, WILDABOUT**

Renowned London floral designers Leanne Roberts-Hewitt and Andrew Devonport head up a team of passionate home grown and international florists with an incredible eye for detail and artistic design. Kelly Yeomans is the brand's Business Development and Client Services Consultant just over four years. After being forced to shut the studio, Leanne and Kelly prevented hundreds of thousands of flowers being sent to landfill and delivered 2,000 bouquets to six London hospitals to spread joy to NHS workers during the first lockdown. As well as this act of kindness, Wildabout are regularly called upon for large installations, wedding and event flowers through London, the UK and Europe, and have a luxury online store offering stunning bouquets, plants and gifts.



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**THE GURUS**

**ALEXANDRA CURRIE, SENIOR HEAD OF STRATEGY AND PROJECT MANAGEMENT, FARFETCH**

Alexandra Currie leads the Strategy & Project Management function at FARFETCH Platform Solutions—the global platform for luxury commerce. In her role, Alexandra is focused on building revolutionary Connected Retail solutions for luxury brands and retailers. Since joining FARFETCH in 2016, Alexandra's played an integral role in building the company's suite of white-label products. She's led the strategic development and onboarding of 25 partners onto the platform, most significantly the re-platform for Harrods' digital business, the largest programme FARFETCH has delivered to date. Alexandra earned an MBA from the London Business School and holds a Bachelor of Commerce from Queen's University, Canada.

**ANNA BARTLE, VICE PRESIDENT CORPORATE AFFAIRS & CO-LEAD FOR SUSTAINABILITY, THE ESTÉE LAUDER COMPANIES UK & IRELAND (9)**

Anna Bartle is a senior communications professional with over 20 years' experience in consumer brands across a variety of industry sectors, both in-house and agency-side. Currently VP of Corporate Affairs for The Estée Lauder Companies UK and Ireland, Anna leads media relations, external stakeholder engagement, public affairs, internal corporate communications, and the Crisis & Issues practice. She is also co-lead on Sustainability Strategy and runs the region's Corporate Responsibility programmes including key philanthropic initiatives such as The Estée Lauder Companies' Breast Cancer Campaign ('BCC'), the region's Children's Literacy programme and the company's commitment to Look Good Feel Better.

**SIMON GLENDENNING, MANAGING DIRECTOR, DUGDALE BROS. & CO.**

A wine merchant turned luxury goods advocate, Simon Glendenning has sought out and restored heritage British brands within niche sectors including Wensum Tailoring, Cole & Son and the specialist sector of Alfred Dunhill when cigar smoking was still acceptable. He has always focussed on ensuring that the reputation of the brand was justified and commensurate with the products bearing its name and, whenever possible, emphasising a Made in England provenance.

**MARGARET SWEENEY, DIRECTOR OF BUSINESS DEVELOPMENT, G. F SMITH**

Margaret Sweeney moved to London at 18 dreaming of a fashion career. Scared but buoyed by the confidence and work ethic her parents had instilled in her, she believed that following her passion meant anything was possible. Remarkably, Margaret's first job as an office junior at G. F Smith grew into a 30-year career at an innovative, empowering company she feels as passionate about today as ever: "As Director of Business Development, I work with so many great colleagues, and I'm privileged to meet and work with so many inspiring talented people across the world's luxury brands—including the great fashion houses."

**MARK DUGUID, MANAGING DIRECTOR, CARRIER**

Hailing from rural Scotland, venturing far and wide was Mark Duguid's childhood ambition. Post-graduation, seasons overseas in customer service led to senior commercial roles with leading mainstream travel brands, before Mark made the transition to specialise in the luxury sector by joining Kuoni as commercial director in 2009 and subsequently Carrier as Managing Director in 2017. In the three years Mark has been at the helm, Carrier has evolved its proposition to deliver truly exceptional experiences which fulfil the needs and goals of today's luxury traveller, picking up multiple awards along the way.

**STUART JOHNSON, MANAGING DIRECTOR, BROWN'S HOTEL**

In October 2020, Stuart Johnson celebrated his 16-year anniversary at Rocco Forte Hotels. Stuart's career progressed from positions at The Savoy, Claridge's and The Connaught, and has included stints as General Manager at Cliveden, Publishing Director of the UK Hotel Guide (Condé Nast) and General Manager at Brown's. Stuart has also worked in Shanghai where he oversaw the early development of the Westbund Hotel, a Rocco Forte Hotel, scheduled to open next year and as General Manager at The Assila Hotel, Jeddah, before returning to Brown's in 2018 as Managing Director.

**THE GAME CHANGERS**

**DHAVALL GANDHI, WHISKY DIRECTOR, THE LAKES DISTILLERY**

Corporate finance consultant turned whisky scientist, Dhavall Gandhi was the whiskymaker for The Macallan single malt whisky before



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joining The Lakes Distillery to define the house style and formulate their whisky strategy. An expert in whisky maturation (particularly Sherry casks), Gandhi practices "holistic whisky-making" by applying a vast array of novel approaches and pioneering techniques. His creative influences range from a spectrum of domains—art, mathematics, perfumery, and winemaking to name a few. According to the Whisky Magazine, "If whisky is an art ... this man is the artist relishing his palette."

**FARRAH STORR, EDITOR-IN-CHIEF, ELLE (10)**

Prior to joining ELLE as Editor-in-Chief, Farrah Storr was the Editor-in-Chief of *Cosmopolitan* where she grew the brand to become the No.1 UK women's glossy. Previously, Farrah was the launch Editor of *Women's Health* magazine. Farrah was included in the GG2 Power List, profiling Britain's 101 most influential Asians. In 2019 Farrah was awarded Editor of the Year at the PPA Awards, for the second year running and was included in the Evening Standard's Progress 1000 list of London's most influential people of 2019. She is the author of *The Discomfort Zone* (Piatkus) and a Social Mobility Commissioner.

**LUCY YEOMANS, FOUNDER AND CO-CEO, DREST (11)**

Lucy Yeomans is Creator, Founder and co-CEO of DREST, the world's first luxury convergence platform with gamification, shopping, creativity, content and entertainment at its core. Prior to founding DREST, Lucy's illustrious career history included Deputy Editor of Tatler and Editor-in-Chief of Harper's Bazaar, and Global Content Director of luxury online retailer, NET-A-PORTER.COM. DREST is a game-changing ecosystem within both the mobile gaming and fashion markets, providing brands with a new frontier to connect with consumers and currently features over 160 of the world's leading fashion brands





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including Gucci, Bottega Veneta, Prada, Off-White, Loewe, Chloé, Thom Browne, Burberry and Stella McCartney.

#### SIMON MITCHELL, CO-FOUNDER, SYBARITE

Simon Mitchell co-founded Sybarite with Torquil McIntosh in 2002. The founding principles were to create a global studio focusing on retail design with a highly collaborative culture. Simon brings his natural hands-on practicality to Sybarite's architectural and design projects and is intrinsically involved across all the operational and client facing aspects of the studio. Sybarite has delivered 2,500 projects to date, including global store designs for notable luxury monobrand and renowned department stores. The business concentrates on delivering innovative and experiential environments for retail and hospitality. Simon is a regular contributor and opinion leader within the industry.

#### TOM MARCHANT, CO-FOUNDER, BLACK TOMATO [12]

Tom Marchant is co-founder of luxury travel company Black Tomato. Described by *Harper's Bazaar* as "having a finger on the pulse of travel that is incomparable" his experience shaping the business in the UK and the US has enabled a deep understanding of the different markets

and led to Black Tomato's innovative approach being lauded across the luxury sector. Black Tomato's pioneering travel products, like "Get Lost" and "Blink" reflect the company's unique ability to uncover rare ways in which to experience destinations. This approach has led to the brand being consistently named by the likes of *Conde Nast Traveller* and *Travel + Leisure* as one of the best travel companies in the world.

### CUSTODIANS

#### BERNIE DE LE CUONA, FOUNDER & CEO, DE LE CUONA

Bernie de Le Cuona is the founder and CEO of de Le Cuona, a purveyor of fine textiles for interiors, with a 27-year history. Bernie is a fabric expert who interior designers, fashion houses and historical bodies all turn to when a textile specialist is called for. She is unique, being at the helm of the design and business operations. With her vision this global brand is a trailblazer of sustainability. Pure is an industry first, the ultimate collection of 100% organic linen certified to GOTS, for those who are pursuing wellness and looking to invest in a healthy lifestyle.

#### DEBRA PATTERSON, QUALITY EXECUTIVE, THE SAVOY

Debra Patterson joined The Savoy in 1997 and in this time has overseen the implementation of a diverse range of innovative and creative initiatives to help reduce The Savoy's environmental impact, attracting national and international industry recognition; notably Virtuoso Best of the Best Award: Sustainable Tourism Leadership Hotel; European Hospitality Awards 'Green Hotel of the Year'. As Quality Executive, Debra is committed to ensuring sustainability remains a core value at The Savoy and that the standard of excellence and luxurious experience, enjoyed by the guests, is never compromised.

#### JOCELYN WILKINSON, RESPONSIBILITY PROGRAMME DIRECTOR, BURBERRY [13]

In 2017, Burberry launched a new five-year responsibility strategy covering its corporate and philanthropic activities. Sitting across Burberry's entire footprint, the strategy is designed to drive positive change and build a more sustainable future with goals for 2022. Working closely with Burberry's global team of in-house sustainability experts, Jocelyn Wilkinson is responsible for the implementation of this strategy, overseeing the continued evolution of Burberry's programmes. Prior to

joining Burberry in 2009, Jocelyn held roles in production management, customer engagement and commercial development at a small luxury clothing brand.

#### LUCY THORNTON, HEAD OF MARKETING, INNOVATION & SUSTAINABILITY, JING

Lucy Thornton entered the luxury marketing world in 2008 joining superyacht brokerage, Burgess. Following four exciting years in the superyacht industry, Lucy followed her tastebuds to single garden tea brand JING, where she now drives the marketing, innovation and sustainability strategy. During lockdown, Lucy completed the Business Sustainability Management course from the University of Cambridge –reaffirming Sustainability at the forefront of JING's agenda. As part of the JING team, Lucy is on a mission to ensure that tea producers and their environments thrive long into the future, whilst consumers enjoy a more fulfilling cup of tea.

#### MELISSA MULLEN, VICE PRESIDENT, GENERAL MANAGER UK & IR, JO MALONE LONDON [14]

Melissa Mullen joined The Estée Lauder Companies in 2019 as the Vice President & General Manager of Jo Malone London UK &

Ireland. With over 20 years' experience at retailers including the Aurora Fashion Group, Marks & Spencer and latterly Nike, Melissa has carved an impressive career leading large-scale Digital, Ecommerce, Omni-Channel and DTC businesses & teams. During this time, Melissa has had the opportunity to live and work in five countries across three continents, with the privilege of absorbing new experiences and embracing new cultures. Melissa passionately drives a people-centric approach, maintaining that when we unlock human passion and potential, business results flow near automatically.

### THE LEGENDS

#### THIERRY ANDRETTA, CHIEF EXECUTIVE, MULBERRY [15]

Thierry Andretta is Chief Executive of Mulberry. Prior to joining Mulberry in 2015, Mr Andretta was CEO of Buccellati and Non-Executive Director at ACNE Studios and Sergio Tacchini. He was previously Executive Chairman/CEO at Lanvin and Moschino, President Emerging Brands at Gucci Group with responsibility for Alexander McQueen, Stella McCartney and Balenciaga, and Executive Chairman/CEO of Céline, part of the LVMH Fashion Group. Mr

Andretta has extensive experience across the luxury sector, with a focus on retail, digital, omni-channel and international expansion.

#### ANTHONY ROMANO, CEO, CHURCH'S [16]

Anthony Romano has had a varied and successful professional career spanning more than 30 years. He has held leading positions as a Chief Executive, Board Member or Investor in innovative start-ups to well-established heritage brands across the globe. His current role as Chief Executive of Church's, a brand with more than 400 years of shoemaking history, has resulted in many changes to the heritage brand's business model. His goal is to continue innovating the company, making Church's a key player in the fashion and luxury world, and a highly relevant brand across a wide customer group—ensuring its continued success for years to come.

#### DEMETRA PINSENT, CEO, CHARLOTTE TILBURY BEAUTY [17]

Demetra Pinsent has been the CEO of Charlotte Tilbury Beauty since its inception in 2012. In this capacity, she has partnered with Founder Charlotte Tilbury to deliver record-breaking year-on-year growth across channels and geographies. Prior to this, she was a partner at McKinsey & Company where she co-lead the

European Luxury Goods Practice. Demetra has served as a Non-Executive Director for Capital & Counties and Belmond and is currently a Trustee of the Royal Foundation of the Duke and Duchess of Cambridge.

**ROBERT WHITFIELD, REGIONAL DIRECTOR UK & GENERAL MANAGER, THE DORCHESTER (18)**

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Robert Whitfield arrived at The Dorchester in May 2017 to take up the role of Regional Director UK and General Manager. Formerly Regional Vice President and General Manager for Four Seasons Resort Hualalai, Hawaii, Robert swapped his Hawaiian shirts and a beach view for sharp suits and a different pace of life on Park Lane to oversee operations and strategy at the renowned London hotel. His remit also includes Dorchester Collection's other two UK properties, 45 Park Lane, London and Coworth Park, Ascot. Robert is highly regarded for an approachable management style and he believes that exceptional service derives from humility and caring for others.

**SIMON CUNDEY, MANAGING DIRECTOR, HENRY POOLE**

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Simon Cudey is a seventh-generation family member and the Managing Director of Savile Row's first ever tailors, Henry Poole & Co., a business which is credited with the invention of the 'dinner jacket' in the 1860s.

## THE INNOVATORS

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**RACHEL WALLER, GLOBAL VICE PRESIDENT MARKETING, DIGITAL & INNOVATION, BURBERRY**

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As VP of Marketing, Digital & Innovation at Burberry, Rachel Waller is responsible for all of the luxury brand's owned channels across social, platforms, influencers, email, messaging and digital innovation.

**LINDA PLANT, DIRECTOR OF MARKETING, EDWARDIAN GROUP, LONDON**

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Linda Plant was named Director of Strategic Relations for Edwardian Group, London in 2016. She joined the company in 1990 and has held several positions within the group including Group Head of Marketing for 10 years and Group Head of Sales for four years. Linda oversees the global partnership efforts of London's largest privately owned hotel company, including the execution of business strategies and collaboration with key commercial partnerships.

The Edwardian Group London includes the brands Radisson Blu Edwardian and the May Fair Hotel, and will open a new-build 5 star hotel in Leicester Square, London in 2021.

**TRACEY GREAVES, CHIEF COMMERCIAL OFFICER, GOODWOOD**

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Tracey Greave joined Goodwood in 2008 as Group Sales and Marketing Director; her strategy drove double-digit growth in revenues. Becoming CCO in 2016, Tracey's responsibilities increased to include sponsorship. Her creative content propositions, including a digital strategy that has attracted global brands, have grown revenues and profits across events. Tracey has also led the development of the Estate's sustainability vision, driving the 10-year strategy to reduce Goodwood's carbon footprint. Tracey has recently taken on the role of overseeing future growth, focusing on new business initiatives and developing collaborations that continue to grow Goodwood's reputation as a leading global luxury experience brand.

**BEATRICE DESCORPS, GLOBAL VICE-PRESIDENT, MOLTON BROWN**

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With over 20 years' experience in the beauty industry, shaping some of its most iconic brands, Beatrice Descorps is currently the Global Vice-President of Marketing at Molton Brown. A member of the Leadership Team since

2016, she has been a driving force behind this British icon's renewed lease of life - treasuring uncompromising quality and celebrating creativity in its perfume-makers, while paving the way in positive luxury.

**CATE MOORE, GLOBAL DIRECTOR OF ADVOCACY, CONNECTIONS AND ECOMMERCE, WILLIAM GRANT & SONS**

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Cate Moore joined the innovative, family-owned distiller William Grant & Sons in 2014 and is responsible for driving Digital and Omnichannel transformation across the portfolio with luxury brands including Glenfiddich, the world's most awarded single malt whisky and The Balvenie, the world's most handcrafted single malt whisky. Cate balances establishing and growing the company's online business with defining the role of content, data and tech in integrated consumer/trade connections, whilst also driving the Brand Ambassador programme.

**JOOST DE KRUIFF, GENERAL MANAGER, HOME GROWN CLUB**

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As General Manager, Joost de Kruiff is responsible for the running of Home Grown, the exclusive membership club. Home Grown is a community of entrepreneurs, investors, industry leaders and business innovators based in the heart of Marylebone from the team behind Home House.



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