

# MADE IN THE UK

## 06 Great Britons who have changed the world

Twenty one of the most influential Brits who shape lives around the globe



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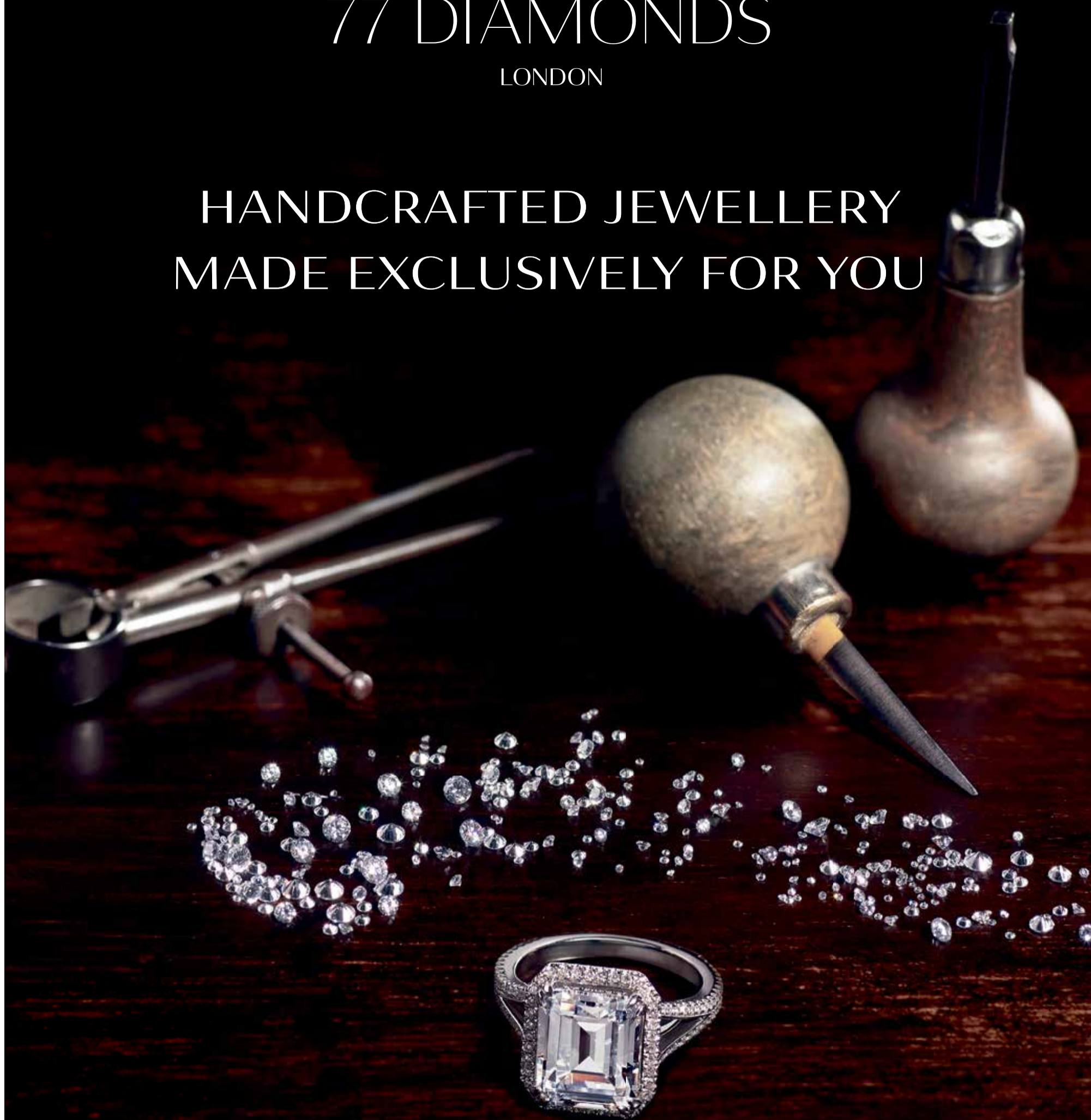
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# Why Britain can still call itself great

*Britain as a brand is difficult to assess, yet it is clear the “Made in Britain” label carries a cachet and value worth celebrating*

Lewis Hamilton, winner of last month’s Formula 1 US Grand Prix in Texas

◆ OVERVIEW

● JOSH SIMS

Just a few seasons ago, a piece of clothing would have had the manufacturers’ label most prominently displayed in the collar or waistband. Now it has been joined by another, proudly stating its country of origin: “Made in Britain”. Indeed, this label has become desirable in its own right.

“It’s another reason to buy,” argues Douglas Cordeaux, owner of textile manufacturers Fox Brothers, established in Somerset in 1772. “In fact, if it wasn’t the case initially, now there’s a generation genuinely interested in buying clothes, and menswear especially, made using British cloths, too – it’s an investment in skills that otherwise risk being lost.”

That perhaps is the key word: skills. If Britain has suffered a steady slump in heavy manufacturing, specialist engineering aside perhaps, recent times have seen a parallel revival and reappréciation of its traditional handcrafts.

Leather goods, textiles, iron work, pottery and ceramics, for example, have all benefitted from the idea of “mass luxury” that high-end, often fashion-oriented products, no longer sell to an ever-diminishing niche, but rather to an ever-ex-

panding aspirational consumer base.

This has allowed the skills-base not only to survive but to flourish. For example, bespoke tailors, who have long complained of the difficulty of attracting school-leavers to a job that requires more years of training than a doctor, but lacks the glamour of fashion design, are now seeing apprenticeship schemes oversubscribed.

“Making things is part of the British identity, especially the making of things at the finer end of the spectrum, which is what has a real future,” says Mark Henderson, chairman of Savile Row tailors Gieves & Hawkes and founder of The New Craftsmen, a retailer established to sell craft products specifically made in the British Isles.

“Arguably this is about picking up the pieces after the Industrial Revolution destroyed much craftsmanship, a process that is also going on in India, Turkey and China. To push for certain things to be made in one’s home market is about playing to one’s strengths.”

Rae Jones agrees. While she concedes that home-grown labour and materials are relatively expensive – such British-made goods are largely for the minority who can afford them – the accessories design-

er was determined that Buckitt, the bag company she launched in 2013, would be British made. “That was about playing a part in reviving our native talents, but also for sound business reasons,” Ms Jones says. “Generations of practice have meant British makers are very good, in this case, at leather crafting in



a way I just couldn’t get abroad. And customers cherish British-made goods now – there is a reassurance and even romance to them.”

The question, she adds, may be whether shoppers are drawn to the quality and value that, in some typi-

cally non-mass-manufactured product categories, many British goods embody. A 900-year-old history of shoe-making similarly means Northampton is rightly recognised as a world leader in the craft, for instance. Or are they drawn to other, more esoteric, notions of what “Made in Britain” now represents – a sense of exclusivity, buying local or supporting a national economy in austere times, for example.

While economic interests means the so-called patriotic purchase may hold sway at the moment – for every campaign promoting British-made goods, other countries have their equivalents, from MadeinUSA to a recent multi-million-dollar ad campaign to encourage Nigerians to buy Nigerian – arguably national stereotype has seen a stronger influence as shoppers look for additional reassurance they are spending their limited resources more wisely. The Germans make the best cars, for instance, the French the best wine, Italians the best modern furniture and the UK some of the best craft goods.

There remain good reasons why past attempts by the European Union to replace such “Made in...” labels with blanket “Made in Europe” ones have been hard fought by makers in those nations for whom national

identity brings additional kudos.

So valuable is the idea of “Made in Britain” right now that it is seeing resurgence, even in sectors for which the competition from abroad might be considered overwhelming. In defiance of Swiss dominance, brands the likes of Dent and Bremont are seeking to re-establish the UK’s long-lost pre-eminence in watchmaking.

“Britishness is part of what makes Bremont different,” explains the company’s aptly-named co-founder Giles English. “It is probably too soon to speak of a renaissance, but certainly there is a new credibility for British watches now – people are thinking about them again. After all, there is a huge history in British watchmaking that nobody seems to know about.”

Indeed, maybe that is what really lies behind a renewed interest in British-made goods – timely reminders that, while the UK is increasingly becoming a nation built on the services sector, it still makes things. Manufacturing, in fact, employs 2.6 million people – with the UK also able to claim some 32,000 designer-makers – and accounts for some 10 per cent of national economic output. This still makes the UK the world’s eighth biggest maker of stuff. And good stuff too.

RACONTEUR		CONTRIBUTORS					
Publishing Manager <b>Phillipus Putter</b>		Head of Production <b>Natalia Rosek</b>	<b>CLAIRE ADLER</b> Regular contributor to the <i>Financial Times</i> , she is a writer, speaker and consultant for luxury brands, including De Beers and Sotheby’s.	<b>DAN MATTHEWS</b> Journalist and author of <i>The New Rules of Business</i> , he writes for newspapers, magazines and websites on a range of issues.	<b>CHARLES ORTON-JONES</b> Award-winning journalist, he was editor-at-large of <i>LondonLovesBusiness.com</i> and editor of <i>EuroBusiness</i> .	<b>NEV PIERCE</b> Editor-at-large for <i>Empire</i> magazine, he contributes to publications including <i>The Sunday Times</i> and <i>Esquire</i> .	<b>JOSH SIMS</b> Freelance writer, he contributes to the <i>Financial Times</i> , <i>Wallpaper*</i> and <i>Esquire</i> , and is editor of <i>Viewpoint</i> .
Production Editor <b>Benjamin Chiou</b>		Digital and Social Manager <b>Rebecca McCormick</b>					
Managing Editor <b>Peter Archer</b>		Design <b>Vjay Lad</b> <b>Grant Chapman</b> <b>Kellie Jerrard</b> <b>Samuele Motta</b>					

# A business card for Britain

British luxury has a perennial allure, but the industry faces challenges in a sometimes volatile global market

◆ LUXURY

● CLAIRE ADLER

The future is looking bright for British luxury. From cars to jewellery, fashion, yachts, restaurants and hotels, Britain's luxury sector is worth a handsome £32.2 billion, according to a report commissioned by law firm Charles Russell Speechlys in association with Walpole, an alliance of luxury businesses, including Alexander McQueen, Burberry, Rolls-Royce, Selfridges and The Savoy. The world's appetite for Britain's craftsmanship, heritage, service and occasional eccentricity now contributes £5.2 billion to the chancellor's purse.

"A business card for Britain, the brands in the UK's luxury goods sector represent the core values of luxury – creativity, innova-

“In Britain we produce timeless work rather than fleeting fashion and that difference seems to be increasingly popular

tion, design and the highest possible quality – and are recognised throughout the world,” says culture and digital economy minister Ed Vaizey, perhaps unsurprisingly given Britain's luxury industries represent more than 2.2 per cent of gross domestic product and 4.3 per cent of exports, totaling £25 billion. By 2019, sales of British luxury are forecast to exceed £50 billion.

Walpole director Mark Henderson, one of British luxury's staunchest advocates, is so confident in the British luxury industry that in 2012 he co-founded The New Craftsmen, a Mayfair showcase of British crafts spanning jewellery, furniture and homeware.

"The future for bespoke tailoring is not only bright, it's positively blinding," says Mr Henderson, who is also chairman of Savile Row tailor Gieves & Hawkes, a company with a client list that includes every British monarch since the late-1700s.

"Craftsmanship is deeply rooted in our national character, expressing our history – think churches, homes, palaces and the pieces that fill them – and the fabric and individualism of the country – think Stoke on Trent, Sheffield, London's East End, Savile Row, Hatton Garden, the Shetland Isles, Lancashire and Yorkshire – but we are also blessed with phenomenal design, digital and entrepreneurial skills.

"Demand from domestic and overseas clients is growing as today's global clients seek out differentiated experiences and one-off products. Tailors in Savile Row are investing in apprentices to ensure the skills can meet demand. In the past eight years, 50 have completed apprenticeships on the Row."

In a sign of the confidence which Britain's luxury economy attracts, three prestigious jewellers founded by a coterie of international entrepreneurs, have chosen London's Mayfair as their first and only home to date.



1. Burberry event "London in Los Angeles" in April 2015, featuring First Battalion Grenadier Guards - 2. - Boodles diamond cuff - 3. Temperley boutique in Coville Mews, Notting Hill, London - 4. Henry Poole workshop at 15 Savile Row



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"Not only is London one of the world's leading cities in the arts, fashion, commerce and luxury, we also love it for its dynamic heritage. Being the most visited city in the world, it was clear where we wanted to be," says Philippe Roth, Star Diamond managing director.

British watchmakers Bremont, whose fanbase includes movie star Tom Cruise, is the first British official timing partner for the Americas Cup since 1851 and was founded by the appropriately named brothers Nick and Giles English. Bremont manufactures watch parts in Silverstone, marking the first time in decades that a luxury watchmaker has produced watches on this scale on British shores.

"While many international brands have taken the overtly commercial road at the

cost of quality and invention, relying on marketing and paid-for endorsement at the cost of fine product, the more quirky and thoughtful niche names have prospered. Britain has always been good at producing these," says British jeweller to the stars Theo Fennell.

"We rely on our customers being self-confident enough in their own style and taste not to have to follow the big names, and have more fun with original pieces and bespoke work. In Britain we produce timeless work rather than fleeting fashion and that difference seems to be increasingly popular."

Meanwhile, *Spectre* marks Daniel Craig's fourth outing as the quintessential British spy, and for some British luxury brands, including Barbour, Belstaff, Royal Doulton and The Macallan, a partnership with James Bond has proved a persuasive British combination.

"From London to Shanghai, raising a glass of The Macallan speaks of culture and sophistication, it shows a degree of understanding of the finer things in life and an appreciation of quality, something which has always been a sign of Britishness," says Ken Grier, brand director for The Macallan.

"The Barbour jacket Daniel Craig wore in *Skyfall* retailed for £400, but after the film they were selling on eBay for up to £2,500. In one scene, a Royal Doulton porcelain British bulldog, which appeared on Judi Dench's desk in her office overlooking the Thames, sold out completely after appearing in the film," says Darryl Collis, managing director of Seesaw Media, which secured product placement for *Spectre*.

London is now the third largest city for luxury goods in the world, with a market

They are leading online jeweller 77 Diamonds, with two Belgians at its helm and a showroom on Hanover Square, Nourbel & Le Cavalier, started by a Swiss and Lebanese duo with a boutique in Burlington Arcade, and creative diamond and jewellery house Star Diamond, founded by partners hailing from Belgium and Armenia, with an appointment-only gallery on Dover Street.

HENRY POOLE: A MODERN TRADITION



Henry Poole has been serving the world's royalty and celebrities for more than two centuries. The company became the inventor of the tuxedo when in 1865 the Prince of Wales and future King Edward VII asked for a jacket for informal dinners at Sandringham. While the company has a tradition of claiming no official house style, its tailors are accustomed to fulfilling the unique requests of its diverse 21st-century clientele, who include British design powerhouse Marek Reichman,

chief creative officer at Aston Martin, also known as the man behind the Aston Martin One-77 and the £2-million Vulcan. Mr Reichman favours an inside jacket pocket to fit his iPhone 6+, one for his business cards and one for credit cards with a button closure, precluding the need for a wallet. It's also not unusual for Henry Poole customers to be found enjoying a 25-year-old Chivas Regal by the Henry Poole fireplace, while discussing their wardrobe needs for the coming season. Seven generations and 209 years ago, James Poole opened the doors to his cloth-trading business. Soon after his son Henry took the helm in 1846 at 13 Savile Row, other tailors moved to the street which was to become the byword for top-flight tailoring the world over. Once Henry Poole & Co secured the custom of Napoleon III and Edward VII, the company was bestowed with the first of its many royal warrants, and began serving Europe's richest and most extravagant men, becoming in 1890 the largest bespoke tailoring firm in Europe. Today the Japanese word for suit is *sabiro*, the root of which is Savile Row.

HAIG CLUB: A MODERN HERITAGE

Sports icon and underwear model David Beckham has shaken up the three-centuries-old world of Haig Club fine whisky. Rumour has it his favourite way of drinking Haig Club is neat or in the Haig Clubman, a cocktail made with sparkling apple soda, ginger bitters and a slice of ginger root served over hand-cracked ice, a drink which has become affectionately known as the Beckham Blend. He is said to have a personal affinity to Haig Club since it was his grandfather's favourite whisky. While an advertisement directed by Guy Ritchie, and the brand's association with Beckham and his business partner Simon Fuller, manager of the Spice Girls, Amy Winehouse and creator of American Idol, are relatively new, the House of Haig can trace its whisky-producing roots back to the 17th century, making the Haig family Scotland's oldest grain whisky dynasty. The content of each blue bottle is crafted at Scotland's oldest grain whisky distillery, Cameronbridge in Fife. The blue Haig Club bottle draws its inspiration from the tradition of master whisky blenders who did not want to bias their tasting by the colour of the spirit, but rather reviewed it on aroma and taste alone.



Diageo

Today, Haig Club is part of spirits group Diageo's vision to make whisky, and in particular single grain Scotch whisky, the most vibrant category in its offering. The plan seems to be working. At the global launch in Scotland, during an exclusive dinner hosted by Beckham and Fuller, curated by the prophetically named Michelin chef Tom Kitchin, David Beckham's Facebook post from the event prompted 200,000 likes in 45 minutes and 1.4 million likes within 12 hours. A successful British luxury export if ever there was one.

size of more than €10 billion, behind New York and Paris, according to management consultants Bain & Co. The biggest challenges British luxury brands face include the Chinese economic slowdown, currency fluctuations and the pressure to respond to the growth of e-commerce with imaginative online experiences that reach a wider demographic. While online sales currently stand at 6 per cent of global luxury brand turnover, by 2020 this is predicted to grow to 20 per cent, according to Exane BNP Paribas. In 2015, Middle Easterners overtook Chinese shoppers as the biggest international spenders in the UK, accounting for 32 per cent of spending, while Chinese represented 25 per cent and Americans 4 per cent, according to tax refund specialists Global Blue. Despite the Chinese slowdown, the market is still a key growth area for the luxury sector, says Walpole chief executive Michelle Emmerson. British fashion designer Alice Temperley will launch her collections in Hong Kong, Beijing, Shanghai and Chengdu next season. "An authentic British lifestyle

is perfect for the educated and exclusive Chinese fashionista who understands Alice Temperley's Somerset countryside upbringing merged with Notting Hill's bohemia," says Ms Temperley. Sixth generation British jewellers Boodles, originally established in Liverpool in 1798, have doubled the size of their Bond Street store and are upbeat while eyeing expansion in Dubai and New York. "Our British heritage and a sense of British fun and eccentricity filters through our company. We don't take ourselves too seriously," says director James Amos. "Our chairman Nicholas Wainwright is renowned for wearing pink socks and ties to match our brand colours. Our iconic Raindance ring is inspired by that most British of things, the rain. After a speech by British icon and Oscar winner Emma Thompson at our store opening night last month, the Boodles directors and staff did an impromptu conga behind the band London Essentials."

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COMMERCIAL FEATURE

THE CHANCE TO START YOUR OWN BUSINESS

*An opportunity for aspiring entrepreneurs to set up their own business with dedicated support and training from Amway*



With momentum around startups and entrepreneurship gathering pace in countries all over the world, this year's Global Entrepreneurship Week (GEW) is set to be one of the most successful ever. GEW, which runs until from November 16 to 22, is an international celebration of the entrepreneurial spirit that drives people to use their creativity and innovative thinking to start their own business. Amway, the leading global direct selling company that offers consumer products in health, beauty and wellness, provides people with the opportunity to run their own micro business and train aspiring entrepreneurs to grow their business. With more than 40,000 distributors in the UK alone, Amway operates in over 100 markets worldwide and last year reported sales of \$10.8 billion. Each year Amway releases a survey to demonstrate the attitudes towards self-employment, and the *Amway Global Entrepreneurship Report* (AGER) 2015 reveals that British entrepreneurs in particular are ready to embrace change and strive for startup success. According to the report, 84 per cent of British respondents have a positive attitude towards entrepreneurship, with those under the age of 50 more positive than those over 50. Entrepreneurial potential in Britain has also increased in the last year, with 41 per cent of those surveyed saying they can imagine themselves starting a business, compared with 38 per cent in 2014.

There are lots of reasons why people choose to become self-employed, but one deciding factor resonates deeply; they want the freedom and flexibility of working for themselves. Some choose entrepreneurship to escape the daily grind that comes with a career they no longer find rewarding. Starting and running their own business can bring the self-fulfilment they desire. Time is one of our most valuable resources and for many becoming an entrepreneur gives them a better opportunity to balance their life. This is especially important for those with family or other responsibilities. Running a business takes drive and commitment, but when you are your own boss, you can decide to forgo any work for that day. That is a level of flexibility that doesn't come with a job. Starting your own business can also offer people the chance to earn a second income, or to resume a working life after having a family or being unemployed. However, there are some key qualities that all successful entrepreneurs need to have, some of which have been identified by the Amway Entrepreneurial Spirit Index (AESI). A new addition to the annual AGER, the AESI is based on three dimensions: desirability of starting a business; feasibility, whether respondents feel prepared to set up on their own; and stability against social pressures that might dissuade someone from becoming an entrepreneur.

“With more business opportunities than ever before, more training and support available, and a greater desire among individuals to become their own boss, there has never been a better time to start a business”



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Britain's AESI score is 48, which compares favourably with both the global score of 51 and the average European score of 45. The research also revealed that 44 per cent of British people have the desire to become an entrepreneur, while 55 per cent are convinced they possess the capabilities to launch a business. Furthermore, 45 per cent are adamant that they would not be deterred from their aspiration of starting their own business if family or friends were to stand in their way. Another positive finding was that Britain is an entrepreneurship-friendly nation. The survey revealed that three quarters of Britons consider their country to be entrepreneurship-friendly, up from 7 per cent last year. The overriding message from the survey by Amway is that, with more business opportunities than ever before, more training and support available, and a greater desire among individuals to become their own boss, there has never been a better time to start a business. Former *Dragons' Den* entrepreneur and interior designer Kelly Hoppen, who worked with Amway on their annual enterprise initiative, Britain's Top Real Role Model, knows what it takes to run a business. She says: "I think you have to be incredibly honest, have great communication skills, listen, be totally authentic, passionate about what you do and work hard. If you can achieve all of those, you're a good entrepreneur."

If you are interested in hearing more about a business opportunity with Amway, telephone 01908 629400 or go online at [www.amway.co.uk](http://www.amway.co.uk)





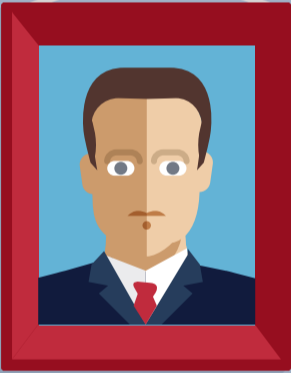
# changed the world...

raconteur's most influential British men and women, each with an extraordinary power to shape minds and lives around the globe



**RICHARD SCUDAMORE**  
PREMIER LEAGUE CEO

English football is the world's favourite. Richard Scudamore has made sure of that. His tenure as boss of the Premier League has lifted it clear of Italy's Serie A or Spain's La Liga. Scudamore master-minded prime-time deals in China, India and South-East Asia. His one missed goal is to arrange an additional league match overseas.



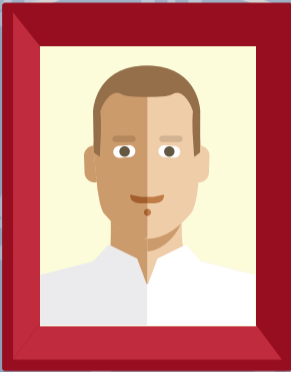
**DAVID CAMERON**  
POLITICIAN

In politics the prime minister has no real rivals. The mayor of London is visible, yet lacks national power. The chancellor holds the purse strings, but can be sacked. With a recent election win under his belt, David Cameron seems untouchable in British politics. He is the ultimate decision-maker on UK policy at home and abroad.



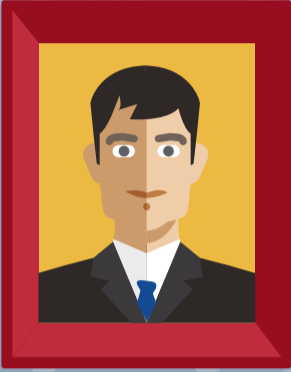
**PETER HIGGS**  
PHYSICIST

Stephen Hawking was wrong. He bet Peter Higgs that his hypothesis of a "god particle" giving mass to atoms was wrong. In 2012 the Large Hadron Collider at Cern in Switzerland reported the discovery of the Higgs boson. The man himself celebrated with a bottle of London Pride beer. His Nobel Prize was a just reward for a profound contribution to our understanding of the universe.



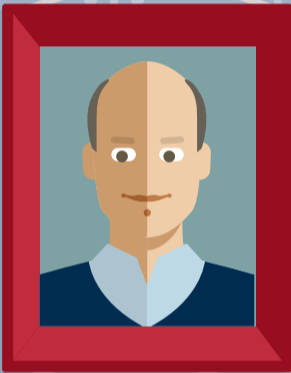
**SIR ANDREW WITTY**  
PHARMA BOSS

Britain's pharmaceutical sector is a huge success story, with star names such as AstraZeneca, Shire and GlaxoSmithKline. Andrew Witty has run GSK since 2008. He's overseen a long period of growth and now GSK is the UK's fourth largest company. He is known for his work in making drugs more affordable in developing nations and promoting collaboration with rivals.



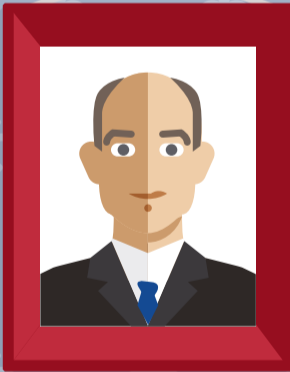
**STEVEN COWLEY**  
NUCLEAR PHYSICIST

He may not be a celebrity, but he holds two big roles. Steven Cowley is chief executive of the UK Atomic Energy Authority and head of the Culham Centre for Fusion Energy, working on the European project to create a workable fusion reactor. If achieved, fusion could offer near limitless low-cost power.



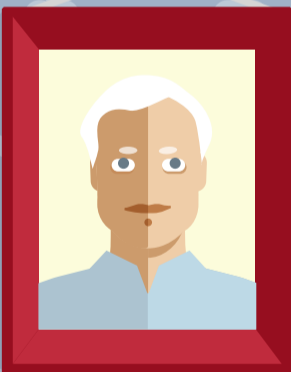
**ALAIN DE BOTTON**  
PHILOSOPHER

Shelley remarked "poets are the unacknowledged legislators of the world". Philosophers today have a better claim. Alain de Botton's belief that reflection and debate can bring solace to our chaotic lives is gaining more and more supporters. Philosophy must teach us to live, he says. Try *Essays in Love*, written when he was just 23.



**SIMON SEGARS**  
CHIP MAKER

All smartwatches, smartphones, laptops, desktops and servers use chips developed by Cambridge-based ARM Holdings. The company doesn't make the chips, but designs them and licenses the intellectual property. Boss Simon Segars has done a remarkable job cementing ARM's position as Apple's chip partner of choice and expanding his client portfolio to include pretty much every handset maker in the world.



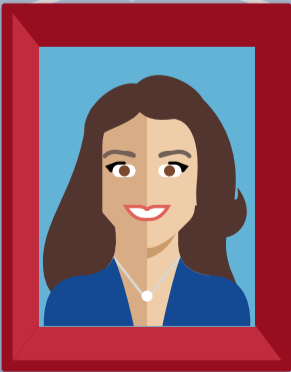
**SIR DAVID ATTENBOROUGH**  
NATURALIST

President Obama talks about being brought up on Attenborough documentaries. The Chinese love his stuff so much the national broadcaster co-funds his work. Sir David Attenborough has been the foremost champion and chronicler of the natural world for more than six decades.



**SIR PAUL MCCARTNEY**  
MUSICIAN

Just a few innovations by The Beatles – the music video, use of feedback loops, concept albums, stadium rock, over-dubbing and experimentation in pop. *Rolling Stone* magazine rates the Fab Four as the greatest rock'n'roll artists of all time. Sir Paul McCartney is undiminished. It's only when you see the reception he gets in Tel Aviv or Verona or Brazil's Belo Horizonte that you can appreciate what he means to people the world over.



**CATHERINE DUCHESS OF CAMBRIDGE**

Hollywood A-listers get a downgrade when Kate is in town. The Duchess of Cambridge is the future Queen of 16 nations and the current star of British public life. The "Kate Middleton effect" sees a rush for anything she wears. Prince William's wife is one of the faces of Britain and will remain so even when their daughter Princess Charlotte enters the public gaze.

# British pictures move world audiences

*Defining what makes a film British is tricky, but from Bond to The King's Speech to The Inbetweeners, ours is an industry that still punches above its weight worldwide*

## ◆ FILM

● NEV PIERCE

When Colin Welland won the Best Original Screenplay Oscar for *Chariots of Fire* in 1982, he famously quoted Paul Revere in his acceptance speech: "The British are coming!" It could be said, though, that we often don't know whether we're coming or going, with a business that fluctuates between wild optimism and pessimism as gloomy as our weather.

What makes a film British is endlessly debated and analysed. Is it the talent in front of the camera and behind or simply where the money comes from? The one thing that is indisputable is proportionately the nation provides more creative brilliance and technical expertise worldwide than would be expected given the size of the country.

This is also the case in terms of audience. While the Far East is becoming an increasingly important market for American film, there is no doubt that Britain remains crucial for international box-office success.

"The UK market is extremely important to Hollywood, with a shared language and an enduring, dominant position in terms of cinema-going driven by blockbusters and franchises," says Angus Finney, industry guru and author of *The International Film Business: A Market Guide Beyond Hollywood*. "While China is on the rise, quotas and political restrictions make the UK still the next key market from a Hollywood greenlighting and revenue perspective."

In 2014, this was evident in the success of *The Hobbit: The Battle of Five Armies*, which grossed a dollar for each of the 64 million people in the UK, and titles such as *Dawn of The Planet of The Apes* and *Marvel's Guardians of The Galaxy*, the latter which qualified as a UK co-production due to being filmed in England.

Few would say that makes it a British film in a cultural sense, but it relied significantly on British technical expertise and a UK crew. It is here that our industry thrives with Hollywood productions attracted to our shores not just by tax breaks, but by the quality of people available to work behind the scenes.

"Hollywood is somewhat country-blind – it will make films wherever it makes sense," says Dr Finney. "Given the strength and depth of our film crews, both technically and creatively, and our longstanding ability to handle large productions, it's not surprising the UK is very busy right now and in demand."

The other British productions or



Alamy

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co-productions in the top 20 last year included *Paddington*, *The Inbetweeners 2*, *The Imitation Game* and *Maleficent*. Again, you could question how British the Angelina Jolie *Maleficent* fantasy adventure actually is, but from the perspective of UK crew and investment here, it certainly qualifies.

The frustration for people who want to make culturally British films is that the money largely flows back to the source, often the United States. This may be an old-fashioned view in terms of what constitutes a successful business, though, after all the production money is at least being spent here.

"Bond and Potter are both intrinsically British, as was *Paddington Bear*, but nobody complained that *Paddington* was a French-backed movie [co-produced by Studio Canal]," says Dr Finney. "Film is now a global, competitive market, and the UK is fighting hard to hold on to both its business activity and creative smarts, with a high degree of success to date."

The nation's success in terms of film craft, with the technicians who make the films and our actors who are envied worldwide, doesn't necessarily trans-



STUDIOCANAL

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late to success with those who create or orchestrate the stories, though.

"On-screen talent has consistently performed well, both regarding critical acclaim and awards – *The King's Speech* et al – and there are a good dozen on-screen UK players who make an impact on the numbers and ability to launch a film," says Dr Finney. "Behind the screen is more complex. Many directors fail to get past their first film."

Indeed, figures from the British Film Institute (BFI) reveals that, from 2002 to 2012, 80 per cent of writers and directors only achieved a single credit. Received wisdom within the UK industry is that it is often harder to make your second film than your first, especially if you haven't

## SPECTRE OF BOND'S BRITISH BONANZA



Corbis

There are few things more British than James Bond. The iconic spy is the star of the longest-running film franchise ever and also one of its most successful, eclipsed in box-office performance only by *Star Wars* and *Harry Potter*.

Surprising a sceptical press, Daniel Craig proved himself a perfect Bond in 2006's *Casino Royale* and then, when *Quantum of Solace* was critically unloved, bounced back with the first billion-dollar

Bond in *Skyfall*.

The performance of that picture was undoubtedly helped by patriotic fervour surrounding the 2012 Olympics and the Queen's Diamond Jubilee. *Skyfall* became the first – so far the only – film to top £100 million at the UK box office alone, with audiences primed by Craig's appearance beside the Queen in a short film for the Olympic opening ceremony.

Ian Fleming's creation is perhaps the most recognis-

able fictional export from this country, which is perhaps ironic given that, even at the time he was created in the 1958 novel *Dr No*, Britain's status as a world power was on the wane, at least in comparison to the peak of the British Empire.

And Bond's appeal is not subsiding. While reviews haven't been quite as ecstatic as they were for its immediate predecessor, the opening numbers for the new film are spectacular.

*Spectre*, the 24th film in the franchise and the second to be directed by Sam Mendes, has broken box-office records the world over in Norway, Finland, the Netherlands and, of course, Britain, where it blitzed the opening weekend record previously held by *Harry Potter and The Prisoner of Azkaban*, £40 million to £23 million. Audiences still want to be shaken – and stirred.



Alamy

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1. Daniel Craig as James Bond in *Spectre*, 2015 - 2. Hugh Bonneville in the 2014 comedy *Paddington* - 3. Benedict Cumberbatch as Alan Turing in *The Imitation Game*, 2014

made a runaway box-office hit.

It is here that organisations such as Creative England are crucial. Working with the BFI, it is a not-for-profit organisation dedicated to aiding UK film-makers, introduced after the government's decision to close the UK Film Council.

The BFI and Creative England, alongside Northern Irish Screen, Creative Scotland, Ffilm Cymru Wales and Film London, work to help film-makers make movies that are culturally British and to build sustainable careers.

"They are absolutely vital to this country's ability to prime the creative pump and support emerging talent. Without development funding, training, company support and production funding, often assisted in the case of the BFI with marketing and release support, our industry would gradually become a 'service-only' sector. Nobody wants that," says Dr Finney.

Then there are those who appear to work outside the system, someone like producer-director Matthew Vaughn,

who secured private finance for his Colin Firth-starring spy action film *Kingsman: The Secret Service*. It was that rarest of beasts, a British genre movie that travelled internationally, grossing more than \$400 million worldwide.

It shows that success can come from anywhere – it is, inherently, an entrepreneurial, risk-taking business. The number of films released at UK cinemas each week has doubled in the last 20 years. You can make your film, but it's more of a challenge than ever to get the audience's attention.

Meanwhile, as film-making becomes cheaper and the internet provides a platform for everyone, it is easier and easier to make a film, British or otherwise. "So we have the happy curse that everyone can have a go," says Dr Finney, "But only a precious few will truly find their audience."



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COMMERCIAL FEATURE

# FEELING THE QUALITY

*The English company, with a claim to inventing the T-shirt, is expanding to export their quality clothing around the world*



Don't be fooled by the marketing mantra of heritage. Yes, Sunspel may have been established back in 1860, but the company's managing director puts that to one side.

"It's all well and good being one of the UK's oldest clothing makers," says Nicholas Brooke, "but you have to be relevant. You have to take what you've always done and apply that in a modern context. People aren't going to buy your products just because you've been making them for a long time."

Of course, when it comes to Sunspel's speciality – working with fine jersey cottons to make some of the best T-shirts and boxer shorts around; latterly shirts and polo shirts too – a best-in-class make does count.

The company's premium T-shirts, for example, are made in England, but begin their life with the finest, long staple cotton picked in Egypt and turned into a hardy two-ply yarn by a specialist spinning mill in India. It is then delivered to Leicester where it's knitted, to Nottingham where it's dyed, and then hand cut and sewn

in Sunspel's nearby factory.

The resulting garment is soft and lightweight – perhaps half the weight of more standard T-shirts – but retains its lustre, cool handle and shape. Hems are double-bound. If a T-shirt is striped, the stripe matches body to sleeve. Not that these quality touches are an easy sell.

"We're wearing basics more and more as we dress less formally. They're becoming a more important part of our wardrobe. But what's hard is explaining the difference between a really good basic and, well, a really basic basic," explains Mr Brooke. "Partly it's because we've got used to wearing semi-disposable basics even though that's a false economy. And partly it's because we assume that a basic must be basic to make when actually it's extremely complicated to do it well."

"The proof is in the wearing. And in the last five to ten years men especially have really begun to appreciate that their underwear should be no less a matter of quality and style than their outerwear."



This is one reason why Sunspel, still an independent company, continues to make its T-shirts in England. It's here that years of precious know-how in working with very lightweight, luxury cottons have been passed down from generation to generation.

Indeed, Sunspel can make a good claim to having invented the T-shirt here, giving the world one of its most popular and archetypal garments. It also introduced boxer shorts to the UK, saving our menfolk from greying Y-fronts.

"Certainly it's tough to make in the UK now," concedes Mr Brooke, "especially if you want to make anything in any volume. That means mechanising the process and you can't do that with clothing of this quality. It also means that the companies still making here, like Sunspel, tend to be niche, quality makers. You become an expert in what you

do. While the 'made in England' reputation is something many feel attached to, it's not why people buy our T-shirts. It's because of their performance, fit, feel and quality."

That most British of big-screen icons James Bond may have worn Sunspel in *Casino Royale*, which further helped the company tap a recent regard internationally for high-end British goods and design.

But the reason why more than 50 per cent of Sunspel's online sales are now outside the UK, why the company is now pushing an expansion drive that will see shops open in markets around the world, Japan, Germany and Australia included, and why production at the Sunspel factory has doubled over the last few years is much more simple – there are few other brands that can match it, product for product, in terms of quality.

“  
It's here that years of precious know-how in working with very lightweight, luxury cottons have been passed down from generation to generation  
”

# Serving up quality cuisine to the world

Once the laughing stock for its “meat and two veg” dinners, Britain now serves up Michelin-starred cuisine

◆ CUISINE

● DAN MATTHEWS

In the post-war period to the turn of the century Britain exported a lot of quality stuff. From The Beatles to Brit Pop, Rover to Rolls-Royce, education, sport, film and fashion. If it was made in Britain you could shift it almost anywhere.

British heritage was a major draw, as was the country’s perceived commitment to quality, yet throughout this period there was a glaring omission in the range of things foreigners wanted to buy from us. You guessed it – food.

A perfect storm of war debt and an obsession with convenience created an unholy culinary mess across the country, perpetuated by the rise of supermarket shopping, in which the people of Britain choked and gnawed for 50 difficult years.

Domestic kitchens shrunk to provide space for TV-watching in the lounge, people resorted to decorating their creations to increase dinner party appeal and, latterly, the popularity of micro-waves reached epidemic proportions. It was an unhappy time for epicureans.

Lord Karan Bilimoria, founder of Cobra Beer, arrived in the UK in the 1980s when food quality had bottomed out. “I went to a British boarding school in India and I had the misfortune of eating British food on a daily basis – it was far worse than the other food that was available.

“Whenever I could, I would escape to the town and fill up on Indian food, which would have to last me the rest of the week.”

As late as 2005, Britain was still receiving pot-shots about its nosh, notably from then French President Jacques Chirac who, while leading the country’s bid to host the 2012 Olympic Games, said: “After Finland, [Britain] is the country with the worst food.”

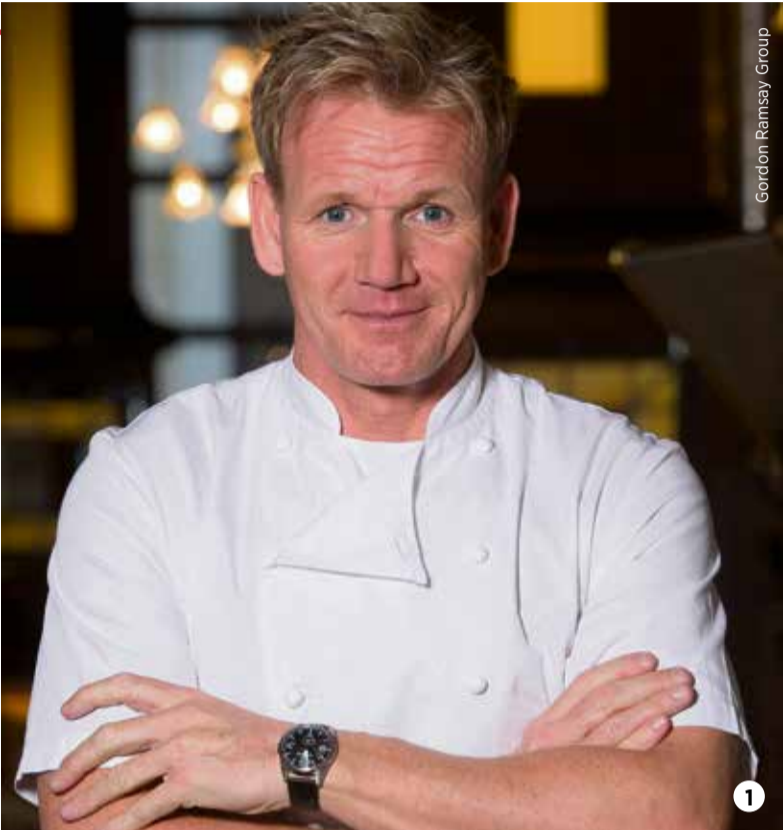
It would have been a low blow in 1980, but in 2005 it was downright inaccurate. Britain had stopped the rot some time before. Today, it has a host of Michelin-starred restaurants – 17 new ones in the class of 2016 alone – and its food brands, from basic to gourmet, are famous around the world.

“Britain is now one of the best places to do business in the world,” says Lord Bilimoria. “Anyone can succeed regardless of race, religion or background. Britain’s economy and growth rate are the envy of Europe.

“As a result of that, London is now a global food capital and the finest cuisine of all kinds is available – original English food is outstanding, not to mention foods from around the world available here.”

The impetus for the country’s food boom is on two fronts – people arriving in the country to show us how it’s done and our most media-friendly chefs, spear-headed by Gordon Ramsey and Jamie Oliver, doing a great job of selling “Brand Britain” overseas.

Six-year-old restaurant chain MEAT-Liquor, which has seven outlets in London, Leeds and Brighton, and a new venue in Singapore with two more



Gordon Ramsay Group

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Gordon Ramsay Group

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Alamy

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1. Gordon Ramsay holds the most Michelin stars of any chef in the UK with five - 2. A dish from the menu of Michelin-starred Pétus in Knightsbridge by the Gordon Ramsay Group - 3. Marks and Spencer's first food store in Paris opened on Boulevard St Michel in summer 2014

planned in Asia, is a British restaurant brand with global ambition.

Co-founder Yianni Papoutsis says Britain is benefiting from societal and cultural changes. “The opening of trade barriers has made once hard-to-find ingredients ubiquitous, and the easier movement of people has brought new skills and techniques to these shores. The globalisation of information in the form of the internet cannot be overstated either,” he says.

Mr Papoutsis and co-founder Scott Collins say they have tapped into existing demand in Asia and the Middle East for British-made goods of all descriptions. It’s a fact borne out by the experience of Mash Direct, which

sells prepared vegetable side dishes and has experienced significant demand from Arab states.

“The turning point for the international side of our business came in 2012, at a Paris food exhibition, when we were approached by a distributor from Dubai,” says Martin Hamilton, managing director of the business, which has sales of £14 million a year, 16 per cent of which go abroad.

“We were thrilled, but quite perplexed, when after sampling

“London is now a global food capital and the finest cuisine of all kinds is available – original English food is outstanding

our products, he told us that mashed potato was something that would sell well in the Middle East. Up until that point it was a market that never would have even crossed our minds.”

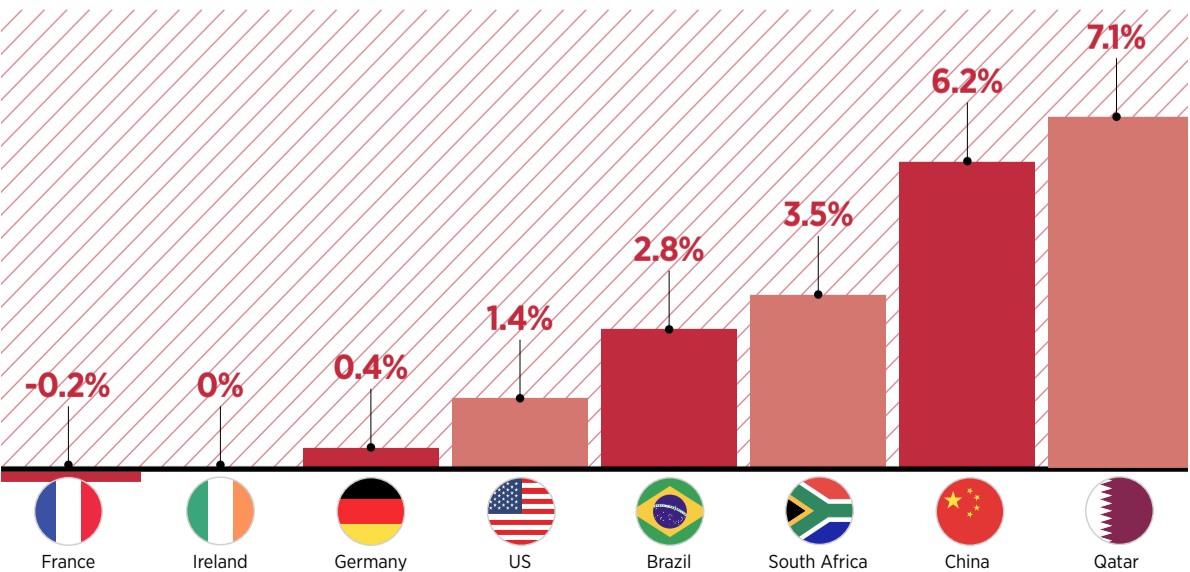
The team translated packaging into Arabic and soon Mash products were being stocked in Spinney’s, the United Arab Emirates’ equivalent of Waitrose.

“The success of our products in the UAE came as a surprise to us. Our core customers are British expats who want a taste of home, but our Chilli Baby Bakes – baby potatoes coated in a fiery chilli marinade – have grown increasingly popular with Dubai locals, due to the potatoes’ spicy coating,” says Mr Hamilton.

Uri Baruchin, strategy director at design consultancy The Partners, worked on the government’s “Made in Britain” campaign, helping manufacturers identify themselves as British and benefit from the glow. He found some markets respond better to the Union Jack than others.

“Europeans have a much stronger sense of pride in their own cuisine traditions,” he says. “They are much more reluctant to give up on cultural stereotyping – in the same way the British won’t let go of their

PREMIUM PEOPLE ARE WILLING TO PAY FOR FOOD PRODUCTS MADE IN BRITAIN COMPARED WITH UNLABELLED FOOD PRODUCTS



Source: CEBR/Barclays 2014

CASE STUDY: MEATLIQUOR



Launched as MEATWagon in 2009 and inspired by the street food phenomenon that made its way to UK cities from Asia, MEATLiquor is a restaurant concept based on no-nonsense dining in large venues adorned with graffiti.

Having experienced quick success across England, the founders have branched out overseas beginning, unusually perhaps, with a new location in Singapore.

The restaurants' menu, described as "rough and ready", has proved popular throughout the UK and the business is expanding rapidly. Venue seven opened in Islington in October and number eight launched in Bristol in November.

Favourite dishes include the Dead Hippie Burger, Dirty Chicken Burger and Bingo Wings covered in

house-made buffalo hot pepper sauce. There is also a vegetarian option. The business flips nearly 1,500 burgers each week.

In June, the company launched what it describes as an "international outpost" in Singapore, a 100-seater site in the Duxton Hill area. It is a joint-venture with Jacques Dejardin's The Blind Group, which operates restaurants and bars in Singapore, including Oxwell & Co and Operation Dagger.

Co-founders Scott Collins and Yianni Papoutsis explain their reasons for picking Singapore over other destinations: "The airport code of SIN alone suggested this might be the place for us. Three days of eating and drinking later, our suspicions were confirmed."

Despite the group's

unusual approach to market research or perhaps because of it, the venue has been a success, so much so there are now solid plans for at least two more eateries in Asia in the near future. The team are looking for other sites in Singapore, Thailand, Indonesia, Malaysia and Hong Kong.

"Internationally, there would appear to be a form of prestige associated with quality British brands. Currently, we're seeing strong interest from the Middle East and Far East," says Mr Papoutsis. "I'd like to think we'll see more small brands evolving and getting the backing and support to fully explore their potential. I also think we'll see a few huge, British-based international 'juggernauts' emerge over the next few years."

views on the French.

"Americans, on the other hand, have a fascination with Britishness and a strong emotional response to British accents. We have the BBC to thank for that. In Japan, Britishness is almost fetishised. It is [designer] Paul Smith's biggest market for this reason."

But it's not as if the French automatically bat back anything edible we try to sell them. Government figures show cheese exports climbed 7 per cent in 2014, but zoom in on France and the figure rises to 20 per cent. It looks like Brits should revisit our clichéd view of French stubbornness.

And it's not just the "Great Britain" label that does well abroad. In markets where the GB badge is considered unremarkable, such as Europe, brands playing up their locality within the UK can still gain traction.

The Chocolate Café, headquartered in Ramsbottom, Lancashire, sells a range of tempting artisanal chocolate bars. It recently switched from supplying high street brands wholesale to targeting consumers direct through its website. The orders are lower, but the

margin is higher and the brand has more scope to grow.

In its first year selling online, it expects to shift 5,000 units. Beyond UK borders it is experiencing demand from America, Canada and Australia, but its biggest international market is France.

"The products that export well are the ones that are the most regional," says

Paul Morris, managing director of the brand, which mixes fine Colombian *fino de aroma* cocoa with premium British ingredients. "Our Manchester tart bar is very popular, for example. We are now developing a range of chocolate bars to capitalise on this which will launch

in early-2016."

To this day, being made in Britain gives products an edge on the global stage. But British food, for so long mocked by people who did it better everywhere else, is gaining popularity due to the principles of quality that underpin the Made in Britain label, not the label itself.



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COMMERCIAL FEATURE



# ROSIE'S 'LEFTOVER' BRAINWAVE

*A family farm in Somerset, with a famous name, likes to do things the right way*



Jerry Naish  
Marketing



Best idea of the year? I think Rosie wins that prize. We were thinking about what to do with some leftovers. At Yeo Valley we occasionally have a few extra boxes of fruit when a trial has not gone to plan or our packaging has not perfectly matched the fruit we have bought.

Then Rosie, who works in procurement, said: "We could make a yogurt with it and call it Left-Yeovers." Well, it started as an idea for our April fool on Facebook, but we loved it. So hey presto, a few months later we had Left-Yeovers Strawberry and Fig on the shelf.

We added a 10p donation for every pot sold to FareShare, which is the charity that makes sure left-over food at supermarkets is donated to homeless hostels and other good causes.

Rosie's brainwave means we no longer have surplus fruit and we can highlight the issue of food waste. By being creative, leftovers can take on a whole new lease of life. And customers love the idea too.

This is how we work at Yeo Valley. If you've got a good idea, then shout it out and we'll talk about it. There's no corporate hierarchy. We are still just a family-run farm in the village of Blagdon in Somerset.

It also shows how much we care about doing things in the best way we can. Everything at Yeo Valley is about promoting a sustainable, caring and environmentally friendly way of life. A lot of brands

say that, but we have 40 years of proving it is possible to do business differently.

We only buy organic fruit. We support small British growers. If you can supply more than one tonne of fruit a year, we'd jump at the chance to buy from you. We met a farmer called Anthony Snell who farms blackcurrants on 450 acres in Herefordshire.

“Everything at Yeo Valley is about promoting a sustainable, caring and environmentally friendly way of life”

Anthony is a pioneer in fostering birdlife in harmony with the farm. An RSPB survey recorded 49 species on his land, including three types of raptor, tawny owl, little grebe and great spotted woodpecker. His approach to the land is inspiring, which is why he's our main man for blackcurrants.

Our milk comes from the Organic Milk Suppliers Co-operative. Our own British Friesian cows contribute to the scheme. The herds are fed on pesticide-free and GM-free diets. The farmers get a good price. It's the best way to produce milk and why we charge a few pence more for our dairy products.

We are always looking for new ways to improve the way we run Yeo Valley. Our head office is heated by miscanthus, known as elephant grass. It's a totally sustainable and zero-carbon fuel, and we grow it on our farm. It's surprisingly economical too, which is why it's becoming the main source of biofuel in Europe. We've got solar PV panels on our cow shed. The cows inside are kept in small herds so that the herdsmen or women know them personally. This way, if a cow seems out of sorts, we'll know. That's why we are proud to support other British family farms who farm in this way.

People sometimes say we're a really modern company, with our organic approach. The thing is we think we're the most old fashioned. This is how farming always was – how the Mead family and other farmers in Somerset always did it. People, animals and taste come ahead of "Q3 margin maximisation".

We like being the sort of company where Rosie in procurement can dream up our new product line and where raptors thrive in our blackcurrant bushes. We wouldn't do it any other way. And we think that when consumers know what's behind our brand, they'll back us too.

To find our more visit  
YeoValley.co.uk



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