Future British Independent Retailers Appear On Piccadilly

Thursday 21 November, 2013

A snapshot of the UK's future independent retailers is set to appear on one of London's poshest shopping streets tomorrow/Thursday.

PopUp Britain, the retail arm of national enterprise campaign StartUp Britain has dedicated its flagship store on Piccadilly to up-and-coming British fashion and design brands in the run-up to Christmas.

Start-up brands include charming tea cups made in Stoke, British-made holdalls and handbags, cult T-shirts made by a British fashion collective and clothing designed for city slickers.

StartUp Britain co-founder Emma Jones said: "Our Piccadilly pop-up shop is giving new home-grown brands the kind of opportunity they've dreamed of. From here they can showcase and trade on an equal level with big international brands in one of the most desirable shopping destinations in the capital."

The initiative, which is aimed at helping to support the high street entrepreneurs of the future, offers ten retail start-ups a week - including exciting new fashion brands - a week-long opportunity to sell their products on one of the world's most recognisable thoroughfares. Between now and Christmas, 50 brands will feature in the shop on a rolling programme.

The £100 million St James's Gateway redevelopment is the first scheme to be delivered as part of The Crown Estate's £500 million investment programme for the area, designed to redefine St James's as a destination for quality shopping.

The scheme is supported by financial management software firm Intuit, Vistaprint, John Lewis, BT Business, solicitors Dentons and iris.

-Ends-

Week 3 Brands:

1. Eleanor Stuart
http://www.eleanorstuart.com/
Quirky illustrated ceramics and prints. Eleanor Stuart is a London based designer and illustrator creating work that is bold, fun and wherever possible, witty and charming.

Eleanor designs original pieces using a variety of media, from pens, ink, pencil and digital processes. What she loves is creating work that makes people stop and smile by being bold, creative and fun. Eleanor strongly believes in supporting British industry and for that reason she has spent time carefully selecting UK suppliers to help craft her products from across the land. From prints made by master printers in Norfolk and greetings cards produced in Kent.

2.Sara Smith
http://www.sarasmith.co.uk/
English bone china cups and saucers made in Stoke-on-Trent and designed
by Sara Smith Sara said: "I searched high street stores and rummaged through countless vintage shops looking for the perfect cup and saucer before deciding to design my own. Inspired by vintage, I was looking for richer colours and more generous proportions. Where else would I turn than to Stoke-on-Trent, birthplace of the most beautiful ceramics in the world."

Each piece is manufactured by hand and finished in 18 carat gold.

3.Holdall & Co Holdall & Co is a British-based design and manufacturing business making gorgeous
luxury leather accessories. All products are made using traditional techniques from the highest quality full grain leather; our craftsmen are some of the last remaining luggage and case makers left in Britain.

It launched in January with its signature 1930s inspired Folio bag which has a timeless and minimalist design for everyday use; whether in the office, to hand when traveling on for drinks at the bar. We believe strongly in British manufacturing and in supporting traditional skills that the UK has been renowned for. Products include 12" and 14" Folio bags; the new Billfold wallet for slim pockets; the Cardfold case for essential everyday carry; and leather and felt Slipcase available in two sizes to fit iPads and slim laptops,

Related Sectors:

Business & Finance ::

Related Keywords:

Business :: Pop Up :: Startups :: UK ::

Scan Me:

and in custom made-to-order sizes.
http://www.holdallandco.com/

4. Gown & Oars
Gown &Oars; is a unique new British wristwatch brand that combines British design and craftsmanship with
Swiss accuracy. http://www.gownandoars.com/ Gown & Oars is the brainchild of Karim Faisali, a serial entrepreneur and James Jugg, an award winning creative. The Cambridge based duo work on the ethos that
quality doesn't have to mean a high price point. Gown & Oars timepieces are designed in Cambridge down to the finest detail and are powered by dependable Swiss Ronda Quartz movements housed within in a stainless steel bezel and protected by crystal sapphire glass.

5. Astid & Miyu
This is a new brand of wearable quality design jewellery, founded by two fashion-loving investment bankers who had no problem finding clothes, bags and shoes - but found finding perfect jewellery to match a nightmare. So they created A&M in 2011. The company's main principles are a belief that accessories should not overshadow the woman wearing them; and in timeless, classical, effortless style with a subtle twist. http://www.astridandmiyu.com/

Each design is produced in limited numbers.

6. The Style Standard
http://www.thestylestandard.co.uk/
Fashion start-up The Style Standard was launched in 2011 by London College of Fashion graduate Katie Froggatt. It is an online boutique dedicated to capsule wardrobe essentials for women.

The range concentrates on timeless classics that are designed to create hard-working wardrobes that reflect 'cost per wear'. From white tees and little black dresses to basic tailoring including trench coats, blazers and cashmere,
The Style Standard believes everyone needs their own wardrobe heroes - pieces that will prove reliable and adaptable, whatever the trend, whatever the season and whatever the occasion.

Rosa & Clara Designs
Inspired by an eclectic mix of British flea markets, architecture and mid-century design, Rosa & Clara Designs have created a range of quirky, British-made homewares and paper goods. Based in South London the company was launched by Jessica Hayman after her daughters (Rosa and Clara, that is) inspired her to leave behind her life as a lawyer and pursue her dream of immersing herself in a world of pattern and design.

Each of Jessica's designs begins life as one of her hand drawn illustrations and is ultimately digitally printed or screen printed on to fabric or FSC certified paper and card. Many of the products, such as the lampshades, lavender birds and lavender butterflies, are carefully handmade by Jessica. As a firm believer in supporting British industry, Jessica uses only British suppliers and printers. Even the lavender she uses hails from Yorkshire! http://www.rosaandclaradesigns.co.uk/

Siskin London
http://www.siskinlondon.com/
Siskin London is a luxury fashion and accessories brand that specialises in scarves. It caters for women who appreciate bold pattern and colour printed onto exquisite fabrics. The first collection is made from 100% silk crepe de chine. The scarves are designed and made in England. They combine elegant simplicity with fine hand finished detail to create timeless statement pieces. Each scarf arrives beautifully wrapped in tissue inside a matt black gift box. Scarves have become a universal outfit staple, particularly as the British weather has made layering the only way to dress.

Bundy And Webster
http://www.bundyandwebster.com/
This young T-shirt brand by Hannah Calder-Bundy and Suki Webster collaborates with up-and-coming designers to create T-shirt and sweat shirt collections that stand out from flimsy high-street offerings. Worn by superstars. Seriously.

Esin Akan Handbags
http://www.esinakan.com/
Esin Akan Handbags are smartly designed luxury leather handbags for working professionals. The modular designs help them to transition in different environments in an elegant and stylish way: from the

office to the gym, a meeting to a cocktail party, even to a weekend abroad.

The brand is designed by Esin Akan. She has worked in fashion in Paris, Milan, London and Istanbul. She gained a wealth of fashion knowledge from ten years hands on experience working for companies such as Jaeger, Duchamp, Burberry and Anya Hindmarch, - where she specialized in luxury leather handbags. Designed for women who want to do it all - and probably will.

Press contact:
Lizzie Slee
E: liz@startupbritain.co
T: 07540 060112

Company Contact:

_

Rocket Pop PR

E. rocketpoppr@outlook.com

Additional Contact(s):
Jean Matthews
Samantha Jones

Beehive Mill
Jersey Street
Manchester
M4 6AY

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.rocket-pop-pr.pressat.co.uk