



150
BRITISH
SUCCESS
STORIES

GREAT BRITISH BRANDS

MEDIA INFORMATION 2018

‘A title devoted to supporting British luxury and celebrating all the extraordinary craft, design, technology, engineering and manufacturing skills that are found on our islands.’

Julia Carrick OBE
Publisher of Country & Town House’s
Great British Brands

COUNTRY & TOWN
HOUSE



INTRODUCTION

GREAT BRITISH BRANDS was first launched in December 2015 and has now, in its third edition, become recognised as an annual bible dedicated to supporting British luxury and celebrating all the exceptional craft, design, technology, engineering and manufacturing skills found in the UK today.

The 2018 edition promises to become even more of a must-read. Edited by Lucia Van der Post, it will feature contributions from many of the most renowned names in UK luxury, culture and journalism, including Tristram Hunt, Alexandra Shulman, Dylan Jones, Simon de Burton, Olivia Falcon, Amy Bradford, Jonathan Prynn and David Sexton.

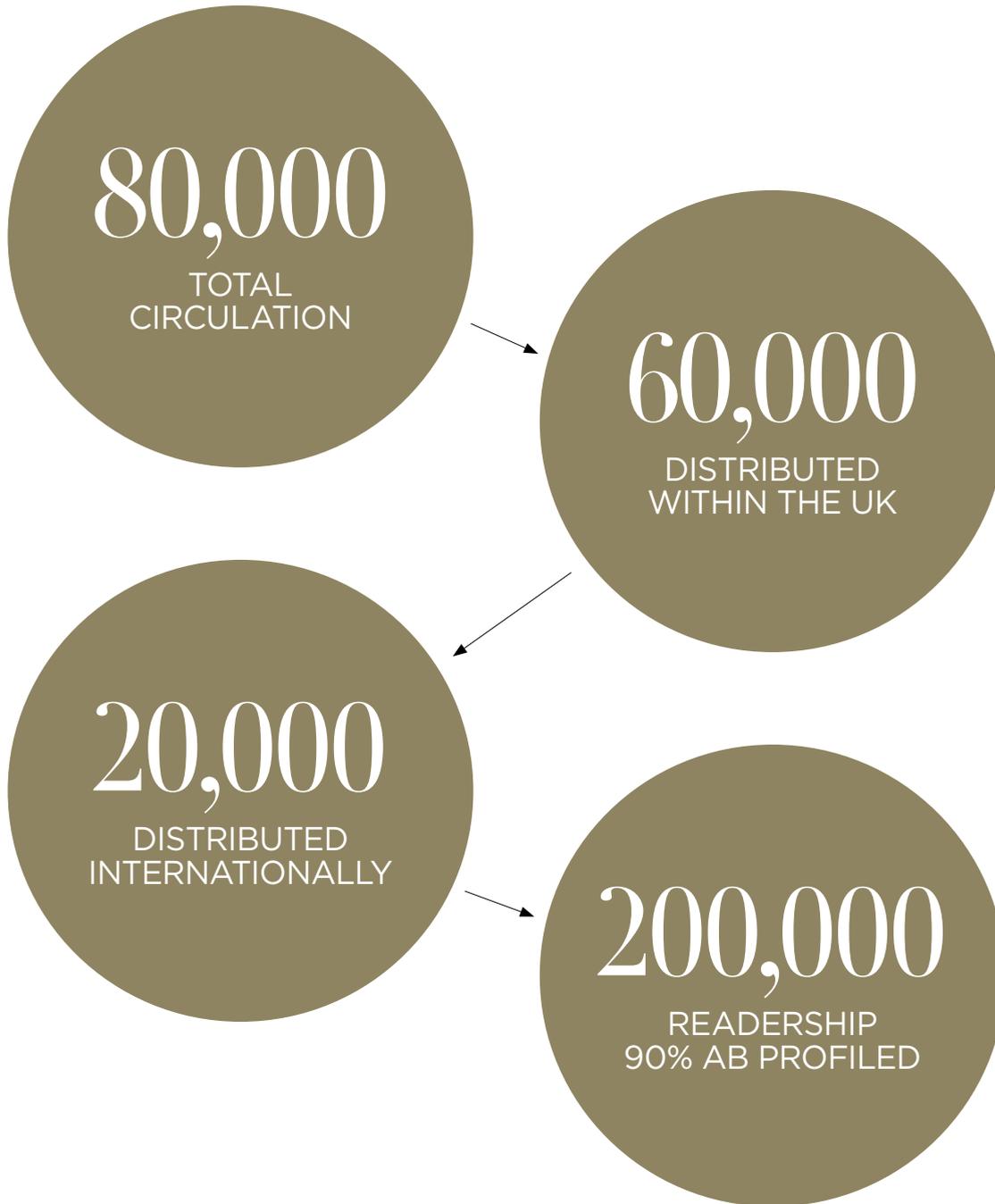
This 400+ page annual book is a completely unique, invitation-only showcase of the very finest companies and products that the UK has to offer, from Accessories, Art & Culture, Beauty & Wellbeing, Design & Interiors, Fashion, Engineering & Technology and Food & Drink to Jewellery & Watches, Property, Wealth Management, the Sporting Season, Tailoring and Travel.

GREAT BRITISH BRANDS will feature editorial essays written by our expert contributors at the front of the publication, followed by the double-page spread brand showcases divided by category.

NEW FOR 2018

WEALTH MANAGEMENT SERVICES SECTION

This year we are inviting top tier companies, who share our aims to promote British brands, have a credible British presence and who can offer services of interest to our readers across a range of professions. This new section will feature leading companies from the accountancy, private and corporate banking, advertising, law and management consultancy sectors.



DISTRIBUTION

Published on **Friday 8 December 2017** alongside the January 2018 luxury issue of *Country & Town House*.

London & UK

GREAT BRITISH BRANDS will be hand-delivered to Central London's most affluent homes including Mayfair, Belgravia, Knightsbridge, Fulham, Chelsea, Kensington, Holland Park and Notting Hill. The magazine is on sale nationwide in Waitrose, Marks & Spencer, WHSmith and 2,500 other retail outlets. It is also available at leading estate

Overseas

GREAT BRITISH BRANDS will benefit from a high volume international distribution into BA First Class lounges worldwide, together with Cathay Pacific, Singapore Airlines, Emirates, American Airlines and United Airlines. It will also be distributed via Number 10 Downing Street to British embassies worldwide.



DISTRIBUTION *(continued)*



Every participating brand will have the opportunity to receive up to 50 free copies of **GREAT BRITISH BRANDS**.

The guide will be available to view online at countryandtownhouse.co.uk/great-british-brands and on the iPad app.

CONTRIBUTORS



Lucia van der Post **EDITOR**

Lucia has been writing about the world of luxury for as long as she can remember, principally for the *FT How To Spend It* magazine of which she was the founding editor, but also for *Country & Town House*.

Tristram Hunt **CULTURE**

British historian, journalist and former Labour Party politician, Tristram gave up his seat to become director of the V&A Museum in London.

Alexandra Shulman

FASHION & RETAIL

Editor of *Vogue* for 25 years, Alexandra stepped down in the summer of 2017.

Dylan Jones **TAILORING & ACCESSORIES**

Dylan is the editor of *GQ*, Editor-In-Chief of *GQ Style*, Chairman of London Collections Men and a trustee of the Hay Festival.

Simon de Burton

ENGINEERING & TECHNOLOGY

Simon's expertise lies in the world's rarest and most exotic watches, cars, motorcycles and boats.

Olivia Falcon **BEAUTY & WELLBEING**

Former beauty director of *Tatler*, Olivia regularly writes for *Porter*, *Little London* and *You Magazine* and consults for some of the world's biggest beauty brands.

Annabel Davidson **JEWELLERY**

Annabel writes about jewellery for *Vanity Fair* and *Telegraph Luxe*.

Amy Bradford

DESIGN & INTERIORS

Amy is a contributing editor at *Elle Decoration*.

Emma Crichton Miller

CRAFT

Emma writes about art and design for *Apollo Magazine*, *Prospect Magazine* and the *FT*.

David Sexton

LITERATURE AND FILM

David has been Literary Editor of the *London Evening Standard* since 1997 and Film Reviewer since 2010, winning the British Press Awards Critic of the Year in 2014.

Alice Lascelles

FOOD & DRINK

Alice writes about drinks for the *FT* and is the author of *Ten Cocktails: The Art of Convivial Drinking*. She has also been a drinks columnist for *The Times*, *The Sunday Times*, *Time Out* and *Prospect*.

Jonathan Margolis

DESIGN

Jonathan is a contributing editor for *FT* magazines and writes for the *Observer*, *The Guardian*, the *Daily Mail* and *Esquire*, as well as having written several biographies.

Jonathan Prynn

INVESTMENT

Jonathan is consumer business editor at the *London Evening Standard*, where he has worked since 1997.



ADVERTISING

Annual Guide Book

↔ Gatefold Cover	£22,000
↔ Inside Front Cover Spread	£15,750
↔ Double Page Spread Advertorial	£7,500
↔ Double Page Spread Advertisement ROM	£6,800
↔ Inside Back Cover	£9,000

Digital & Online

↔ Online advertorial optimised to native article to appear on countryandtownhouse.co.uk/greatbritishbrands written by an in-house editor.	
↔ Article to be featured on <i>Country & Town House</i> homepage, hosted within an editorial post.	
↔ Video hosted within the online content.	
↔ 7 x day full site sponsorship, 100% SOV (Leaderboard/Billboard + Double Sky + MPU optional ad units) on Country & Town House website to complement Great British Brands 2018 live date (sponsorship dates will be subject to availability).	£7,000

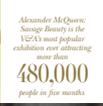
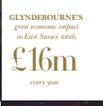
Deadlines

↔ Advertising Deadline	Friday 29 September 2017
↔ Published	Friday 8 December 2017

For more details please contact **Julia Carrick** on +44 (0)7899 961617; +44 (0)20 7384 9018 or email julia@countryandtownhouse.co.uk

DESIGN EXAMPLES

SECTION OPENER

 Alexander McQueen: Savage Beauty is the V&A's most popular exhibition ever attracting more than 480,000 people in five months	 There are 2,256 seats in the ROYAL OPERA HOUSE auditorium	 GLYNDEBOURNE'S gala season impart £16m every year	 David Harber #250
 SHAKESPEARE'S GLOBE is the only building in London to have received approval for a theatrical roof since the Great Fire of London in 1666	 One of the ROYAL ALBERT HALLS' activities founded the Wine Society with a stack of Portuguese wine that lay forgotten beneath the hall	 The WELSH NATIONAL OPERA had to produce three different outfits for 60 cast members for Wagner's Die Meistersinger von Nürnberg in 2010	 The Royal Albert Hall #256
 Spencer House #260	 Wells National Opera #262		

ART & CULTURE

4 PAGE ADVERTORIAL

GREAT BRITISH BRANDS 2018 | PROPERTY & ARCHITECTURE

BATTERSEA POWER STATION

The new London neighbourhood breathing life into one of our most iconic landmarks



The 1930s power station, with over 800,000 sq ft of space, was built in 1933, following an order from the Greater London Council. The Battersea Power Station is one of the most iconic landmarks in London. The new development is a mix of residential, commercial, and cultural spaces. It includes a mix of housing, from small flats to large family homes, and a mix of commercial spaces, from offices to retail. The development is also a mix of cultural spaces, from a cinema to a gallery. The development is a mix of everything that makes London a great city to live in.

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DPS ADVERTORIAL

GREAT BRITISH BRANDS 2018 | INTERIOR DESIGNERS

SMALLBONE OF DEVICES

At the forefront of British furniture design for almost 100 years



Smallbone of Devices is a leading and influential name in the design world, known for its British furniture design. The company has been at the forefront of British furniture design for almost 100 years. The company's designs are known for their quality, craftsmanship, and attention to detail. The company's designs are known for their quality, craftsmanship, and attention to detail. The company's designs are known for their quality, craftsmanship, and attention to detail.

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GREAT BRITISH BRANDS 2018 | ENGINEERING & TECHNOLOGY

ROLLS-ROYCE MOTOR CARS

The motor that makes a legendary lifestyle statement



Rolls-Royce Phantom is a luxury motor car. The car is known for its quality, craftsmanship, and attention to detail. The car is known for its quality, craftsmanship, and attention to detail. The car is known for its quality, craftsmanship, and attention to detail. The car is known for its quality, craftsmanship, and attention to detail.

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GREAT BRITISH BRANDS 2018 | FASHION & LUXURY

VICTORIA BECKHAM

Luxury British high fashion, born in London and inspiring the world



Victoria Beckham is a luxury British high fashion brand. The brand is known for its quality, craftsmanship, and attention to detail. The brand is known for its quality, craftsmanship, and attention to detail. The brand is known for its quality, craftsmanship, and attention to detail. The brand is known for its quality, craftsmanship, and attention to detail.

Victoria Beckham is a luxury British high fashion brand. The brand is known for its quality, craftsmanship, and attention to detail. The brand is known for its quality, craftsmanship, and attention to detail. The brand is known for its quality, craftsmanship, and attention to detail. The brand is known for its quality, craftsmanship, and attention to detail.

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Mulberry

GREAT BRITISH BRANDS FEATURED IN 2017

A

Alexander McQueen
Alitex
Amanda Wakeley
Annoushka
Anthony Sinclair
Aquascutum
Asprey
Aston Martin

B

Backes & Strauss
Battersea Power Station
Begg & Co
Belmond
Belstaff
Beulah London
Boodles
Budd Shirts
Burberry

C

The Cadogan Estate
The Capital Hotel
Capstar
Carol Joy London
Cassandra Goad
Catchpole & Rye
Caverswall
Charbonnel et Walker
Chesney's
Clive Christian
Cliveden
Cole & Son
Collier Bristow
Corbin & King
Coze
Crockett & Jones
Czech & Speake

D

D. R. Harris
D&D London
David Harber
David Morris
De Beers
Deirdre Dyson
Design Centre,
Chelsea Harbour
Dubarry of Ireland
Duke & Dexter
Dunhill London

E

The East India Company
Edward Green

Elizabeth Gage
Elizabeth Marsh
Emma Willis
Ettinger

F

Fairfax & Favor
Farlows
Fenwick
Fortnum & Mason

G

Geo. F. Trumper
George Pragnell
Getty Images Gallery
Gieves & Hawkes
Gladstone London
Globe-Trotter
Glydebourne
Goat
The Goldsmiths'
Directory
Goodwood
Gordon Castle Scotland
Grace Belgravia
Graff
Grosvenor

H

Hackett London
Halcyon Days
Hamilton & Inches
Harrods
Heal's
Henry Poole
Hildon Water
Hirsh London
Holland & Holland
Hotel Café Royal
The House of Bruar
House of Garrard
Hunter
Huntsman

J

Jaguar
Jimmy Choo
JLL
John Cullen Lighting
Johnston of Elgin
Justerini & Brooks

K

Kent & Curwen
Kiki McDonough

L

The Last Drop Distillers
Linley
Little Halstock
Livra
The London Sock
Company
Lucas Rarities
Lutwyche

M

Mackintosh
Martin Kemp Design
Maybourne Hotel Group
McLaren
Mr Fish
Mulberry

N

Natalia Miyar Atelier
Neptune
Nina Campbell
Noble Macmillan

O

Olympia, The London
International Horse
Show

P

Paper London
Paul Smith
PDP London
Penelope Chilvers
Penhaligon's
Peter Reed
Pi-top
Pringle of Scotland
Private White V.C.

R

Rachel Vosper
Randle Siddeley
Really Wild
Red Savannah
RWD
Roja Parfums
Roland Mouret
Rolls-Royce Motor Cars
Royal Albert Hall
The Royal Opera House
Royal Windsor Horse
Show

S

Savoir Beds
The Savoy
Simon Wright Jewellery
Sipsmith
The Sloane Club
Smallbone of Devizes
Sofa Workshop
Spencer House
Strutt & Parker

T

Tanqueray No. TEN
Taylor Howes
Temperley London
Tetrad
The Thinking Traveller
Theo Fennell
Tom Davies
Truefitt & Hill
Turnbull & Asser
Tusting

V

VanLeles
Victor
Victoria Beckham
Vivienne Westwood

W

Welsh National Opera
Wetherell
The White Company
Wilkinson Vintners
William & Son
Wimbledon Brewery
Winch Design
Winsor London

Z

Zaeem Jamal
Zoe Bradley Design
Zoffany

1947



SUMMARY

- ➔ **400+ PAGE UNIQUE YEAR BOOK** Showcasing the very finest companies and products that the UK has to offer, from accessories, art and culture, beauty and wellbeing, design and interiors, fashion, engineering and technology and food and drink to jewellery and watches, property, wealth management, the sporting season, tailoring and travel.
- ➔ **STATE OF THE NATION FEATURES** written by many of the UK's best known luxury writers commenting on where the UK stands in the world of global luxury. These are read and kept by industry leaders and affluent consumers alike.
- ➔ **ONLINE PRESENCE** within the specially designed *Great British Brands* microsite on the *Country & Town House* website.
- ➔ **TARGETED DELIVERY** to London's most affluent houses, available in newsstands within the UK and an exclusive international distribution via BA First Class lounges worldwide, together with Cathay Pacific, Singapore Airlines, Emirates, American Airlines, United Airlines as well as Eurostar. Participating brands will also benefit from the 7,500 copies sent to each of the luxury companies listed within the book.
- ➔ **200,000 READERS WORLDWIDE, 90% AB PROFILED.**
- ➔ **PUBLISHED JUST BEFORE CHRISTMAS** on Friday 8th December along with the January issue of *Country & Town House*.
- ➔ **AVAILABLE TO BUY ALL YEAR ROUND** on *iSubscribe* and *countryandtownhouse.co.uk*.

CONTACT

For further information on advertising please call **Julia Carrick**
on +44 (0)7899 961617; +44 (0)20 7384 90118 or email julia@countryandtownhouse.co.uk

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