

“Demand from domestic and overseas clients is growing as today’s global clients seek out differentiated experiences and one-off products (<http://raconteur.net/finance/spending-on-style-makes-super-rich-stand-out>). 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.”

Jewellers and watchmakers

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. 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.

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

“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.

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“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.”

The Bond effect

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.



*Temperley boutique in Coville Mews, Notting Hill,
London*