

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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Should you or shouldn't you? Go and launch your own business

From Kamchatka to Gothenburg to Seattle – Monocle reveals a **HOST OF OPPORTUNITIES** for anyone who's been thinking of packing up and jacking in corporate life



GOT A BRIGHT BUSINESS IDEA?

INTRODUCING THE MONOCLE GUIDE TO SMALL BUSINESS
A new 36-page supplement

WHY THE CLIMATE HAS NEVER BEEN BETTER TO LAUNCH YOUR OWN COMPANY
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TEN INSPIRATIONAL STORIES FROM TINY ENTERPRISES
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HOW TO SET UP SHOP
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FINDING THE FUNDS: HOW TO SECURE INVESTMENT FOR YOUR NEW START-UP
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THE BEST COMMUNITIES TO SUPPORT A NEW VENTURE
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BUILD A HANDSOME OFFICE
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Q&A OLIVER SPENCER

Oliver Spencer offers the best in updated British tailoring, with his Lamb's Conduit Street store producing classic cuts with quirky details. We talk to him about how contemporary British fashion stands out from the pack.

What makes a typically British sense of style?

Individualism – and that entails eclecticism and your character coming through in your dress.

How do you believe your brand is an example of typical British fashion/style?

We're rooted in the British textile tradition; we mix luxury with utility and great attention to detail.

What makes the UK such an international hub of fashion talent and creativity?

I feel that the UK is brimming with individual talent; everybody has a different point of view – whether towards fashion or everyday dressing.
oliverspencer.co.uk



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FASHION

OVERVIEW

From a woollen Scottish sweater, to a straight-laced brogue from Northampton, or the tailoring of Savile Row, Britain has long been known for its sense of style. Big names in the international market have transformed Britishness in to multi-million-pound businesses, be that Vivienne Westwood's "Anglomani", or Burberry's bi-annual reinterpretation of the classic trenchcoat. Today, the fashion industry is the second biggest employer in the UK, and a wealth of initiatives, scholarships and funding, coupled with some of the world's best design colleges, means the UK produces a stream of design leaders and young upstarts to fill the roles. This all ensures Britannia rules in the world of fashion. — TM

JANE CARR

Following four years under Donatella Versace's leadership as head of printed textiles for womenswear in Milan, Jane Carr returned to London's Primrose Hill to establish her own luxury scarf brand in 2005. With an MA from Central St Martins, Carr is one of the rare newcomers in the traditional world of silk textiles, and her collections are now stocked in Japan, Russia and the US.
jane-carr.com



RISING STARS— NEW TALENT

01: Kat Maconie:

A new collection of ergonomic and stylish Made in UK footwear, the firm was set up just this year by young Londoner Maconie.
katmaconie.com

02: Britt Lintner:

Ex-financial executive Lintner set up her elegant clothing brand specifically for the working woman with taste.
brittlintner.com

03: Motto & Crest:

Run out of Oxfordshire, this is a brand new tie brand set up by Christopher Moyle. Everything is made in England using traditional techniques and materials.
mottoandcrest.com

04: Norse Industries

Almost two years old, this menswear brand is based on the Yorkshire coast, in the village of Bridlington. Creative director Stephen Banks turns to the local fishing community for inspiration.
norseindustries.com



MR HARE

Following a career in PR, and after a brief stint as owner of London fashion boutique Something in the 1990s, 39-year-old Marc Hare set up shoe brand Mr Hare in 2008. With no formal training in shoe design, London-based Mr Hare sticks to a well-trodden path of traditional British style. Heritage is key to the collection of leather lace-ups, Chelsea boots and loafers, with each shoe named after a famous novelist.
mrhare.co.uk