

## Press Release

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### Mentoring Programme's Big Win at Masters of Craft Awards

#### Celebrations as 'Crafted' sweeps the board winning half of the awards at glittering Masters of Craft ceremony

Crafted's importance to supporting the leading craft talent in the UK was underlined last night as four of its participants collected awards for their work at The Balvenie Masters of Craft awards ceremony at The Connaught.

The awards, judged by a panel of experts including TV presenter Kevin McCloud, celebrate the brightest and best craftsmanship in the UK across six discipline categories, alongside an award for young craftsmen and an overall winner. Winners who have benefited from Crafted's mentoring and business support included:

- Deborah Carré, bespoke shoemaker, carréducker (Winner; Leather)
- Iain Finlay Macleod, weaver, Breanish Tweed (Winner; Textiles)
- Jacqueline Cullen, jeweller (Winner; Stone)
- Wayne Meeten, silversmith (Winner; Metal)

Shortly to enter its third year of activity, Crafted provides up to 12 highly skilled craftsmen with a year of mentoring support from a leading business figure in the luxury sector. This focused support is coupled with broader business workshops and a growing range of showcasing opportunities including Decorex, London Design Festival and the Walpole Press Day. Mentors include; Stephen Etheridge - Group Chief Executive, Church's English Shoes (Wayne Meeten), Mark Henderson - Deputy-Chairman, Gieves and Hawkes (Deborah Carré) and Georgia Fendley - Brand Director, Mulberry (Jacqueline Cullen).

**Jacqueline Cullen** says of the programme: "Consumers have turned away from the mass produced and throwaway to demand provenance, longevity and individuality. Working with my mentor Georgia Fendley, the Brand Director for Mulberry, as part of Crafted has given me an invaluable opportunity to really explore this new audience."

Jacqueline's mentor, **Georgia Fendley, Brand Director at Mulberry** comments; "I was delighted to have been partnered with Jacqueline Cullen, her work is strong, beautiful and a wonderful example of Great British craft. Jacqueline has a unique product with a really engaging narrative in creation and amazing provenance, and this is something with which mass produced luxury brands can't compete. I think intelligent consumers are looking for this authenticity and truly value the hand crafted, the rare and the really beautiful."

"When we started Crafted our main aim was to make outstanding craftsmen commercially sustainable. Winning half these awards shows that we have also become a benchmark for the best talent in the country as well" says **Guy Salter, Crafted Founder and Deputy Chair, Walpole.**



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“Winning four of the eight categories at these prestigious awards is a triumph for Crafted and its commitment to selecting craftsmanship of the highest order to benefit from the expertise that Crafted’s influential network of mentors and advisors offers” says **Natalie Melton, Project Director**.

**Judy Tenzer, Vice President Corporate Social Responsibility for American Express** notes; “American Express is proud to have been a supporter of the Crafted mentoring programme since its inception. Craftsmen and craftswomen hold the key to so much of our heritage and culture and yet too often their skills are not being passed on. This innovative programme helps to bridge this gap by connecting up-and-coming craftsmen and craftswomen to highly successful local experts to help these skills survive and flourish”.

Crafted is a joint initiative between Walpole, which represents the interests of British luxury brands, and Arts & Business, which acts as a bridge between commerce and culture.

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For further media enquiries and images please contact:

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**Available for interview:**

Guy Salter – Deputy Chair, Walpole (Crafted founder)  
Georgia Fendley – Brand Director, Mulberry (Crafted mentor)  
Jacqueline Cullen – Crafted 2010-11 mentee  
Iain Macleod, Breanish Tweed – Crafted 2010-11 mentee  
Wayne Meeten – Crafted 2010-11 mentee  
Deborah Carré – Crafted 2009-10 mentee

High-resolution images available on request.

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**Notes to editors:**

Crafted has been developed by Arts & Business and the Walpole Group, funded by American Express, and supported by Andaz Liverpool Street.

**The full list of Crafted 2010-11 participants are as follows:**

**Jacqueline Cullen** (Jewellery) & **Georgia Fendley** – Brand Director, Mulberry  
**Katherine Elizabeth** (Millinery) & **Mark Hales** – Creative Director, Designspark  
**Rauni Higson** (Silverware) & **Robert Ettinger** – Chief Executive, Ettinger  
**Chris Keenan** (Ceramics) & **Alistair Hughes** – Managing Director, Savoir Beds  
**Wayne Meeten** (Silverware) & **Stephen Etheridge** – Group Chief Executive, Church’s English Shoes  
**Gareth Neal** (Furniture Design) & **Beverley Rider** – Independent Design Curator  
**Alex Ramsay** (Silverware) & **Bill Amberg** – Creative Director, Bill Amberg  
**Margo Selby** (Fashion, Textiles & Interiors) & **Mark Henderson** – Deputy-Chairman, Gieves & Hawkes  
**Kelvyn Smith** (Letterpress Typography) & **Richard Stevens** – Creative Director, forpeople  
**Breanish Tweed** (Handwoven Tweed) & **Joe Corre**, Founder, A Child of the Jago

For more information on our Crafted mentors and advisors, please visit our website:  
[www.crafteduk.org](http://www.crafteduk.org)

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