



Mayfair and St James's are two of the world's most exclusive enclaves, drawing discerning visitors from far and wide to experience the unparalleled luxury and sophistication they have to offer.

From Piccadilly to Park Lane and from Jermyn Street to St James's Place, the sought-after streets attract those who want the best of the best, whether it's a Savile Row suit or a Sunseeker yacht.

The luxury may appear effortless, but behind every spellbinding shopfront and fabulous façade, there are countless individuals and companies working tirelessly to make these distinguished districts the inimitable places they are.

Mayfair Times is celebrating this unique spirit with the Community Awards of Mayfair & St James's, which returns for the third year in January 2018. Awards will be presented to nine people and businesses who embody the ethos of the area at a star-studded party at Claridge's.

*In the run-up to the event we are shining a spotlight on two or three award categories in each issue of Mayfair Times. In this edition Kate White focuses on **At Your Service** and **Only In Mayfair** and speak to people who we feel encapsulate what these two awards are about.*

AWARD CATEGORIES

Putting something back

An organisation or person that has benefited the local community through their actions

At your service

A company that puts service for the local community at the heart of its operation

Lifetime achievement

An individual who has made a big difference to the area

Commercial newcomer

A commercial occupier, new to the area, which has enhanced the area's appeal



AT YOUR SERVICE

From the five-star hotel where doormen greet guests with a smile to the shoemaker whose connections with clients span generations, businesses that put good service at the heart of what they do enrich the area's community spirit immeasurably.

The Community Awards of Mayfair & St James's offers those who live and work here a chance to celebrate these institutions, whose impeccable standards have rendered them invaluable to their loyal legions of customers.

Take **MOUNT STREET PRINTERS**, which won the 2017 At Your Service award. The family-run business has produced luxury and bespoke stationery in the heart of Mayfair since 1981. Everything is produced in-house to guarantee the utmost quality and discretion.

Then there's the **JERMYN STREET THEATRE**, which was shortlisted for the 2017 prize. The award-winning registered charity and performance space staged its first production in 1994 and is now one of London's leading off-West End theatres.

Savile Row tailor **HENRY POOLE** has dressed dozens of leading lights, including Charles Dickens, Winston Churchill, Haile Selassie, Bram Stoker and JP Morgan to name but a few. It is credited with making the first modern-style dinner jacket and has been awarded dozens of royal warrants.

The company was founded by James Poole and inherited by his son Henry, a celebrity tailor of his day. Henry married later in life and had no children so, on his death in 1876, the business passed to his cousin Samuel Cundey.

Speaking about the appeal of a Henry Poole suit, managing director Simon Cundey (Samuel's great-great grandson) says: "It's the opportunity to have something purely for you in terms of style and cloth. All the small details you would like to see in a suit you can have."

Poole's has about 4,000 fabrics to choose from and everything is made at the Savile Row site. The process of creating a suit takes about two months from start to finish, with several fittings along the way.

"I would say our typical customer has aspired to a busy working lifestyle that dictates many long hours, but they also enjoy the finer things in life," says Simon. "They like ordering a couple of suits per year, meeting their tailor and working on a project together." While fashions change over time, he says that: "Poole's has always been in the middle. A Poole's suit is a classic, timeless piece. It's never in, never out. Much the same as a Patek Philippe; it's something you can wear for many years to come."

"I would say our typical customer has aspired to a busy working lifestyle that dictates many long hours, but they also enjoy the finer things in life"

Simon Cundey, Henry Poole



The nine winners of the 2018 Community Awards of Mayfair & St James's will each be presented with a stunning trophy crafted by celebrated jeweller and silversmith Georg Jensen, whose flagship store is based on Mount Street. The company was founded in Copenhagen in 1904 and built on principles of quality craftsmanship and timeless aesthetic design. It offers jewellery, watches and a range of accessories for the home.

Eva-Lotta Sjøstedt, Georg Jensen CEO, says: "We are delighted to be providing the trophies for this year's Community Awards of Mayfair & St James's. Since opening our first store more than 80 years ago in the heart of Mayfair, we have felt a part of the heritage and legacy. For us, the awards symbolise the importance of nurturing community spirit, which is something to be championed and celebrated. Mayfair and St James's are beautiful destinations full of history and culture, qualities our design house echoes, making this a perfect event for us to be a part of."

Unsung hero

Could be a receptionist, PA or doorman (an opportunity for companies to seek recognition for a member of their own team)

Long service

Someone who has served the local community for many years and has enhanced the lives of others

Bright young thing

A young person who has made a significant contribution to the local community

Only in Mayfair

and
Only in St James's
Independent or long-time retailer or business that engages with the local community





JOHN WHITE is head concierge at the Conrad London St James, where he and his team are passionate about providing excellent service to guests – so much so that John once flew to Geneva and back in a day to deliver some forgotten luggage to its grateful owners.

“The beauty of the job is that it’s always interesting, because no request is ever the same,” says John, who is a 2017 Golden Keys concierge award nominee. “You deal with people from all over the world, with different cultures, different languages, different ways of thinking.

“You have to be alert and on the ball and you have to be a people person. I was taught the old way, which was all about direct contact and verbal communication. That training carries you forward to evolve into the new electronic age, so it’s the best of both worlds.

“Being a concierge is all about the service you offer. I enjoy the satisfaction someone else gets from what you do for them – making a difference if you like – and the knowledge that you might have helped them enjoy their stay in St James’s that little bit more.”

The At Your Service award is sponsored by Handelsbanken. Mark Plummer, manager of the Mayfair branch, says: “As soon as we saw the title of this award, we knew it was the one we wanted to be involved with as it so strongly reflects the bank’s own ethos.

“Handelsbanken is one of the world’s strongest banks and its success is based on its decentralised model and strong customer relationships, both corporate and private, which in turn derives from the high levels of service we provide.

“This has helped us to be rated top for customer satisfaction for the eighth year running according to EPSI in 2016. Acknowledging others who share our passion for service, therefore, seemed entirely the right thing to do.”

Anthea Harries, head of St James’s at The Crown Estate, one of the awards’ headline sponsors, says: “We are proud residents of St James’s, having moved to our landmark development St James’s Market earlier this summer, and it is a pleasure to sponsor the 2018 Community Awards of Mayfair & St James’s.

“The area has such a rich mix of history and exciting contemporary culture, and we are pleased to be celebrating the businesses and residents which are the fabric of the St James’s community.”

ONLY IN MAYFAIR

This category offers the chance to recognise an independent or longstanding retailer or business that engages with the local community, of which there are many in Mayfair and St James’s.

Take Burlington Arcade-based shoe-shining company **TOP SHINE**, which was shortlisted for the 2017 award. “If there’s a business with high-quality standards, it has to be in Mayfair and St James’s,” says Top Shine owner Romi Topi. “To be [at the awards event] at The Dorchester with the bosses of so many successful brands and big operations, for me to come in with a shoe-shine service and be chosen as a runner-up was something I’d never even dreamed about.”

Romi began his business on Jermyn Street in 2001, offering shoe-shining services to offices in the City. After visiting Burlington Arcade five years later to buy an engagement ring for his now wife, he spotted the arcade’s previous shoe shiner had left and snapped up the spot.

Fast forward 11 years and he now offers shoe shining in three Hackett stores as well as Fortnum & Mason, where his shoe products are bestsellers. He also does regular

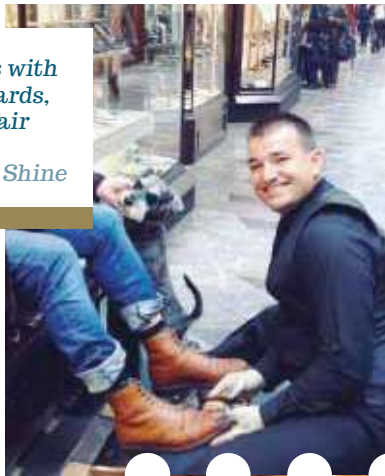


“Being a concierge is all about the service you offer. I enjoy the satisfaction someone else gets from what you do for them - making a difference if you like”

John White



“If there’s a business with high-quality standards, it has to be in Mayfair and St James’s”
Romi Topi, Top Shine



corporate events and has worked with Mayfair brands such as Louis Vuitton, Ralph Lauren and Gucci.

His customers are a wide mix of people, from financiers and CEOs to famous faces such as David Gandy and Bill Nighy, who accepted Romi’s invitation to switch on the Burlington Arcade Christmas lights a couple of years ago.

“My favourite thing about the job is the customers and the fact you can have a very relaxed and casual chat with them,” he says. “I love meeting new characters, new professionals, getting to know what they do and how they do it.”

“I started off in 2001 with one small stool and, 16 years later, we have a well-established family business. It’s run by myself and my wife helps with the admin on top of looking after three kids. Slowly but surely we have gone in the right direction.”

GEO F TRUMPER is another institution that’s a firm favourite with locals. The gentlemen’s perfumer and barber was founded by George Trumper more than 100 years ago at 9 Curzon Street, where it is still based today. It has a second shop on Duke of York Street.

Trumper makes all of its products in England and works with skilled craftspeople including leather-makers and brush-makers to create unique and luxury grooming accessories that feature the classic Trumper logo.

According to proprietor Paulette Trumper-Bersch, who grew up helping her late father make products in the vaults below the company’s former premises on Jermyn Street, Trumper’s sells “everything a gentleman needs for grooming from head to toe”.

The display cases in the Curzon Street shop are nearly all originals, as is the oak and mahogany shopfront. Ian Fleming was once a customer and the shop’s *Eucriis* fragrance was famously referenced in the James Bond novel *On Her Majesty’s Secret Service*.

Today the shop has a “wonderful” mix of customers, including taxi drivers, tycoons, MPs, film stars and royalty. Paulette says: “Many of our regulars live and work locally and generations of families have come here. We attract all sorts of people because of our history.”

Shoemaker **GEORGE CLEVERLEY** founded his eponymous shop in 1958 on Cork Street. His clients



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*Paulette Trumper-Bersch,
 Geo F Trumper*

included some of society’s most illustrious names and he devised the distinctive Cleverley shape – a graceful, chisel-toed shoe which became his signature.

George passed away in 1991 aged 92 and was still working almost until the day he died. Today the company is still a family business that is run by George Glasgow Senior – who worked with George Cleverley for 20 years – and his son George Glasgow Junior.

George Junior says: “The shoes are made the same way as they were 100 years ago and each pair takes between 90





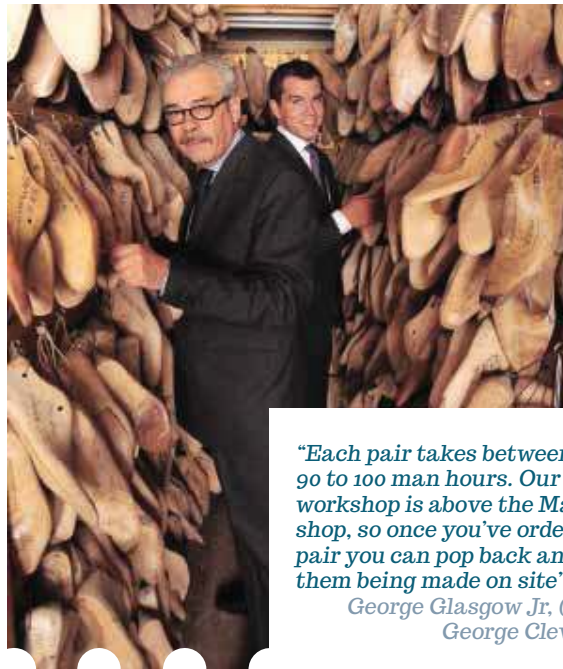
to 100 man hours. Our workshop is above the Mayfair shop, so once you've ordered a pair you can pop back and see them being made on site, which is quite nice."

Speaking of the shop's Old Bond Street location, George says: "Mayfair is the best place to be. Our customers either work or live round here or visit on a regular basis. The location is perfect – it's probably the only spot in London we'd consider."

Arianna Ricciotti, development executive at British Land, which is sponsoring the Only In Mayfair award, says: "Clarges Mayfair and British Land are delighted to again be supporting this year's Community Awards of Mayfair and St James's."

"Mayfair is at the beating heart of central London and its diverse and unique individuals have helped make it the fine destination it is today. Mayfair's strong community is built on the foundations of history and tradition, and it is with great privilege that we're able to contribute to this rich tapestry."

"Clarges Mayfair is set to lead a new chapter in the wider transformation of the area, informed by its rich past, and will complement Mayfair's best hotels, restaurants, galleries, boutiques and members' clubs which are all on its doorstep."



"Each pair takes between 90 to 100 man hours. Our workshop is above the Mayfair shop, so once you've ordered a pair you can pop back and see them being made on site"

*George Glasgow Jr, (right)
George Cleverley*

To nominate a person or business that you feel deserves some recognition, please request an award nomination form from Julie Ward by emailing: julie@pubbiz.com

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