



THE ENRICHED LIST

in association with American Express

Realise
the
potential





Welcome to the 2010 edition of The Enriched List, in association with American Express. The first, which appeared in this magazine in November 2009, focused on people who viewed uncertain times as an opportunity: a chance to rethink work, goals and dreams, and to realise their potential.

This year, as global balance sheets creep slowly back into the black, people are increasingly summing up personal values and the things that really matter. Whether it's revisiting a once-cherished skill, appreciating the worth of making time for yourself and others, or finding inspiration in traditional crafts, there's an increasing emphasis on the values of quality living; a contemplative alternative to the throwaway culture that can, sometimes, define modern life.

With inspiring tips from The School of Life's resident philosopher Mark Vernon, that's exactly what this Enriched List is about. The people, projects and ideas introduced over the next few pages are united by the belief that personal values are the basis for a happy life in which you can realise your potential.

We are sure that their stories will help to enrich, inspire and get you thinking about the things that really matter to you too.

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COVER Photography by Chris Turner; styling by Annette Masterman; Victorian enamel letters from Lassco (www.lassco.co.uk, 020 7394 2100)



SUNSPELL CLOTHING

Boxer shorts entered the collective consciousness when Nick Kamen stripped down to his smalls in the iconic Eighties Levi's ad. But what few people knew was that Kamen was sporting Sunspel boxers, made by a 150-year-old firm based in Derbyshire.

It was the brand's quiet heritage of value for money, quality and durability that attracted owners Dominic Hazlehurst and Nick Brooke, who took over the company in 2005. Both had been fans of the brand since their school days and Nick had a family connection with the previous owner. Dominic,

meanwhile, brought to the table his business savvy as a founder of Lastminute.com.

The pair have modernised the firm, diversified its range and transformed its balance sheet, all while safeguarding the traditional tenets of the Sunspel name.

'What struck me when we first visited was the pride and integrity in the clothes and manufacturing,' says Dominic.

'We've done our best to retain those original values of simple design, quality and customer service.'

Sunspel appeals to the current appetite for

timelessly understated British style, and recently opened its first retail outlet in London. Simultaneously novel and traditional, the brand is enjoying a new-found *élan* in the style press.

'Updating the business was a challenge but, while people are more careful with their money, they will still spend on something that's built to last.'



If it's good enough for James Bond – he wore a Sunspel shirt in *Casino Royale* – it is surely good enough for even the fussiest underwear buyer. KB
www.sunspel.com



SOMERSET ORCHARDS

What could be more synonymous with Somerset than orchards? Yet over the past 50 years, around half of the county's fruit farms have vanished. But now a band of apple-mad individuals has stopped the rot with a range of delicious non-alcoholic apple juices.

Rosie Inge of Somerset Orchards owners' co-operative explains: 'Five years ago, when the cider industry was in the doldrums, a group of us came together to find a new market

for our fruit. We had the apples juiced and bottled by a local cider maker, then stuck all the labels on by hand.'

Their dedication is helping to ensure the survival of one of Somerset's most precious assets – as well as forging closer community ties in the process.

Somerset Orchards juice is available from Somerset Local Food Direct and selected Waitrose stores. PF

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SCHOOL OF LIFE THOUGHT 1

Life and craft have this in common: if you work the materials you have, the materials will work for you.

JO STORIE

As a knitwear designer for some of the best-known names in international fashion, Jo Storie sometimes found herself longing to bring about a change of culture. Specifically, she was increasingly concerned about sustainability and responsibility, and wanted to be free to take the relevant decisions for herself as part of the design, sourcing and production process. The answer was to set up on her own. Now based in the Scottish Borders, Jo's distinctive own-brand knitwear is rapidly gathering fans.

Her years of experience and reflection on the fashion industry inform a range of gorgeous bespoke knitwear. She works with a family of Scottish hand-knitters - who learn and develop their products alongside her - sticking to traditional values while making them relevant to the present day. **HS**

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OUTWARD BOUND

To celebrate its anniversary next year, education charity Outward Bound launched its 'Generations' project, a campaign designed to elicit memories of youthful derring-do from an estimated one million people who have participated in courses over the years.

Originally founded in 1941 as a survival school for merchant seamen,

Outward Bound has grown into an international organisation offering courses in pursuits such as caving, climbing and orienteering.

young people, often from disadvantaged backgrounds.

Outward Bound may superficially be about introducing participants to the great outdoors, but its value goes much deeper, says CEO Nick Barrett.

'There's a widespread concern about how we nurture young people today, he says. 'We put them under exam pressure and wrap them in cotton wool.'

Technology can isolate them from their peers and families and they have minimal contact with nature. All that stifles what we regard as positive and necessary elements of childhood.'

The Outward Bound experience, by contrast, encourages self-knowledge, the ability to understand and co-operate with others and engage with risk in group activities such as sailing or mountaineering. 'What we're really about is instilling a sense of resilience and well-being for life,' he adds.

Stories gathered so far from former participants are testament to the transformational effect of Outward Bound's 'adventure for life', though Nick is not surprised at what he hears. 'The testimonies are extremely moving. Outward Bound can be a very powerful experience.' **HS**
www.outwardboundgenerations.org.uk

JOANNA HARDY

For more than 30 years Joanna Hardy has led a jewelled existence. From valuing and auctioning the tiaras and pearls of the aristocracy at Sotheby's to trading diamonds in Antwerp or appearing on the *Antiques Roadshow*, there is little Joanna doesn't know about gems. And now she is intent on imparting some of her sparkling know-how by sharing her passion and vast knowledge of the fascinating world of jewels in a new series of jewellery appreciation classes.

Courses, which will be held at venues across London including The Capital Hotel in Knightsbridge, range from a two-hour introductory

session to a three-day intensive seminar and will cover contemporary jewellery as well as antiques.

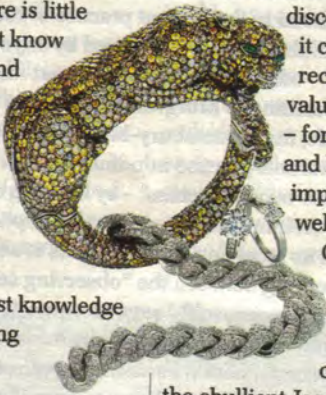
The classes promise to give all those who take them a lasting appreciation of this oft-overlooked art form and clues on how to be more

discerning when it comes to recognising and valuing jewellery - for its social and historical importance as well as price.

One thing is certain: spending time in the company of

the ebullient Joanna is sure to be more fun than another dusty art history lecture. **MD**
www.joannahardy.com
www.capitalhotel.co.uk

Watch Joanna sparkle at telegraph.co.uk/amex



CHARLOTTE JARMAN AND THE LUMEN CAFÉ

When, this April, she opened a new café in the renovated United Reformed Church in London's Tavistock Place, 33-year-old foodie Charlotte Jarman put professional theory into business practice.

Working for an organisation called Sustain, she has, for the last three years, advised restaurants on making a profit by retailing organic, sustainable, locally sourced and fair-trade food.

'I've been talking about this for ages, and it's a relief to know it is true,' she says. The Lumen Café, housed in the RIBA-recognised, Theis & Khan-redesigned church,

has been successful so far: anticipating 40 people at the opening, 400 came through the door. Lumen employs clients from charity partner the Holy Cross Centre Trust, and pays a living London wage.

The food speaks for itself - think superior café grub and Ottolenghi-style vegetarian fare - but comes with more than just affordability. 'I'm interested in food with values as well as value,' Charlotte says.

'We want to get across the fact that we source carefully and make food that is healthy as well as tasty.' **KB**
www.lumencafe.com



MARY EVANS PICTURE LIBRARY

SCHOOL OF LIFE THOUGHT 5

Enthusiasm is to life as the bow is to the string of the violin: with it, you can sing.