

Ones to watch



Contact:
0845 508 9614

Musto

Technical sailing apparel brand Musto, founded in 1965 by Olympic silver medalist sailor Kevin Musto, is out to get the message across that it is now much more of a marine-inspired lifestyle range, which is targeting a new and younger audience.

To help the marketing push, and get the new direction message across, the brand has taken on Emma Duff from the IPC Media marketing team to drive Musto's digital marketing strategy. Her brief includes targeting all e-zines and social media sites such as Facebook and Twitter. In addition, Musto has taken on Rachel Vize, who has spent the last four years with Jack Wills in the visual merchandising department. Her newly created role

of visual merchandiser includes the presentation of product and brand at retail, supporting key wholesale partners. It's a clear message that Musto means business. Key outerwear stock styles for autumn/winter include the Voyager jacket, which wholesales at £62.50, and the Leeway jacket, which retails at £75.



Contact:
01228 514514

Chapman

Chapman has an extensive archive of British countryside bags for game and fishing, and has been the bag of choice for country chaps for decades.

But, having built up a younger and more switched-on customer base through being stocked in opinion-leading retailers such as Oi Polloi, it has woken to a whole new customer who appreciates its top quality UK production. Divided into collections for travel, city and country, there are weekend holdalls made to be flexible and lightweight, including a new Flight Holdall designed to comply with current IATA carry-on regulations. There is also limited stock available this season including styles such as City Fell, Despatch, Poacher and Hunter. Bags start at £41.50 wholesale.

Cuff Candy

Launched in January 2009 by Toby Skinner who, after six years in the army was searching for a new challenge, Cuff Candy is fast gaining ground in a crowded cufflinks market.



Contact:
01959 525505

Skinner has struck upon the idea of launching a brand of unique, funky and design-led cufflinks that appeal to both men and women who share his beliefs that cufflinks should be both stylish and fun. Key styles include Framed Crystal, which is encrusted with Swarovski crystals; Snake Circle, which utilises humanely sourced water snakeskin; and the tongue-in-cheek Blue Arsed Fly style, which is a light-hearted take on how city gents run about like, well, you know what. Crafted in the UK and finished in antique silver plate and enamel, the cufflinks provide an edgy alternative to more traditional styles.