

# Ashfords LLP delighted to have IP client nominated for Walpole Brands of Tomorrow 2019

Submitted by: Ashfords LLP

Wednesday, 27 February 2019

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Ashfords LLP is proud to announce that one of its leading intellectual property team's clients, British shoe designer, Jennifer Chamandi, has won a place on the renowned Walpole Brands of Tomorrow Programme 2019. The panel of judges were highly impressed by Jennifer's presentation and look forward to welcoming her to the programme.

An Economics graduate from the London School of Economics, Jennifer's footwear collection is designed with methodical precision and a true understanding of luxury and was inspired by the key tenets of her aesthetic: a reduction to essentials of form and colour. Her approach is academic in its rigour, employing an analytical approach in the translation of colour and texture, while borrowing inspiration from the abstract geometry art movement. Through the collaboration with a family-run Italian atelier, Jennifer developed the revolutionary construction required for her vision and realised her dream with her "Eye of the Needle" signature heel.

The Brands of Tomorrow launch event will take place on Wednesday 13 February 2019 at Coutts, London. Walpole's Brands of Tomorrow programme helps aspiring British luxury companies of the future to fulfil their potential. These are brands with a current turnover of under £5 million that will pioneer growth, export goods and services, create employment and drive innovation in luxury in the coming decades.

Walpole's Brands of Tomorrow has helped develop and nurture over 95 emerging luxury brands through a 12-month programme of networking and mentorship, and proudly seen them become leaders in their respective fields.

Alumni from the programme include numerous success stories such as shoemakers Charlotte Olympia; men's leisurewear designers Orlebar Brown; jewellers Astley Clarke and Shaun Leane; and British watchmakers Bremont; as well as fashion brands Emilia Wickstead; Zoe Jordan; Osman and Goat. All of these firms have seen accelerated growth, international development and access to inspirational business leaders in the luxury community.

Kaya Elkiner, a UK and European Patent Attorney, and Ashfords' Head of Patents executed an innovative strategy to successfully patent Jennifer's signature heel design. This is something that very few have been able to achieve in the luxury shoe market, which can often only employ more restricted registered design and trade mark protection.

Kaya advises clients on how their intellectual property can be turned to their advantage, and how the adverse effect of their competitor's IP can be minimised. He is a patent drafting specialist, and legally qualified to act in relation to patent matters internationally.

Kaya commented:

"I am delighted that Jennifer's creativity, hard work, and unique vision has been recognised by the official sector body for UK luxury. Jennifer is an inspirational designer, and it is a joy and honour to assist her on her journey."

Jennifer said:

"I am very pleased to have been accepted into this program. I'd like to thank the intellectual property team at Ashfords for supporting me through the protection of my brand and designs. The patent was particularly significant in capturing the judges' attention".

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