

# From Finance to Footcare - Founder of the UK's First and Only Gentleman's Pedicure Room

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Founder of the UK's first and only Gentleman's pedicure room discusses the change from cutting deals in finance to clipping toenails in his first venture

Aldwyn Boscawen founded his eponymous brand at the age of 28 after becoming one of the country's few male pedicurists and following a career in the financial sector.

As an Old Etonian, it is not what you may say is a stereotypical path. Aldwyn went on to study Surveying at the Royal Agricultural College and during this time, Aldwyn had his first introduction to dancing feet with a role building dancefloors and staging. Despite a steady income, Aldwyn had his sights set on a career in the finance sector and after graduating, landed a role in currency broking and later, futures trading. Aldwyn's end goal was to enter the world of wealth management, and after finishing his CISI exams, the only job he was offered was in a regional office in Truro!

By chance, Aldwyn was introduced to Andrew Turnbull, co-founder of Wellesley & Co, who was on the cusp of launching of his own peer-to-peer lending platform. A case of right time, right place, Aldwyn snapped up the chance to be at the forefront of this pioneering venture and grasped with both hands the opportunity to work alongside an inspiring entrepreneur, who fast became a great mentor.

Aldwyn quickly progressed through the ranks from starting as an associate in November 2013 to his final appointment as Head of Marketing, a pivotal role that saw Aldwyn build a team that raised over £500 million of investment.

Just over 4 years later in September 2017, feeling disillusioned with the financial sector and having recently become a father to his first child, a son, Aldwyn bravely handed in his notice in pursuit of his ambitions to be at the forefront of a step change in men's grooming.

Aldwyn said: "The idea for Aldwyn & Sons came from a typical moment of uncertainty. I was driving down Battersea Park Road with my Mother, noticing how my feet needed some attention. Passing the nail bars and beauty salons, I knew there was an answer in there, but in no way would I step across the threshold – I felt I would be laughed out of the door!

"My next thought was where could I go and feel comfortable? I knew I could not be alone in this – I am active, I play a fair amount of sport, and am tall enough that extensive footcare at home is hazardous and therefore my feet go ignored and unloved. A nail salon really wasn't for me and there was little else on the market to address my unsightly, coarse and at times uncomfortable feet."

It was through further market research that Aldwyn gained valuable insight and an understanding of the benefits of pedicures – "I realised that pedicures were more than the functionality of cleaning feet. They gave me 'me time', self-gratification and a spring in my step that very few other things could."

Aldwyn quickly realised he was onto something and went in search of a course to learn the skills, during which time he gathered some humorous tales, being a male in a largely female dominated world – “Painting I think would have been easier if I had done many year’s painting my own nails, which I imagine many trainees may have!”

12 months later and following a lot of rejection and refinement, Aldwyn was armed with qualification and brand in hand: “I became a pedicurist with a vision, rather than a businessman with big pedicurist brand in mind.”

Aldwyn & Sons was born and threw open its doors for the very first time in November 2018 in London’s fine Fitzrovia, finding home in a ‘speakeasy’ style room at the back of a barbershop, with décor inspired by an English Gentleman’s library. The unique space can be found at the back of the acclaimed Sharps Barber & Shop on 9 Windmill Street and offers a menu of manicure and pedicure treatments, totally tailored for the modern man.

Aldwyn & Sons is an environment for the quintessentially British Gentleman and seeks to change men’s attitudes towards footcare and the way it is provided. Aldwyn & Sons encourages men to come and put their feet up, in a relaxing setting, with the core belief that all men should look after their feet, as the results affect overall health from head to toe.

Aldwyn adds: “My favourite part of the job is being the ‘footman’. I like to think that there is nothing uncool about being a male ‘Nail Technician’. I get to meet very interesting people and for a brief period in their day, offer a safe sanctuary for them to escape the trials and tribulations of the outside world.”

Taking inspiration from the role of the footman from yesteryear, Aldwyn & Sons seeks to modernise this role within today’s society. With the tradition appearing so scarcely in modern society, today ‘The Modern Footman’ has a new meaning, it is the pivotal step forward for footcare of today’s gentleman, as provided by Aldwyn & Sons.

In just over two months, Aldwyn & Sons has received critical acclaim and quickly become a go-to grooming destination for city slickers, happening hipsters and notable names alike. Today Aldwyn’s days are spent finessing the feet of London’s very best movers and shakers with a rafter of models, influencers and VIP names bustling for an appointment.

For more information on Aldwyn & Sons, visit: [www.aldwynsons.co.uk](http://www.aldwynsons.co.uk)  
or follow on social at @aldwynsons on Instagram and Facebook and @modernfootman on Twitter

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NOTES TO EDITORS

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