

By Elle Finn



# A new Royal Standard

This year's London Fashion Week was much anticipated for all the Royal Standard's Media team; it seems the SS13/14 exhibitions showcase this year's fashion as being dedicated to bold, statement pieces that incorporate influences from the natural world.

Imogen Belfield, named by *Vogue Italia* as 'one of its Vogue Talents' for 2014 was one of the designers we interviewed, focusing on her innovative jewellery designs that draw inspiration from the natural formation of volcanic rocks and the solar system. It is apparent from her exhibition that she favours bulk over delicacy, illustrated by her Cocktail Ring collection.

The Cocktail Ring collection are pure statement pieces, that are inspired by the beautiful and unique forms found in space; the collection boasts class and youth simultaneously whilst exemplifying textual and organic qualities. It is these

qualities that set aside Belfield's collection from others this year, as several other designers attempted to focus on the natural world, and quite frequently we saw traditional early Grecian, or a seasonal influences encapsulated in other works, however none seemed to be as inventive as hers. The gold colouring of each piece, oozing standards of royalty, alongside the juxtaposition of completely flat surfaces, as seen on the Plasma Ring, versus the ungoverned, natural formation of the Galactica Finger Glove, demonstrate Belfield's talent and unity with the observation of nature and science alike. It is the gentle combination between Earth and the solar system, with a pure concentration on the physical formation of these surroundings, which allows Belfield's collection to excel at SS13/14.

Another London Fashion Week designer, Sophia Beckford, showcased her talent by creating a hybrid between HM Queen

Elizabeth II and the fashion industry: perhaps taking some inspiration from the Duchess of Cambridge who is notorious for bringing notions of fashion and youthful presentation of self to the current British Royals. Beckford created a clutch handbag, aptly named 'The Royal' as her design is cohesive to the Coronation Orb, as held by HM Queen Elizabeth II on her Coronation Day in 1953. The clutch bag, as is the orb, is spherical in shape, with a plush royal blue and deep red velvet fabric. The clasp consists of two large gold spheres, which again highlight the significance of the royal inspiration; as a member of the Royal Standards team, and a self-confessed shopaholic, this symbolic and playful representation of the Royals is perfect as an eye-catching accessory on a girls' night out.

Leading on from this Royal topic, in reference to our team, Royal Standards Media are pleased to announce the recruitment of two gentlemen of Royal connection in order to expand our horizons and proliferate into various industry sectors: Rob Kennedy, Royal Military Academy Sandhurst's Executive Chef and Grant Harrold, Former Butler to HRH Prince of Wales, described as 'the backbone of British Etiquette and Royal Protocol'.

Award winner Rob Kennedy has competed at top international level, winning World Olympic gold and silver medals, along with being nominated four years running for three National Chef Oscar awards and winning the Cost Sector Chef Award in 2010. He has also featured on BBC television and uses his culinary skill and experience to provide personal cooking demonstrations at such prestigious events as London Excel, Surrey County Show, Bristol Food Festival, Oxford Festival of Food, and the NEC Birmingham.

Following this, Grant Harrold has been described by the Daily Mail as 'the perfect man to lead you through an impromptu dinner party' and CBS News stating 'Grant Harrold knows a thing or two about Britishness - he used to be a Butler for Prince Charles... he's done it at the top'. Both of these international



**The Royal Clutch**

publications illuminate the sheer scale of respect for Grant and his line of work: his quality of work is second to none, and by accompanying his passion and respect for the Royals with his talents for traditional British etiquette, he truly is a remarkable gentleman. Further to this, Princess Katarina of Yugoslavia, a member of the Royal Family of Serbia and a great-niece of HM Queen Elizabeth II of Great Britain and HRH Prince Philip, has just announced her partnership with Grant, illuminating not only the scale and value of his reputation but the demand for Royal representation and media-based products for the public. International media conglomerates show regular interest and seek Grant's advice, demonstrated by his interview for CBS: This Morning, discussing 'What it takes to be a British manservant', his television role in the popular BBC series Country House, and

more recently, his interview for Entertainment Tonight, the world's number one syndicated entertainment news program.

## “The backbone of British Etiquette and Royal Protocol”

As their accomplishments reveal, both gentlemen are exquisitely talented in their respective fields, clearly illustrating their capabilities as being of Royal standard, producing wonderful Royal anecdotes and memories of their fondest times under Royal employment. Both Rob Kennedy and Grant Harrold are valued members of the Royal Standards team and their combined skill-base of

Royal etiquette paralleled with fine cuisine is a recipe for first-class outcomes.

**Elle Finn, Managing Editor of Royal Standards Media**

Tweet us @H\_Edition for more information on the collection



**Imogen Beifield, named by Vogue Italia as 'one of its Vogue Talents' for 2014 The Cocktail Ring collection**