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how to spend it

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BROAD MINDED



THE CULT SHOP

o'dell's

It's the small brands, many exclusive in the UK, that single out this ultra-cool east London menswear and lifestyle boutique

Reports of Shoreditch's demise have been numerous over the past 10 years, as mid-market brands have moved into east London looking for credibility. But on Calvert Avenue the independents are thriving – and none more so than O'Dell's, the year-old lifestyle brainchild of Tom David O'Dell (pictured right), a business graduate with a background in menswear. His eponymous shop is full of all the fashion, accessories and homewares he loves and personally owns. "I use the lime and basil variety of the cologne we sell [£30, by Musgo Real] and the organic Honest Man grooming products [from £10]," he says. "I wear the ties [£70, by Berg & Berg], I have the concrete planters [from £20, by Conpot]

in my house and I give the scented candles [£20, by PF Candle Co] as gifts." As well as being a selection of "stuff Tom likes", O'Dell's is a showcase of independent, mostly British artisans – a concept born out of necessity. "When I first looked into opening a menswear-focused space, I found the logistics of working with big brands too difficult," he says. But the small brands he chose instead have lent the store its uniqueness; indeed, a huge 80 per cent of the stock is exclusive in the UK, including the Nick Cabana watches (see pictured left, £150), and the backstory of each item links back to O'Dell in some way, such as the Portuguese colognes (from £20) he discovered years ago on holiday.

Some of the designers he works with were found on Instagram, while others were sourced in a more serendipitous manner – because they're his neighbours. One such is Scott Fraser. "His collection is based on workwear," explains O'Dell. "The jackets we sell [£249] are made in London from British wool, using buttons from a company in Soho that has been going for over a century." Similarly, the khaki totes (£180) and rucksacks (£350) – in Scottish duck canvas with bridle-leather handles – are by Charlie Borrow, whose studio is just around the corner.

Among his most interesting selections are the mid-century-style rugs (£350), handwoven in a variety of contrasting undyed wools. "They're by Rachel Scott



who was a painter at the Royal College of Art in the late 1950s," says O'Dell. "She spins the wool on a loom made by her brother in her Pinlico studio and each rug takes 70 hours to complete."

The shop operates outside seasonal cycles: the classic Han Kjøbenhavn sunglasses (£135), for example, are available year round, as will be the in-house range of knitwear (from £125). O'Dell is developing, inspired, in part, by the Scottish manufacturers he is working with. "At these factories, it's all about

technique, patterns and yarns, rather than design," he says. The first jumpers (£245) – "simple, classic crewnecks", utilitarian but beautifully made – are in store now and proving popular with the Shoreditch locals. "The best thing about retail is actually talking to customers," he says. "I've made friends with the people who come in here. I may run a lifestyle shop, but the lifestyle I'm selling is my own." MARK C O'FLAHERTY 24 Calvert Avenue, London E2 (07730-129 416; www.odellstore.com).

FOR GOODNESS' SAKE

Bags of hope

British brands Aspinall and Beulah London have collaborated on two limited-edition clutch bags, with 25 per cent of the sale price going to the United Nations' Blue Heart campaign, which raises awareness of human trafficking and helps victims rebuild their lives.

Miniature blue hearts are scattered across one clutch and provide the lining of another in black crocodile and, like the red ribbon so closely associated with HIV/AIDS, the initiative aims to make the blue heart an international symbol against trafficking.

"What we're doing is just a small part of this campaign," says Aspinall creative director Mariya Dykalo, "but we hope it will help shine a spotlight on the horror of human trafficking."

£275. Aspinall, 25 Brook Street, London W1 (020-7493 9509; www.aspinallondon.co.uk). Beulah London, 145 Ebury Street, London SW1 (020-7730 0775; www.beulahlondon.com). www.unodc.org.



VaniLes rose-gold and diamond Lyla's Bow ring, £4,500; 10 per cent of the sale price goes to the Lyla Itsoell Foundation (www.lylaisonfoundation.org). www.vaniles.com

This collection is in memory of my friend's daughter Lyla, who died battling DIPG, a brutal brain cancer that only affects children. Funds go to research I hope will one day find a cure. Lyla loved bows, always having one clipped in her wild blonde curls.

Vania Lesles, Jewellery designer

Wine notes

If yours was a dry January, toast the start of February with Widely Read, a Bordeaux from British wine and spirit merchant Berry Bros & Rudd that supports children's literacy through global non-profit Room to Read.

The claret, blended in 2013 in Pauillac with wine from 15 châteaux, is 58 per cent St Emilion Merlot with notes of a spicy Cabernet Franc and a blackcurrant-rich Cabernet Sauvignon. Every case sold supports five children for a year in Room to Read's literacy programme, which produces books for primary schoolers across Asia and Africa, works with education departments on curriculums and teacher training, and builds or repairs safe learning spaces. Over 250m children worldwide don't have basic literacy skills – the charity aims to reach 15m of them by 2020. £80 a bottle or £411 for a case of six; £360 per case goes to Room to Read. www.bbrc.com. www.roomtoread.org. CAMILLA APCAR