

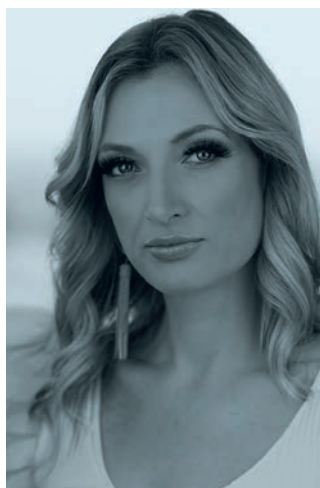
Women to watch: 2023

The UK may be the start-up capital of Europe, but while female entrepreneurs are on the rise, the number of UK businesses currently owned by women is just 33%. What is holding us back? The Luxury Collective Surrey launched in 2021 is dedicated to female entrepreneurship and to help empower, connect and inspire women. Here, Surrey Frills meets the stellar line-up of the founding members, the inspirational women leading with prescience, passion, power and poise..



Photoshoot & Words by Surrey Frills (left)

Venue: The Jockey Club, Sandown Park Racecourse, Esher. www.thejockeyclub.co.uk/sandown • **Photography:** Surrey Social Stock www.surreysocialstockphotography.com
Makeup: Jana Jurokova www.makeupbyjana.com • Paula Clark - www.facebook.com/paulaclarkmakeupartist
Stylist: Kelly Harvey-Welsh www.everyday.style • **Hair:** Saria and Holly from HARE & BONE, 7 High Street, Esher Surrey KT10 9RL www.hareandbone.co.uk



“

I set out to emulate an office environment with the intimacy and power of a small workforce to maximise solo entrepreneur's support and networking system

Fiona Wiseman, Fiona Wiseman Interiors

Combining her passions for interior design and love of working with people, Fiona studied at the renowned KLC School of Design before launching her eponymous business in 2020. Committed to creating desirable, timeless and functional spaces which reflects her clients personality and style, Fiona will bring a sense of calm to your space so home life can be enjoyed at its fullest.

“I believe that successful design is not limited to the aesthetics; it also needs to be a streamlined part of your lifestyle, providing enjoyment for years to come.”

Fiona values the importance of local sourcing and, where possible, likes to work with local suppliers. She has built up a wonderful pool of talented artisans and contractors.

“My desire is to create bespoke interior schemes that not only stand the test of time but also evoke an emotional response.”

fwinteriors@icloud.com
www.fionawisemaninteriors.co.uk



Luna Williams, The Luxury Collective Surrey

Founded by Caroline Williams, better known as Luna, the Luxury Collective Surrey has become Surrey's premier luxury events and networking group for like-minded, high impact women. Within the Luxury Collective is the 'Thrive Club', a private members club with a curated network of female entrepreneurs and business owners immersed in the luxury marketplace. The Thrive Club is dedicated to female entrepreneurship and to help empower, connect, and inspire women. Following a corporate career, and time at home raising her children, Luna took the plunge venturing into business on her own. The Luxury Collective was borne as a curator of social lifestyle events and was quickly followed by the Thrive Club, a powerful community that would unite, develop and elevate the founders of female owned and led businesses.

“I was consistently meeting inspirational, entrepreneurial women who were making monumental strides in their chosen fields but who often felt they were on a solo trajectory. I set out to emulate an office environment but with the intimacy



Elizabeth Hunt, Elizabeth Hunt & Associates

With more than thirty years' experience and a highly respected reputation in the property world, Elizabeth Hunt founded her eponymous, bespoke estate agency built around her core values of

and dynamism of a small workforce to maximize solo entrepreneur's support and networking system.” Infusing energy, passion and connection and with a clear vision, mission and commitment to integrity, Luna set out to create The Luxury Collective Surrey to both advocate for women and encourage them to inspire each other. Creating strong networks and fostering mutual support through a collaborative approach, Luna supercharges her commitment to her members by curating inspiring content and resources for future-focused women through a series of skill-building programs.

If you are ready to grow your professional network, participate in expert educational opportunities then why not apply to join the Luxury Collective Surrey and the Thrive Club. It is a fun, safe environment to empower, encourage, and embrace one another. Expect inspiration, great vibes, and celebrating your achievements.



[@luxurycollectivesurrey](https://www.luxurycollectivesurrey.co.uk)
www.luxurycollectivesurrey.co.uk

transparency, support and trust.

“Eleven years ago, I became disillusioned with the corporate world of property; it became a numbers game. I set out to offer a credible alternative to more corporate brands. I believe in an individual, proactive and tailored service.”

Elizabeth's knowledge and understanding of the local market is unrivalled and her commitment to providing a professional, personal and courteous service sees clients returning time and time again.

“Nowadays, pretty much all estate agents list your properties on exactly the same property portals so why not experience a different approach to selling and/or letting your home? I work directly with you, the decision maker, to provide a premium level of customer service.”

elizabeth@elizabethhuntassociates.co.uk
www.elizabethhuntassociates.co.uk



Lilia Mascolo, Bonkers Creative and Mum, Dad & Me Photography

Lilia is a true entrepreneurial powerhouse having created two businesses within the last six years. With a heartfelt approach to business rather than a hard-sell, Lilia values the importance of personal connections and cultivating meaningful relationships with her customers.

Bonkers Creative is a digital marketing agency, specialising in emotional marketing, where promotional work is done using emotional appeals to make prospective clients notice, remember, share and buy a product or service.

Mum Dad and Me Photography is a luxury family photography service with a studio based in Surrey. Award-winning photographer Tamara is the creative eye behind the lens and is also a qualified doula, having completed extensive training.

MDM specialises in bespoke photography and exclusive tailor made in Italy albums and wall art, using state of the art technology and only the finest materials and Italy's renowned craftsmanship. Lilia is also a trustee for the Toni and Guy charity foundation helping to raise funds for terminally ill children.

lilia@mascolo.co.uk
www.bonkerscreative.co.uk
www.mumdadandme.photography



Jools McKeown, Discovery Hypnotherapy

Jools McKeown is an accredited Clinical Hypnotherapist, Psychotherapist and mindset coach having trained at the renowned Clifton Practice (CPHT). Jools practices a highly effective solution focused approach to therapy and utilises mindfulness techniques alongside modern therapy practices of Cognitive Behavioural Therapy and Neuro-linguistic Programming.

Whilst experiencing a difficult time in her life, Jools discovered the positive benefits of hypnotherapy and then felt called to help others manage their own mental health.

Jools specialises in helping clients with anxiety based conditions and symptoms.

“I am passionate about helping people to reach their full potential in life through releasing negative beliefs and fears that often stand in the way of success, inner-peace and happiness. Anxiety and stress can feel debilitating, but positive change is possible and I would love to help you “

Jools runs a successful face to face clinic in Reigate and also holds space for international clients and those further afield in the UK, online via zoom.

jools@discoveryhypnotherapy.co.uk
www.discoveryhypnotherapy.co.uk



Rebecca Edmunds, Saskia Kate Interiors

Saskia Kate Interiors is an award-winning, bespoke interior design service whose tailored approach enables them to create thoughtful designs which truly reflect the style and personality of each client. “I create beautiful spaces for discerning clients, with an emphasis on timeless aesthetics, comfort and attention to detail.”

In a highly-competitive industry, what makes Rebecca stand out from the crowd is her dedication to supporting her clients to make considered choices at every stage and a commitment to gaining a deep understanding of their aspirations and lifestyle which allows Rebecca to interpret their vision. This is balanced with first class project management ensuring that she delivers a seamless experience every time.

“Establishing a strong designer-client relationship based on trust and transparency is at the heart of everything we do.”

info@saskiakateinteriors.co.uk
www.saskiakateinteriors.co.uk

Sophie Tannous, Buildeco Property Limited

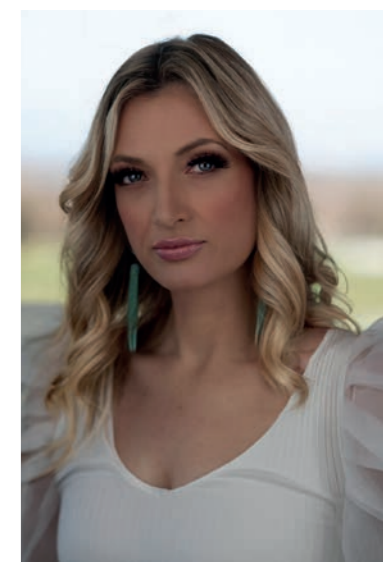
In the UK today, women represent just 13% of the construction workforce, principally in supporting office roles, like administration, HR or marketing. Bringing grit to this male dominated industry, is Sophie Tannous, co-founder of leading construction company, Buildeco Property.

Founded in London over thirty years ago and then expanding into Dubai in 2007, Sophie's company has evolved as a one stop-shop for all services within the international property realm.

“We are proud to be known as the ‘dream team’, realising the vision and aspiration of every one of our highly valued clients, be that the construction of a dream home or finding and sourcing International property.”

Sophie hopes to inspire and empower other women to join the construction industry bringing new skills and perspectives into this male dominated sector.

buildecoproperty@gmail.com
www.buildecoproperty.co.uk





Samantha Wright, Redluco Aviation

Samantha has been in the private aviation industry since 2002, when she joined NetJets for nine years before moving into the aircraft charter side of the business. Since returning to the industry following the birth of her twin boys in 2015, she realised that although the aircraft charter market was buoyant, she knew that there was something missing. Samantha created Redluco Aviation to offer an impeccable concierge service, whether you are flying once a year or once a week.

Redluco Aviation provides the ultimate private jet-charter service to their hand-picked clients.

"We specialise in working with VIPs and are proud to fly some of the world's most high-profile music and sporting personalities. Our bespoke service guarantees that the cabin service, the jet and the ease of comfort is tailored to your individual needs, supporting you every step of the way."

Samantha's core values are centred around transparency, communication and honesty "There are no hidden surprises with us. Redluco allows you to fly fast and smoothly, making your experience as seamless and stress-free as we can."

samantha@redlucoaviation.com
Instagram: @redlucoaviation

WOMEN TO WATCH: 2023



Wiebke Forrester, Larino Design & 360 Private Travel

Wiebke Forrester is the co-founder of UK based Larino Design which has been operating internationally since 2002. The company represents a creation of bespoke workmanship in luxurious living with services in architecture and interior design for residential, commercial and retail properties, transformations off private jets and yachts as well as graphic design.

In addition her passion for luxury and international travel has cascaded her into the travel industry as an established independent travel consultant for 360 Private Travel. Wiebke's first hand expertise allows her to craft bespoke trips for her clients, including unique experiences with a travel concierge service of the highest level.

Whether you are looking for the wide-eyed and unexpected or a dreamy vacation in the sun, Wiebke's passion for the highest quality will make it happen.

"I feel privileged to share my passion and knowledge for travel and design with my clients, offering the very best in personal service with the devotion to detail at the core of everything."

Instagram: @in.traveldesign @larinodesign

Biba Walker- Shaw, Circle Wealth Management

Biba is a Financial Planner and Chief Operating Officer at Circle Wealth Partners, specialising in strategic financial planning for women. The number of women seeking financial advice is growing yet still falls significantly behind the number of men who take advice. Biba is an adviser of choice to many of the South East leading female entrepreneurs and has built a reputation for providing a holistic approach. "I believe that as an adviser my ability is to listen, educate and empower. I also have a genuine desire to build trusted relationships with my clients." "What I've learnt is women's primary wealth goals revolve around keeping their money safe and investing for good in a sustainable way to ensure we all live in a world worth living in". Life events such as having a career break to bring up a family, divorce, retirement and death will have a financial impact women. "My focus is to understand my clients life plan and provide the strategy to get you where you want to be."

www.circlewealth.co.uk



Sara Delaney, Surrey Social Stock Photography

Four years ago, Sara co-founded her commercial and personal branding photography business with Andi Roberts, another long-term professional photographer.

"Our super power is telling the authentic story behind your brand, capturing the real you in a relaxed and fun shoot and delivering you a bank of totally on brand imagery for you to roll out on your social media."

A visionary with a passion for helping individuals achieve personal and professional success, Sara has worked as a photographer and stylist in New York & London and is also the creator of the award winning blog, Notes From A Stylist.

Surrey Social Stock Photography is committed to helping small businesses, seeking to grow their engagement on social media.

"I love working in new and innovative ways with brands to bring fresh content to their social media, creating photographic narratives to nurture customers."

sara@surreysocialstockphotography.com
www.surreysocialstockphotography.com
Instagram: @surreysocialstock

