

BoBelle London Founder wins Marie Claire Inspire and Mentor

Claire Watt-Smith, the buzzing fashion entrepreneur, has been celebrating this week as she has won the highly established Inspire and Mentor package from Marie Claire, with the retail expert and genius, Kate Bostock of Marks and Spencer



“Seventeen of the most influential women in Britain joined forces with Marie Claire to become part of the Inspire and Mentor with Marie Claire, the brand new campaign. The campaign aims to help women scale new heights in industry, hoping to help them achieve their potential”, Marie Claire.

Claire Watt-Smith, the Founder of BoBelle London, has been awarded the fabulous mentoring package with **Kate Bostock**, the Executive Director for clothing at **Marks and Spencer**. Claire Watt-Smith founded BoBelle London with the goal to develop a brand that sold **fashionable, durable** and **sophisticated fashion accessories** that were all **lovingly made**. Currently all of the fashion accessories at BoBelle London are **hand made** using **eel skin leather**. This **unique, luxurious** and gorgeous leather is the perfect material for accessories. Being a **by-product** of the food industry in Asia, the eels are extensively farmed for their meat and the skin is discarded. It is wonderful to put this otherwise wasted product to good use.



Watt-Smith is **thrilled** at having won the prize: *“I am literally over the moon. I was interviewed by Kate and the Features Editor, Kasie Davies, at Marie Claire. They were so excited about the developments I have made at BoBelle so far and also the prospects that lie ahead. To have a mentor who is so experienced and talented is truly amazing. I have so many ideas and plans for BoBelle; it is incredible to be able to share these with one of the most respected women in the business retail world”.*



Kate Bostock has said: *“Being a good mentor means having confidence and really listening to what a person needs. Drawing from your own experiences can really go a long way – and not necessarily just your good ones. I always strive to push people out of their comfort zones, and encourage them to take on challenges and make changes within their life. People get comfortable too easily, and a mentor should recognise when they’re capable of more. I like to think I have spotted a few stars along the way, and that they have learnt something useful from me.”*

Watt-Smith and Bostock will meet once a month with a telephone call every other week commencing in September 2010.

Pictures: top; cover of Marie Claire’s Power Issue, middle: Inspire and Mentor programme, bottom: Claire Watt-Smith of BoBelle London

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Editor's Notes:

Claire Watt-Smith, the Founder and CEO, has been awarded Fellowship of the Royal Society of Arts, as well as Top 100 Entrepreneurs as voted by Striding Out. Recently she was nominated as one of the Top 20 Red Hot Women Under 30 by Red Magazine, as well as one of the top Enterprising Britain Entrepreneurs by The Daily Mail and winning runner-up prize for the DediPower Entrepreneur of the Year award. Claire Watt-Smith also acts as an Ambassador for Enterprise UK. She founded BoBelle London at the tender age of 25 having studied her BSc in Management and French and Royal Holloway, University of London, and then completing her Masters in European Business and Spanish. BoBelle London has been seen in The Times, The Independent, Red, Drapers, Cosmopolitan and more.

The growing brand can be found in over 70 boutiques and stores in the UK and Ireland, including Fenwick Brent Cross and Elys of Wimbledon with soon-to-be Fenwick Newcastle. The new Men's collection and small leather accessories are being launched for Christmas, with the Apollo Iphone case being the biggest pre-seller so far. For photos and more details, please contact Vicky Maguire or see the BoBelle London website, www.BoBelle.co.uk.



Photographed above from left: the new Demeter in Deep Purple, Melissa in Light Grey, Theia in Deep Purple and new Apollo iphone case in Black

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