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JANUARY 2011

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Young entrepreneurs to watch, from a stylist making waves to a retailer reinventing milk



For the full list of graduates and innovators, see Wallpaper.com

ANNE MCCLAIN ▼
PERFUMER, US
mcmcfragrances.com

McClain's olfactory awakening began at the age of 15 when she fell victim to the sweet chocolate notes of Thierry Mugler's Angel. After being accepted to the highly selective year-long course at the Grasse Institute of Perfumery, the Rhode Island native launched her unisex line, MCMC Fragrances, from her home in Brooklyn in 2010. Apart from her hand-blended creations, McClain also conducts perfume workshops to share her expertise.

Most inspired by: 'My volunteer work and other community initiatives.'

CATARINA PORTAS ▲
RETAIL ENTREPRENEUR, PORTUGAL
www.avidaportuguesa.com

Portas started her career making hats with a local milliner, before becoming a journalist focusing on fashion and retail stories. While researching a book about life in Portugal in the 20th century she noticed that many local Lisbon products were still sold in their original packaging dating from the 1920s to the 1960s. Portas snapped up the retro stock and now sells it to style-conscious visitors and nostalgic locals in her first retail outlet, A Vida Portuguesa, in Lisbon's fashionable Chiado district. The shop

stocks a range of items, from soaps and chocolates to notebooks and ceramics, arranged in boxes by theme, and each accompanied by a tiny booklet explaining the products' origins. Portas has recently opened a new flagship store in Porto, and is now concentrating on the opening of a series of small cafés serving traditional pastries and drinks, such as perfumed milk, in some of Lisbon's landmark turn-of-the-century kiosks (pictured).

Most inspired by: 'Manuel Reis, an antiques dealer turned nightclub owner.'



NED GOODWIN ►
SOMMELIER, JAPAN
info.nedgoodwin@me.com

The Japanese only drink two litres of wine per person per year, so you can see what Ned Goodwin is up against. Born in London, raised in Sydney and schooled in Paris, where his interest in wine was first established, Goodwin's knowledge and enthusiasm saw him become one of three sommeliers at New York's Veritas, a restaurant considered to have one of the finest wine lists in the world. Now based in Tokyo, he became Japan's first Master of Wine in May 2010. As the wine director of Global Dining and PJ Group restaurants, he travels the world bringing a variety of styles back to Japan and trains restaurant staff in the art of matching Japanese food and wine.

Most inspired by: 'Jancis Robinson.'



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Photography: Paulo Segadães, Emily Keegan, Yasuyuki Takagi, Lucas Balock, Ali Kropotek, Madan Teouchi