

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

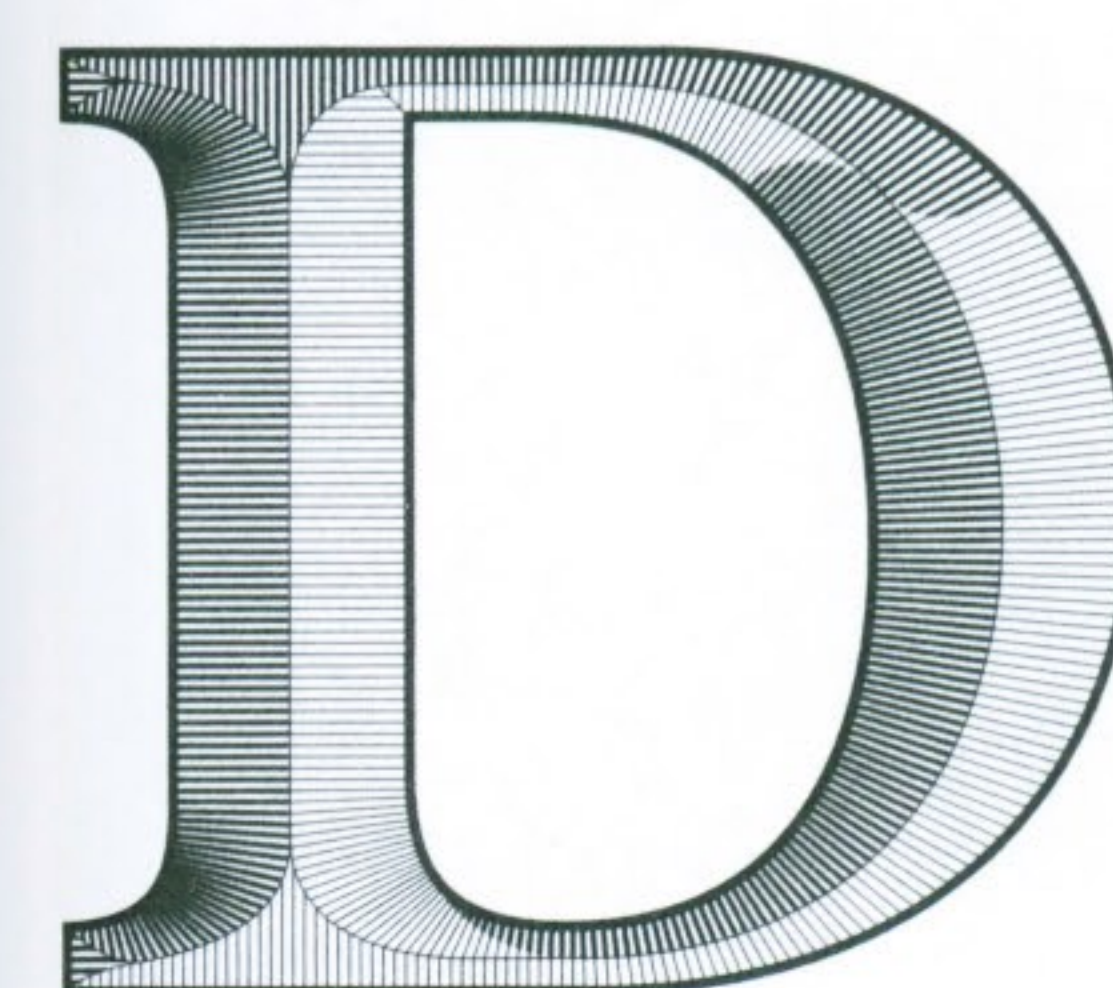
Scanning the horizon: Looking for lands of opportunity

An inspirational tour of the places, people, outfits and organisations worth adding to your list of best benchmarks. A five-part **SPECIAL REPORT**



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- A AFFAIRS** After the flame: a report card for London
- B BUSINESS** Fujifilm: a lesson in rethinking your image
- C CULTURE** Das Book: Germans are better between the sheets
- D DESIGN** Redefining the perfect wardrobe in Japan and Sweden
- E EDITS** Checking into the Oyster Inn, a Toronto 'hood and a new spread of food and drink
- EXPO** The UK's freshest design hub: Central Saint Martins



DO IT YOURSELF —Global

Preface

Monocle meets five creative businesses and entrepreneurs who have gone their own way, and we ask them how, and why, they did it.

What ties the following five stories together is that at the heart of each of them are entrepreneurs who went against the tide of conformity and followed their instinct to stick their necks out and try something different. At a time when risk-taking is not the normal modus operandum, the examples that follow show that striking out to realise an ambition pays off.

We find out how to build a thriving community from scratch and how to inject life into a city centre with a new manufacturing hub; we learn how to start your own cottage industry and grow it into a business; how to build a retail brand in bricks and mortar that gives life at street level and how to package a product so that it sings from the shelves, too. They aren't tales of following spreadsheets or making decisions by committee, but rather common sense, skill, hard work and responding to human behaviour. And there are lessons to be learnt from all of them by all of us. — (M)

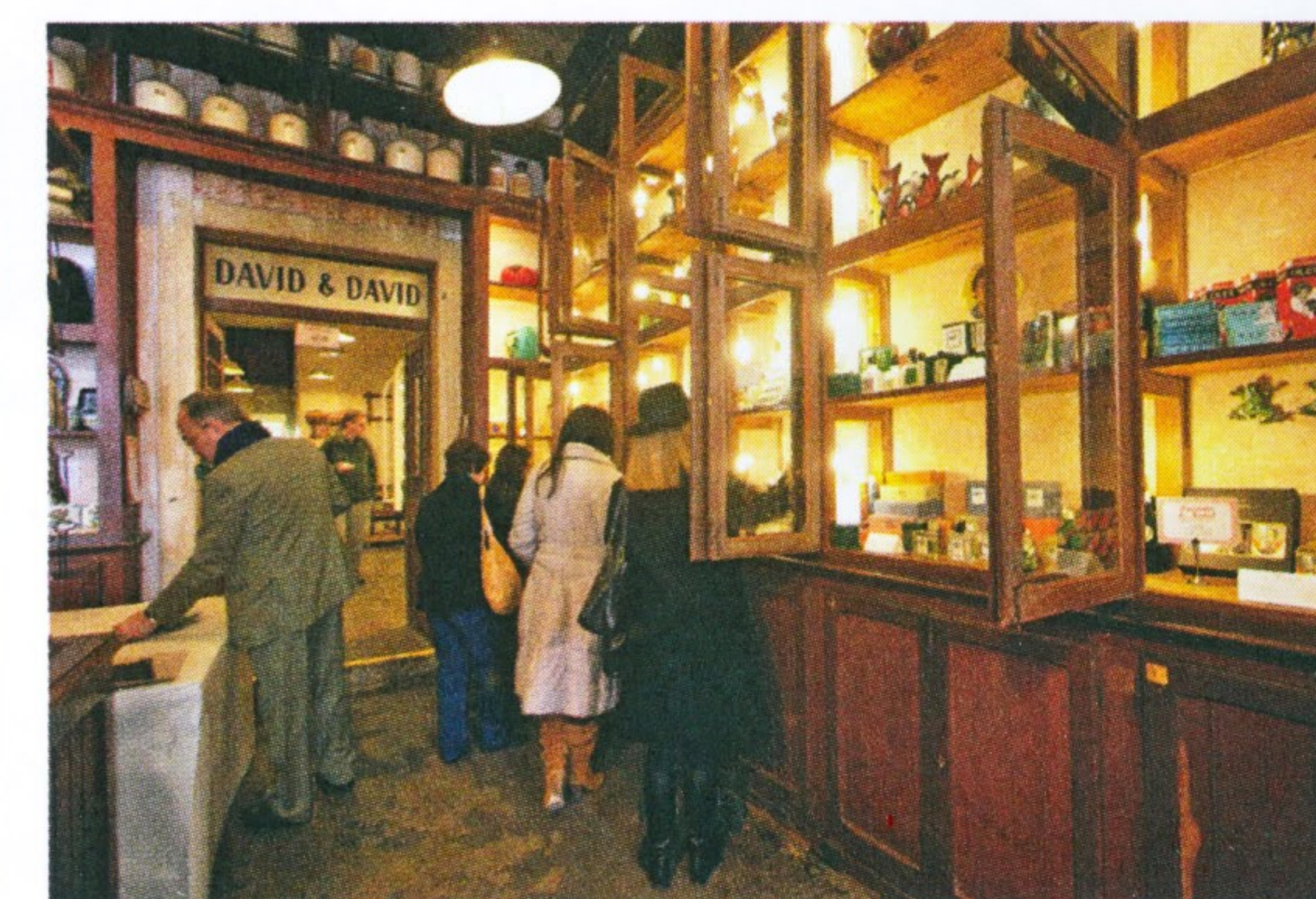
THE HOW TO GENERATION

- 1 BECOME A MAYOR:** how local know-how can help you beat the old parties
 - 2 REVIVE A BRAND:** meet the Parisians who added a fresh flavour to a forgotten name
 - 3 MAKE A 'KILLING':** the secrets of creating a global TV thriller franchise
 - 4 RUN A SHOP:** the Portuguese posse who have found success isn't all click-click
 - 5 START A WINE LABEL:** the woman who uncorked her potential in sunny Sicily
 - 6 BE A K-POP STAR:** a top producer on choreographing Seoul classics
 - 7 BUILD A COMMUNITY:** get a lesson in how to inject life into your town
- PLUS:** raise the curtain on your own cinema • run a cosy cottage industry • be a media revolutionary



D

HOW TO
Design businesses



HOW TO...

promote physical retail
A Portuguese stand-out

A Vida Portuguesa was launched by former journalist Catarina Portas (top left, centre of picture) in 2007. With stores in Lisbon and Porto, it champions classic Made in Portugal products such as sardines, soaps and shoebrushes. — ST

Monocle: Why did you start the business?

Catarina Portas: I started A Vida Portuguesa with €1,000, some small-business advice from a friend and some bartering skills. I wanted to counter what was going on in Portugal; a kind of retail that saw 20 years of malls and hypermarkets. I loved these old products and I didn't want them to disappear, but I also thought that the country needed a little bit of self-esteem, to appreciate its own products.

M: What sets your shop apart from others that sell classic Portuguese brands?

CP: We are more careful about presentation and we don't have just any old tinned sardines – we have tinned sardines done in a certain way, in a certain place. We know exactly what we are selling.

M: Who are your customers?

CP: Everyone from old ladies who can only find their Alantoine handcream here because all the small shops in their neighbourhoods have closed down to fine-arts students who like the atmosphere and buy Serrote notebooks. avidaportuguesa.com

HOW TO...

Top three tips

01

Find the right site

Too many beautiful buildings in Portugal have been taken over by chain stores. Portas waited one year to find the right site for her Lisbon store.

02

Do your research

A Vida Portuguesa staff know each brand inside out – who makes it, where it comes from, why it's important.

03

Make them feel special

The idea of A Vida Portuguesa is that it's a secret place of discovery, and shops that specialise and stay authentic end up getting wider attention.