



# THE NEW WAVE

*They're creative, talented and under 25... From Damian Aspinall's jewellery-designing daughter to the teen fashion blogger turned model, HFM meets the bold British upstarts tipped to take the style world by storm*

Tamsy Aspinall and her husband's new Victoria van Holthe wearing their newly launched brand Tada & To, with the entrepreneurial Instagrammer here already set their sights on greener things. "If you read our career plan it's generously worded," laughs Victoria, during our exclusive photo shoot.

PHOTO INTERVIEW

## THE JEWELLERY DESIGNERS

TAMSY ASPINALL & VICTORIA VAN HOLTHE

Jewellery designers Tamsy Aspinall and Victoria van Holthe may be leading **JHM's** rising stars with their newly launched brand Tada & To, but the entrepreneurial Instagrammers have already set their sights on greener things. "If you read our career plan it's generously worded," laughs Victoria, during our exclusive photo shoot. "We want to be everywhere," agrees Victoria - called **Ty** by Tamsy - who's based in the London that the others with the younger star.



**"WE WANT TO BE EVERYWHERE... I THINK CARA DELEVINGNE WOULD LIKE OUR STAR EAR CLIFFS, AND AFTER THAT IT'S WORLD DOMINATION!"**

**SHOWING THEIR METAL** Tamsy, older daughter of conservationist and actor Damian Aspinall, studied politics at Bristol University, while Victoria, who modelled in **Topshop**, studied politics at City and Guilds of London Art School. "I'm still really passionate about art," explains Victoria, whose home is decorated with some of her abstract paintings. "Modelling isn't about you, it's about the clothes you're wearing. It's very satisfying to be on the other side." To add another string to her bow, Victoria is an accomplished sailor, having completed a month-long circum-Atlantic trip with her father, former Sir Sam van Holthe, just before launching her business. "My dad is my hero," says Victoria. "His dream was to sail across the Atlantic, so I took a month out and went with him. It was an incredible trip, and throughout that whole business

venue has been my biggest supporter." The inspiration for Tada & To - the girls' childhood nicknames - came when their third business partner, Shasha Kumar (mother of Tamsy's boyfriend Karlito), approached them with an idea for starting a small jewellery business a year ago. "Shasha has always made jewellery for friends, and suggested that perhaps we'd like to do jeans-made jewellery and sell in the UK," explains Victoria. "We started talking about how we wouldn't want the brand to be and what kind of jewellery, and it grew from there. Shasha handles the production and supply side of things, which is invaluable," continues Tamsy.

**A SHARED ADVENTURE** Shasha encouraged the girls to visit Japan's acclaimed workshops - also used by established British designer Monica Vinader. "We went there for two months, picked all the stones, made sure they were all perfect," says Tamsy. "We use very thin chains, which is a pretty much the opposite of what they were used to making there, so it was a unique experience for us all. It was our first time in India as well, so we were overwhelmed, sensory overload from all the colours and spices."

All in all, this is an adventure the girls are unwilling to forget. "Raising a company with somebody is the closest you could ever be, and I'm not lucky to be doing it with Tamsy," adds Victoria. "It's insane, but we make each other laugh every day, so we get on so well."

Tamsy agrees. "We're like sisters, so it's really easy. You don't have to travel on any agendas. We design the collection together, model health for each other, and then Ty does the photos." She explains, "We wanted quality, creative vibes. And you have a similar aesthetic."



The girls: Tamsy Aspinall, 22, and Victoria van Holthe, 21, are wearing their newly launched brand Tada & To, with the entrepreneurial Instagrammer here already set their sights on greener things. "If you read our career plan it's generously worded," laughs Victoria, during our exclusive photo shoot.

Opposite page: Tamsy Aspinall and Victoria van Holthe, wearing their newly launched brand Tada & To, with the entrepreneurial Instagrammer here already set their sights on greener things. "If you read our career plan it's generously worded," laughs Victoria, during our exclusive photo shoot.

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contribute towards the brand," says Tamsy, who grew up at Hoxton, the family's wildlife park in Kent. "They do amazing work both internationally and in the UK, and I really wanted to find a way to be part of it."

Tamsy and her sister Clara, 22, from Damian's marriage to Louise Sebag-Montefiore, "grew up with the girls" and, as their constant passion the wildlife couldn't be more natural. "The Foundation has a reserve in Galton, Africa, where we release giraffes," says Tamsy. "I went in June this year with my dad and it was amazing seeing them in the wild."

Tamsy and Clara also have a sister, Freya, 11, from Damian's former relationship with TV personality Donna Air, who is on hand to style her photoshoot in what feels very much like a family affair. "I love their jewellery. I'm so proud because they've had such a good response." Donna tells us. "As Elizabeth, had our photographer said, you can layer and layer their jewellery and it never seems to look over the top. I'm obviously biased because Tamsy's family and Ty, but I can't see a pair of Damian's and setting a boy, a boy."

"She's got such a good eye." Tamsy says of Donna. "I can't see the pair they're together in her own wardrobe, so I really trust her styling. How would she describe the Tada & To aesthetic? "I think some of the designs around are too over; we want people to buy our jewellery because they like it, because it's cool," she says.

"I love the Scandinavian kind of design," adds Victoria, who cites the Swedish mother Ty and grandmother Karolin as her style inspiration. "Tamsy and I both wanted

our jewellery to be clean and delicate, so you could wear it day and night. We thought about our friends and felt strongly that it should be as subtle as possible. At HFM, we're being the honest 'uns, both shapes paired with delicate chains, not to mention statement pieces such as our ear cuffs, 'sly'der' palm bangles and body chains. Tamsy and Ty, who only launched Tada & To in October, prize their close-knit families for believing in their product.

Both have been great," exclaims Tamsy. "Damian is such a huge help," adds Victoria of her business partner's father. "He's an entrepreneur, so he has great advice."

Victoria's sister Charlotte, 22, also has been involved, working as an intern during the launch. "We would love to get into the big names and get great collaborations with like, Cara Delevingne and Jordan Dunn. I love Caroline Spencer! I just think she's amazing," says Tamsy.

"I think Cara would like our ear cuffs," misses Victoria before laughing. "And after that it's world domination!"

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