

Top 20 CoolBrands

Brand	Category
Apple	1 Technology - General
Glastonbury	2 Festivals & Events
Netflix	3 Music & Movie Streaming
Aston Martin	4 Automotive
Nike	5 Sportswear, Swimwear & Equipment
Instagram	6 Media - Search, Social & Communications
Spotify	7 Music & Movie Streaming
adidas	8 Sportswear, Swimwear & Equipment
PlayStation	9 Technology - Gaming
YouTube	10 Media - Search, Social & Communications
Google	11 Media - Search, Social & Communications
Airbnb	12 Travel - General
Alexander McQueen	13 Fashion - Design
Bose	14 Technology - Audio
M.A.C	15 Toiletries - Cosmetics
Sonos	16 Technology - Audio
Harley-Davidson	17 Motorcycles
GoPro	18 Technology - Cameras & Projectors
CHANEL	19 Fashion - Design
Ray-Ban	20 Fashion - Glasses & Sunglasses

Category Winners

Brand	Category
Aston Martin	Automotive
Camden Town Brewery	Drinks - Beer & Ales
Dom Pérignon	Drinks - Champagne & Sparkling Wine
Aspall Cyder	Drinks - Cider
Monmouth	Drinks - Coffee & Tea
Vita Coco	Drinks - Soft Drinks
Hendrick's Gin	Drinks - Spirits - Gin
Patrón Tequila	Drinks - Spirits - Other
Grey Goose	Drinks - Spirits - Vodka
S.Pellegrino	Drinks - Water
Royal Albert Hall	Entertainment Venues
Mulberry	Fashion - Accessories
Alexander McQueen	Fashion - Design
Jimmy Choo	Fashion - Designer Footwear
Converse All Stars	Fashion - General Footwear
Ray-Ban	Fashion - Glasses & Sunglasses
Lara Bohinc	Fashion - Jewellery
Wolford	Fashion - Legwear & Hosiery
Agent Provocateur	Fashion - Lingerie & Nightwear
NET-A-PORTER.COM	Fashion - Retail
Glastonbury	Festivals & Events
first direct	Financial Services
Nakd	Food - Cereals & Cereal Bars
Green & Black's Organic	Food - Chocolate

Brand	Category
KETTLE Chips	Food - Crisps
Marmite	Food - General Products
Ben & Jerry's	Food - Ice-Cream & Desserts
PROPERCORN	Food - Other Snacks
Whole Foods Market	Food - Retail & Curators
Barry's Bootcamp	Health & Fitness
Smeg	Home - Appliances
Farrow & Ball	Home - Decoration & Soft Furnishings
diptyque	Home - Fragrances & Candles
Le Creuset	Home - General Products
Tom Dixon	Home - Hard Furnishings
Made.com	Home - Retailers & Curators
Rockstar Games	Media - Music & Gaming Labels
Instagram	Media - Search, Social & Communications
Storm	Model & Talent Management
Harley-Davidson	Motorcycles
Netflix	Music & Movie Streaming
Ottolenghi	Restaurants - Light Food & Snacks
Dishoom	Restaurants - Multi-Site
The Fat Duck	Restaurants - Stand Alone
Liberty	Retail - General
Nike	Sportswear, Swimwear & Equipment
Bose	Technology - Audio
GoPro	Technology - Cameras & Projectors
PlayStation	Technology - Gaming
Apple	Technology - General
Fitbit	Technology - Health & Fitness
M.A.C	Toiletries - Cosmetics
Aveda	Toiletries - Haircare
OPI	Toiletries - Nails
Aēsop	Toiletries - Skincare
Airbnb	Travel - General
The London EDITION	Travel - Hotels
Soho House & Co	Travel - Members' Clubs

Qualifying CoolBrands (A-Z)

Brand	Category
& Other Stories	Fashion - Retail
(MALIN+GOETZ)	Toiletries - Skincare
9Bar	Food - Cereals & Cereal Bars
Abel & Cole	Food - Retail & Curators
ABSOLUT VODKA	Drinks - Spirits - Vodka
Ace Hotel	Travel - Hotels
Acne Studios	Fashion - Design
Acqua di Parma	Home - Fragrances & Candles
Acqua Panna	Drinks - Water
Activision Blizzard	Media - Music & Gaming Labels
Addlestones	Drinks - Cider
adidas	Sportswear, Swimwear & Equipment
Adnams	Drinks - Beer & Ales
Aēsop	Toiletries - Skincare
Affordable Art Fair	Festivals & Events
AGA	Home - Appliances
Agent Provocateur	Fashion - Lingerie & Nightwear
Airbnb	Travel - General
Alessi	Home - General Products
Alex Monroe	Fashion - Jewellery
Alexander McQueen	Fashion - Design
Alexander Wang	Fashion - Design
Alexandra Palace	Entertainment Venues
Alienware	Technology - Gaming
Alternative Flooring	Home - Decoration & Soft Furnishings
Amazon Prime	Retail - General
Amoralle	Fashion - Legwear & Hosiery
Anglepoise	Home - Decoration & Soft Furnishings
Annina Vogel	Fashion - Jewellery
Annoushka	Fashion - Jewellery
Anolon	Home - General Products
Antonio Federici	Food - Ice-Cream & Desserts
Anya Hindmarch	Fashion - Accessories
Apple	Technology - General
Aprilia	Motorcycles
Aquazzura	Fashion - Designer Footwear
Aram	Home - Retailers & Curators
Organic	Food - General Products
Aromatherapy Associates	Home - Fragrances & Candles
Artisan du Chocolat	Food - Chocolate
ASH	Fashion - General Footwear
ASOS	Fashion - Retail
Aspall Cyder	Drinks - Cider
Aspinal of London	Fashion - Accessories
Aston Martin	Automotive
Atsuko Kudo	Fashion - Lingerie & Nightwear
Audi	Automotive
Aurelia Probiotic Skincare	Toiletries - Skincare
Aveda	Toiletries - Haircare
B&B Italia	Home - Hard Furnishings
Badoit	Drinks - Water
Balthazar	Restaurants - Stand Alone

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Brand	Category
Bang & Olufsen	Technology - Audio
Barbican	Entertainment Venues
Barburrito	Restaurants - Light Food & Snacks
bareMinerals	Toiletries - Cosmetics
Barrow & Flux	Fashion - Glasses & Sunglasses
Barry M	Toiletries - Nails
Barry's Bootcamp	Health & Fitness
Bath Ales	Drinks - Beer & Ales
BBC iPlayer	Music & Movie Streaming
BEAR	Food - Other Snacks
Beats by Dr. Dre	Technology - Audio
Beavertown Brewery	Drinks - Beer & Ales
BECCA	Toiletries - Cosmetics
BELAZU	Food - General Products
Belmond Le Manoir aux Quat'Saisons	Restaurants - Stand Alone
Belu Water	Drinks - Water
Belvedere Vodka	Drinks - Spirits - Vodka
Belvoir Fruit Farms	Drinks - Soft Drinks
Ben & Jerry's	Food - Ice-Cream & Desserts
Benefit	Toiletries - Cosmetics
Benelli	Motorcycles
Bensons Chilly Billy	Food - Ice-Cream & Desserts
Bentley	Automotive
Berners Tavern	Restaurants - Stand Alone
Bestival	Festivals & Events
Bisque	Home - Hard Furnishings
Björn Borg	Fashion - Lingerie & Nightwear
black + blum	Home - General Products
Black Dragon	Drinks - Cider
Black Eyewear	Fashion - Glasses & Sunglasses
Black Sheep Brewery	Drinks - Beer & Ales
Black Vanilla	Food - Ice-Cream & Desserts
Blacks Club	Travel - Members' Clubs
Blakes London	Travel - Hotels
blk.	Drinks - Water
Bluebird Tea Co	Drinks - Coffee & Tea
BMW	Automotive
Bobbi Brown	Toiletries - Cosmetics
Bocca di Lupo	Restaurants - Stand Alone
BoConcept	Home - Hard Furnishings
Boffi	Home - Hard Furnishings
Bollinger	Drinks - Champagne & Sparkling Wine
Bombay Sapphire	Drinks - Spirits - Gin
Booja-Booja	Food - Chocolate
BOOM Cycle	Health & Fitness
Bootcamp Pilates	Health & Fitness
Bose	Technology - Audio
Bottega Veneta	Fashion - Accessories
Bounce Energy Balls	Food - Other Snacks
Bowers & Wilkins	Technology - Audio
Boxerchips	Food - Crisps
BrewDog	Drinks - Beer & Ales
British Airways	Travel - General
British Military Fitness	Health & Fitness

Brand	Category
Brompton	Sportswear, Swimwear & Equipment
Brooklyn Brewery	Drinks - Beer & Ales
BULLDOG	Drinks - Spirits - Gin
bulthaup	Home - Hard Furnishings
Bumble and bumble	Toiletries - Haircare
Burberry	Fashion - Design
Burger & Lobster	Restaurants - Multi-Site
Burts Potato Chips	Food - Crisps
Busaba Eathai	Restaurants - Multi-Site
Butter London	Toiletries - Nails
Byredo	Home - Fragrances & Candles
Byron	Restaurants - Multi-Site
Calzedonia	Fashion - Legwear & Hosiery
Cambridge Audio	Technology - Audio
Camden Town Brewery	Drinks - Beer & Ales
CanO Water	Drinks - Water
Canon	Technology - Cameras & Projectors
Caravan	Restaurants - Multi-Site
Carl Hansen	Home - Hard Furnishings
Carousel Lights	Home - Decoration & Soft Furnishings
Carpo	Food - Retail & Curators
Cartwright & Butler	Food - General Products
Casamigos Tequila	Drinks - Spirits - Other
Cawston Press	Drinks - Soft Drinks
Champagne Perrier-Jouët	Drinks - Champagne & Sparkling Wine
CHANEL	Fashion - Design
Chantelle	Fashion - Lingerie & Nightwear
Chapel Down	Drinks - Champagne & Sparkling Wine
Charbonnel et Walker	Food - Chocolate
Charles Heidsieck	Drinks - Champagne & Sparkling Wine
Charlotte Olympia	Fashion - Designer Footwear
Charlotte Tilbury	Toiletries - Cosmetics
Chiltern Firehouse	Restaurants - Stand Alone
Chloé	Fashion - Design
Christian Louboutin	Fashion - Designer Footwear
Christopher Kane	Fashion - Design
Church's	Fashion - General Footwear
Ciaté	Toiletries - Nails
Citymapper	Travel - General
Clipper	Drinks - Coffee & Tea
Coco de Mer	Fashion - Lingerie & Nightwear
Coldpress	Drinks - Soft Drinks
Cole & Mason	Home - General Products
Converse All Stars	Fashion - General Footwear
COOPS	Fashion - Jewellery
COS	Fashion - Retail
Cream & Country	Food - Ice-Cream & Desserts
Creed	Home - Fragrances & Candles
Crème de la Mer	Toiletries - Skincare
Crussh	Restaurants - Light Food & Snacks
Crystal Head Vodka	Drinks - Spirits - Vodka
Cubitts	Fashion - Glasses & Sunglasses
Curious Brew	Drinks - Beer & Ales
Curzon Cinemas	Entertainment Venues

Brand	Category
Cutler and Gross	Fashion - Glasses & Sunglasses
Dada	Home - Hard Furnishings
Damaris	Fashion - Lingerie & Nightwear
Dark Star Brewing Co.	Drinks - Beer & Ales
Darling Spuds	Food - Crisps
David Hunt Lighting	Home - Decoration & Soft Furnishings
Daylesford	Food - Retail & Curators
Deezer	Music & Movie Streaming
De'Longhi	Home - Appliances
Department of Coffee and Social Affairs	Restaurants - Light Food & Snacks
Dermalogica	Toiletries - Skincare
Designers Guild	Home - Decoration & Soft Furnishings
Destinology	Travel - General
Dior	Fashion - Design
diptyque	Home - Fragrances & Candles
Dishoom	Restaurants - Multi-Site
Dom Pérignon	Drinks - Champagne & Sparkling Wine
Dominic Jones	Fashion - Jewellery
Dover Street Market	Fashion - Retail
Dower & Hall	Fashion - Jewellery
Dr Sebahg	Toiletries - Skincare
Dr Stuart's	Drinks - Coffee & Tea
Dr. Hauschka	Toiletries - Skincare
Dr. Jackson's	Toiletries - Skincare
Dr. Martens	Fashion - General Footwear
DriveNow	Travel - General
Dualit	Home - Appliances
Ducati	Motorcycles
Duck & Waffle	Restaurants - Stand Alone
Dunkertons	Drinks - Cider
EA	Media - Music & Gaming Labels
EarlyBird	Food - Retail & Curators
Eat Natural	Food - Cereals & Cereal Bars
Eden Project	Entertainment Venues
Eidos	Media - Music & Gaming Labels
Elemis	Toiletries - Skincare
Elephant Gin	Drinks - Spirits - Gin
Elite London	Model & Talent Management
EMI	Media - Music & Gaming Labels
Equinox	Health & Fitness
ercol	Home - Hard Furnishings
essie	Toiletries - Nails
Etsy	Retail - General
eve	Home - Decoration & Soft Furnishings
EVE LOM	Toiletries - Skincare
Everyman Cinemas	Entertainment Venues
evian	Drinks - Water
Eyekeo	Toiletries - Cosmetics
Fabletics	Sportswear, Swimwear & Equipment
Facebook	Media - Search, Social & Communications
FALKE	Fashion - Legwear & Hoisery
Farfetch	Fashion - Retail
Farrow & Ball	Home - Decoration & Soft Furnishings
Fentimans	Drinks - Soft Drinks

Brand	Category
Ferrari	Automotive
Festival No.6	Festivals & Events
Fever-Tree	Drinks - Soft Drinks
Field Day	Festivals & Events
field&flower	Food - Retail & Curators
Fierce Grace	Health & Fitness
Fired Earth	Home - Decoration & Soft Furnishings
first direct	Financial Services
Fitbit	Technology - Health & Fitness
Five Guys	Restaurants - Multi-Site
Fleur of England	Fashion - Lingerie & Nightwear
FM London	Model & Talent Management
Fortnum & Mason	Retail - General
Foyles	Retail - General
Frame	Health & Fitness
Franco Manca	Restaurants - Multi-Site
FRENDS	Technology - Audio
Frieze Art Fair	Festivals & Events
Gaggenau	Home - Appliances
Gaggia	Home - Appliances
GAIL'S	Restaurants - Light Food & Snacks
GameStick	Technology - Gaming
Garmin	Technology - Health & Fitness
ghd	Toiletries - Haircare
Gilpin's Gin	Drinks - Spirits - Gin
Glastonbury	Festivals & Events
GO! Kombucha	Drinks - Coffee & Tea
Google	Media - Search, Social & Communications
GoPro	Technology - Cameras & Projectors
Gousto	Food - Retail & Curators
Graham & Brown	Home - Decoration & Soft Furnishings
Graham and Green	Home - Retailers & Curators
Grain Store	Restaurants - Multi-Site
Gran Luchito	Food - General Products
graze.com	Food - Retail & Curators
Green & Black's Organic	Food - Chocolate
Grenson	Fashion - General Footwear
Grey Goose	Drinks - Spirits - Vodka
Gü	Food - Ice-Cream & Desserts
Gucci	Fashion - Design
Gymbox	Health & Fitness
H&M	Fashion - Retail
Häagen-Dazs	Food - Ice-Cream & Desserts
Haig Club	Drinks - Spirits - Other
Ham Yard Hotel	Travel - Hotels
Hangar 1 Vodka	Drinks - Spirits - Vodka
Hanro	Fashion - Lingerie & Nightwear
Harley-Davidson	Motorcycles
Harrogate Spring Water	Drinks - Water
Harvey Nichols	Retail - General
Hasselblad	Technology - Cameras & Projectors
Havaianas	Fashion - General Footwear
Hawksmoor	Restaurants - Multi-Site
Heal's	Home - Retailers & Curators

Brand	Category
HelloFresh	Food - Retail & Curators
Hendrick's Gin	Drinks - Spirits - Gin
Hennessy	Drinks - Spirits - Other
Henney's	Drinks - Cider
Hershesons	Toiletries - Haircare
Hildon	Drinks - Water
HIP Hotels	Travel - General
Hive	Technology - General
Hix	Restaurants - Multi-Site
Holy Cow!	Food - General Products
Home House	Travel - Members' Clubs
Honest Burgers	Restaurants - Multi-Site
Hotel Café Royal	Travel - Hotels
Hotel Chocolat	Food - Chocolate
House of Dorchester	Food - Chocolate
House of Hackney	Retail - General
Houzz	Home - Retailers & Curators
HoxtonHotels	Travel - Hotels
Huawei	Technology - General
Humdinger	Food - Other Snacks
Hummus Bros	Restaurants - Light Food & Snacks
Hunter	Fashion - General Footwear
Hyperdub	Media - Music & Gaming Labels
Ice Cream Union	Food - Ice-Cream & Desserts
Ilkley Brewery	Drinks - Beer & Ales
Illamasqua	Toiletries - Cosmetics
IMG Models	Model & Talent Management
Independent	Model & Talent Management
Innis & Gunn	Drinks - Beer & Ales
innocent	Drinks - Soft Drinks
Instagram	Media - Search, Social & Communications
Intelligent Nutrients	Toiletries - Haircare
Isle of Wight Festival	Festivals & Events
itsu	Restaurants - Light Food & Snacks
J.W. Anderson	Fashion - Design
Jack Daniel's	Drinks - Spirits - Other
Jaguar	Automotive
Jawbone	Technology - Health & Fitness
Jax Coco	Drinks - Soft Drinks
JBL	Technology - Audio
Jeep	Automotive
Jimmy Choo	Fashion - Designer Footwear
Jo Loves	Home - Fragrances & Candles
Jo Malone	Home - Fragrances & Candles
Joe & Seph's	Food - Other Snacks
Joe & The Juice	Restaurants - Light Food & Snacks
Joe's Tea Co.	Drinks - Coffee & Tea
John Lewis	Retail - General
Johnnie Walker	Drinks - Spirits - Other
Joseph Joseph	Home - General Products
Josh Wood	Toiletries - Haircare
Jude's	Food - Ice-Cream & Desserts
Juiceman	Drinks - Soft Drinks
Juniper Green Organic Gin	Drinks - Spirits - Gin

Brand	Category
Jurlique	Toiletries - Cosmetics
Kallo	Food - Other Snacks
Karen Walker	Fashion - Jewellery
Kérastase	Toiletries - Haircare
Ketel One Vodka	Drinks - Spirits - Vodka
KETTLE Chips	Food - Crisps
Kiehl's	Toiletries - Skincare
kikki.K	Home - General Products
Kindle	Technology - General
Kirk & Kirk	Fashion - Glasses & Sunglasses
KitchenAid	Home - Appliances
Knoll	Home - Hard Furnishings
Kopparberg	Drinks - Cider
Korres	Toiletries - Skincare
Krispy Kreme	Food - Other Snacks
Krug	Drinks - Champagne & Sparkling Wine
KTM	Motorcycles
La Perla	Fashion - Lingerie & Nightwear
LAAIN	Sportswear, Swimwear & Equipment
Laboratory Perfumes	Home - Fragrances & Candles
Lamborghini	Automotive
Laphroaig	Drinks - Spirits - Other
Lara Bohinc	Fashion - Jewellery
LARKE	Fashion - Glasses & Sunglasses
L'Artisan Parfumeur	Home - Fragrances & Candles
Lascelles London	Home - General Products
Lascivious	Fashion - Lingerie & Nightwear
Last.fm	Music & Movie Streaming
Latitude	Festivals & Events
Laura Mercier	Toiletries - Cosmetics
Laurent-Perrier	Drinks - Champagne & Sparkling Wine
Lavazza	Drinks - Coffee & Tea
Le Chameau	Fashion - General Footwear
Le Creuset	Home - General Products
Le Gavroche	Restaurants - Stand Alone
Leica	Technology - Cameras & Projectors
Leighton Denny	Toiletries - Nails
Lenovo	Technology - General
Leon	Restaurants - Multi-Site
Liberty	Retail - General
LIBRARY	Travel - Members' Clubs
Lick	Food - Ice-Cream & Desserts
Ligne Roset	Home - Hard Furnishings
Lime Wood	Travel - Hotels
Linda Farrow	Fashion - Glasses & Sunglasses
Linn	Technology - Audio
Livia's Crumbles	Food - Other Snacks
Living Architecture	Travel - General
Lizi's Granola	Food - Cereals & Cereal Bars
Loaf.com	Home - Retailers & Curators
Lock & Co	Fashion - Accessories
Loewe	Technology - General
Lomography	Technology - Cameras & Projectors
London Art Fair	Festivals & Events

Brand	Category
London Fields Brewery	Drinks - Beer & Ales
Longchamp	Fashion - Accessories
Louis Roederer	Drinks - Champagne & Sparkling Wine
Love Home Swap	Travel - General
Lovebox	Festivals & Events
LoveRaw	Food - Cereals & Cereal Bars
LSA International	Home - General Products
Lulu Guinness	Fashion - Accessories
lululemon	Sportswear, Swimwear & Equipment
LUMIX	Technology - Cameras & Projectors
Luscombe	Drinks - Soft Drinks
M.A.C	Toiletries - Cosmetics
M2Malletier	Fashion - Accessories
Made.com	Home - Retailers & Curators
Magimix	Home - Appliances
Maje	Fashion - Retail
Mallow & Marsh	Food - Other Snacks
Manolo Blahnik	Fashion - Designer Footwear
Manomasa	Food - Crisps
Marine Ices	Food - Ice-Cream & Desserts
Marmite	Food - General Products
Marshfield Farm Ice Cream	Food - Ice-Cream & Desserts
Martin Miller's Gin	Drinks - Spirits - Gin
Maserati	Automotive
Mast Brothers	Food - Chocolate
MATCHESFASHION.COM	Fashion - Retail
McLaren Automotive	Automotive
Meantime	Drinks - Beer & Ales
MEATliquor	Restaurants - Multi-Site
Melissa Odabash	Sportswear, Swimwear & Equipment
Mercedes-Benz	Automotive
Mercier Champagne	Drinks - Champagne & Sparkling Wine
Metcalfe's skinny	Food - Other Snacks
Methven	Home - Hard Furnishings
Miele	Home - Appliances
Milagro Tequila	Drinks - Spirits - Other
MiLK	Model & Talent Management
Miller Harris	Home - Fragrances & Candles
MINI	Automotive
Minx Nails	Toiletries - Nails
Misfit	Technology - Health & Fitness
Miu Miu	Fashion - Design
Mixcloud	Music & Movie Streaming
Models 1	Model & Talent Management
Modish Living	Home - Retailers & Curators
Moët & Chandon	Drinks - Champagne & Sparkling Wine
Mo-Fi	Technology - Audio
Moleskine	Home - General Products
MOMA	Food - Cereals & Cereal Bars
Mondrian London at Sea Containers	Travel - Hotels
Monica Vinader	Fashion - Jewellery
Monkey Shoulder	Drinks - Spirits - Other
Monmouth	Drinks - Coffee & Tea
Monty Bojangles	Food - Other Snacks

Brand	Category
mophie	Technology - General
Moroccanoil	Toiletries - Haircare
Moto Guzzi	Motorcycles
Mövenpick Ice Cream	Food - Ice-Cream & Desserts
Mr & Mrs Smith	Travel - General
Mr Organic	Food - General Products
MR PORTER	Fashion - Retail
Mr. Hare	Fashion - Designer Footwear
MUBI	Music & Movie Streaming
Mulberry	Fashion - Accessories
MUVI	Technology - Cameras & Projectors
Myla	Fashion - Lingerie & Nightwear
Nails inc	Toiletries - Nails
Nakd	Food - Cereals & Cereal Bars
NARS	Toiletries - Cosmetics
National Anthem	Media - Music & Gaming Labels
Neal's Yard Remedies	Toiletries - Cosmetics
NEFF	Home - Appliances
Neom Organics	Home - Fragrances & Candles
Nespresso	Home - Appliances
Nest	Technology - General
Nest.co.uk	Home - Retailers & Curators
NET-A-PORTER.COM	Fashion - Retail
NetDeco	Home - Retailers & Curators
Netflix	Music & Movie Streaming
New Balance	Sportswear, Swimwear & Equipment
Nichole de Carle London	Fashion - Lingerie & Nightwear
Nicolas Kirkwood	Fashion - Designer Footwear
Nike	Sportswear, Swimwear & Equipment
Nikon	Technology - Cameras & Projectors
Nintendo	Technology - Gaming
Nixon	Fashion - Accessories
No1 Lounges	Travel - General
Nordic Koivu	Drinks - Soft Drinks
Norton Motorcycles	Motorcycles
notonthehighstreet.com	Retail - General
NOW TV	Music & Movie Streaming
Nubian Skin	Fashion - Legwear & Hosiery
Nutribullet	Home - Appliances
Nyetimber	Drinks - Champagne & Sparkling Wine
O2 Academy	Entertainment Venues
Oculus Rift	Technology - Gaming
Old Mout Cider	Drinks - Cider
Oliver Goldsmith	Fashion - Glasses & Sunglasses
Oliver Peoples	Fashion - Glasses & Sunglasses
Olivia von Halle	Fashion - Lingerie & Nightwear
Olympus	Technology - Cameras & Projectors
onefinestay	Travel - General
OPI	Toiletries - Nails
Optoma	Technology - Cameras & Projectors
Orchard Pig	Drinks - Cider
Oribe	Toiletries - Haircare
Orlebar Brown	Sportswear, Swimwear & Equipment
ORLY	Toiletries - Nails

Brand	Category
Ottolenghi	Restaurants - Light Food & Snacks
Palladium	Fashion - General Footwear
Pandora Bell	Food - Other Snacks
Pantherella	Fashion - Legwear & Hoisery
Parklife	Festivals & Events
Patagonia	Sportswear, Swimwear & Equipment
Patrón Tequila	Drinks - Spirits - Other
Patty & Bun	Restaurants - Multi-Site
Paul	Restaurants - Light Food & Snacks
Paul Andrew	Fashion - Designer Footwear
Pebble	Technology - General
Pedlars	Home - Retailers & Curators
Penhaligon's	Home - Fragrances & Candles
Pentax	Technology - Cameras & Projectors
Perrier	Drinks - Water
Persol	Fashion - Glasses & Sunglasses
Peyton and Byrne	Restaurants - Light Food & Snacks
Philip Kingsley	Toiletries - Haircare
Phyto	Toiletries - Haircare
Piaggio	Motorcycles
Picturehouse Cinemas	Entertainment Venues
Pimm's	Drinks - Spirits - Other
Pinkberry	Restaurants - Light Food & Snacks
Pinterest	Media - Search, Social & Communications
Pip & Nut	Food - General Products
Pipers	Food - Crisps
Planet Organic	Food - Retail & Curators
PlayStation	Technology - Gaming
Plenish	Drinks - Soft Drinks
PMR	Media - Music & Gaming Labels
pod	Restaurants - Light Food & Snacks
Polar	Technology - Health & Fitness
Polaroid	Technology - Cameras & Projectors
Pollen Street Social	Restaurants - Stand Alone
POLPO	Restaurants - Multi-Site
Pommery	Drinks - Champagne & Sparkling Wine
popchips	Food - Crisps
Porsche	Automotive
Portobello Road Gin	Drinks - Spirits - Gin
Potbelly	Restaurants - Light Food & Snacks
Prada	Fashion - Design
Premier Model Management	Model & Talent Management
Prestat	Food - Chocolate
Pret A Manger	Restaurants - Light Food & Snacks
Primal Snack Box	Food - Retail & Curators
PROPERCORN	Food - Other Snacks
Psyche	Health & Fitness
Pukka	Drinks - Coffee & Tea
Pulsin	Food - Other Snacks
Puma	Sportswear, Swimwear & Equipment
Pump Street Bakery	Food - Chocolate
Purdey's	Drinks - Soft Drinks
Pure	Technology - Audio
Pureology	Toiletries - Haircare

Brand	Category
Rapha	Sportswear, Swimwear & Equipment
Rara	Music & Movie Streaming
Rare Tea Company	Drinks - Coffee & Tea
Raw Health	Food - General Products
Ray-Ban	Fashion - Glasses & Sunglasses
Razer	Technology - Gaming
REAL Crisps	Food - Crisps
Red Carpet Manicure	Toiletries - Nails
Rekorderlig	Drinks - Cider
REN	Toiletries - Skincare
Republic of Fritz Hansen	Home - Hard Furnishings
Restaurant Nathan Outlaw	Restaurants - Stand Alone
Rickshaw Bagworks	Fashion - Accessories
Riedel	Home - General Products
Rigby & Peller	Fashion - Lingerie & Nightwear
RITUALS	Home - Fragrances & Candles
Robert Welch	Home - General Products
Roberts Radio	Technology - Audio
Rockett St George	Home - Retailers & Curators
Rockstar Games	Media - Music & Gaming Labels
Rococo Chocolates	Food - Chocolate
Rolls-Royce	Automotive
Rosewood London	Travel - Hotels
Royal Albert Hall	Entertainment Venues
Royal Enfield	Motorcycles
Rubies in the Rubble	Food - General Products
Ruinart	Drinks - Champagne & Sparkling Wine
Runtastic	Technology - Health & Fitness
Rupert Sanderson	Fashion - Designer Footwear
Russian Standard Vodka	Drinks - Spirits - Vodka
S.Pellegrino	Drinks - Water
Sagaform	Home - General Products
Sage by Heston Blumenthal	Home - Appliances
Sailor Jerry	Drinks - Spirits - Other
Salty Dog	Food - Crisps
Samsung	Technology - General
Savse	Drinks - Soft Drinks
SCP	Home - Hard Furnishings
Scrubbys	Food - Crisps
Seabrook Crisps	Food - Crisps
Secret Garden Party	Festivals & Events
SEGA	Media - Music & Gaming Labels
Select Model Management	Model & Talent Management
Selfridges	Retail - General
Sennheiser	Technology - Audio
Shakespeare's Globe	Entertainment Venues
Shangri-La Hotel at The Shard	Travel - Hotels
Sharpham Park	Food - Retail & Curators
Shaun Leane	Fashion - Jewellery
Shazam	Music & Movie Streaming
Sheridan	Home - Decoration & Soft Furnishings
Shiseido	Toiletries - Cosmetics
Shu Uemura	Toiletries - Cosmetics
Sipsmith	Drinks - Spirits - Other

Brand	Category
SK-II	Toiletries - Skincare
SkinCeuticals	Toiletries - Skincare
Skinny Cow	Food - Ice-Cream & Desserts
Skype	Media - Search, Social & Communications
Smeg	Home - Appliances
Snapchat	Media - Search, Social & Communications
Snog	Restaurants - Light Food & Snacks
Soho House & Co	Travel - Members' Clubs
Soigné	Toiletries - Nails
Sonos	Technology - Audio
Sony	Technology - General
Sony Music	Media - Music & Gaming Labels
Sophia Webster	Fashion - Designer Footwear
SoundCloud	Music & Movie Streaming
Southbank Centre	Entertainment Venues
Space NK	Retail - General
Speedflex	Health & Fitness
Speyside Glenlivet	Drinks - Water
Spotify	Music & Movie Streaming
Standard Drawers	Fashion - Lingerie & Nightwear
Stella McCartney	Fashion - Design
Stephen Webster	Fashion - Jewellery
Stokes Sauces	Food - General Products
Storm	Model & Talent Management
Storm Tea	Drinks - Coffee & Tea
Street Feast Festival	Festivals & Events
Superga	Fashion - General Footwear
SUSHISAMBA	Restaurants - Stand Alone
Suzuki	Motorcycles
Swag & Stare	Fashion - Glasses & Sunglasses
Sweaty Betty	Sportswear, Swimwear & Equipment
Swoon Editions	Home - Retailers & Curators
Taittinger	Drinks - Champagne & Sparkling Wine
Tangle Teezer	Toiletries - Haircare
Tanqueray	Drinks - Spirits - Gin
Tatty Devine	Fashion - Jewellery
Taylor Morris	Fashion - Glasses & Sunglasses
Taylors of Harrogate	Drinks - Coffee & Tea
teapigs	Drinks - Coffee & Tea
TenPilates	Health & Fitness
Terry de Havilland	Fashion - Designer Footwear
Tesla	Automotive
Tezenis	Fashion - Lingerie & Nightwear
The Artisan Kitchen	Food - General Products
The Arts Club	Travel - Members' Clubs
The Beaumont	Travel - Hotels
The Botanist	Drinks - Spirits - Gin
The Brompton Club	Travel - Members' Clubs
The Clove Club	Restaurants - Stand Alone
The Club at the Ivy	Travel - Members' Clubs
The Connaught	Travel - Hotels
The Cornish Crisp Company	Food - Crisps
The Fat Duck	Restaurants - Stand Alone
The Five Points Brewing Company	Drinks - Beer & Ales

Brand	Category
The French Bedroom Company	Home - Retailers & Curators
The Garrick Club	Travel - Members' Clubs
The Geometry of Pasta	Food - General Products
The Great Escape	Festivals & Events
The Hand and Flowers	Restaurants - Stand Alone
The Hospital Club	Travel - Members' Clubs
The House of St Barnabas	Travel - Members' Clubs
The Kernel Brewery	Drinks - Beer & Ales
The Kooples	Fashion - Retail
The Kraken	Drinks - Spirits - Other
The London Distillery Company	Drinks - Spirits - Other
The London EDITION	Travel - Hotels
The London Tea Company	Drinks - Coffee & Tea
The New Craftsmen	Home - Retailers & Curators
The North Face	Sportswear, Swimwear & Equipment
The O2	Entertainment Venues
THE OUTNET	Fashion - Retail
The Paleo Food Co	Food - Cereals & Cereal Bars
The Palomar	Restaurants - Stand Alone
The Pig	Travel - Hotels
The Place	Health & Fitness
The Protein Ball Co.	Food - Other Snacks
The Rug Company	Home - Retailers & Curators
The Saucy Fish Co.	Food - General Products
The Third Space	Health & Fitness
The White Company	Home - Decoration & Soft Furnishings
The Zetter Townhouses	Travel - Hotels
Thermomix	Home - Appliances
Thirsty Planet	Drinks - Water
TIGI	Toiletries - Haircare
Tom Binns	Fashion - Jewellery
Tom Daxon	Home - Fragrances & Candles
Tom Dixon	Home - Hard Furnishings
TOM FORD	Fashion - Design
TONI&GUY	Toiletries - Haircare
Topshop	Fashion - Retail
Tough Mudder	Health & Fitness
Town Hall Hotel	Travel - Hotels
Tramshed	Restaurants - Stand Alone
Trasparenze	Fashion - Legwear & Hosiery
Tricker's	Fashion - General Footwear
Triumph	Motorcycles
triyoga	Health & Fitness
True Grace	Home - Fragrances & Candles
Tumblr	Media - Search, Social & Communications
Twitter	Media - Search, Social & Communications
two Chicks	Food - General Products
Ty Nant	Drinks - Water
Tyrrells	Food - Crisps
Uber	Travel - General
Ubisoft	Media - Music & Gaming Labels
Under Armour	Sportswear, Swimwear & Equipment
Universal Music Group	Media - Music & Gaming Labels
Urban Decay	Toiletries - Cosmetics

Brand	Category
Urbanears	Technology - Audio
Vagabond	Fashion - General Footwear
Valrhona	Food - Chocolate
Vans	Fashion - General Footwear
Vespa	Motorcycles
Veuve Clicquot	Drinks - Champagne & Sparkling Wine
VEVO	Media - Search, Social & Communications
Victory Motorcycles	Motorcycles
Villeroy & Boch	Home - Hard Furnishings
Vimeo	Media - Search, Social & Communications
Vine	Media - Search, Social & Communications
Virgin Atlantic	Travel - General
Virgin Money	Financial Services
Vita Coco	Drinks - Soft Drinks
Vitamix	Home - Appliances
Vitra	Home - Hard Furnishings
VOSS	Drinks - Water
WAH Nails	Toiletries - Nails
Warner Music	Media - Music & Gaming Labels
we are tea	Drinks - Coffee & Tea
Westons Cider	Drinks - Cider
Whistles	Fashion - Retail
Whole Foods Market	Food - Retail & Curators
Wilderness	Festivals & Events
William Morris Endeavor	Model & Talent Management
William Morris London	Fashion - Glasses & Sunglasses
William's Gin	Drinks - Spirits - Gin
Williamson Tea	Drinks - Coffee & Tea
Willie's Cacao	Food - Chocolate
Willy's Cider	Drinks - Cider
Wolford	Fashion - Legwear & Hosiery
Wray & Nephew	Drinks - Spirits - Other
Wyborowa	Drinks - Spirits - Vodka
Xbox	Technology - Gaming
Yorkshire Crisps	Food - Crisps
YouTube	Media - Search, Social & Communications
YSL	Fashion - Design
Yushoi Snapea Rice Sticks	Food - Other Snacks
Zanzan	Fashion - Glasses & Sunglasses
Zara	Fashion - Retail
Zeo	Drinks - Soft Drinks
Zipcar	Travel - General
Zoe & Morgan	Fashion - Jewellery

Please note that some brand names have been changed since the research was conducted. This list reflects the brands as they are generally marketed at the time of going to press and may differ slightly from the name analysed in the survey.