

# Lawfully Creative | Farmers' by Nancy Durham and Welsh Lavender

## About the show

### Lawfully Creative

With Annabelle Gauberti

Produced by  
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The podcast "Lawfully Creative" is a series of intimate and honest conversations hosted by Annabelle Gauberti, the founding and managing partner of London and Paris-

based law firm Crefovi, which focuses on advising the creative industries. Annabelle talks with artists, policy makers and professionals in the creative industries – to hear their stories, what inspires their creations, what decisions changed their careers, and what relationships influenced their work. Produced by Crefovi.

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## Episode n. 9: Farmers' by Nancy Durham and Welsh Lavender

**FARMERS'**  **Farmers' founder, Nancy Durham, gives us the genesis of her fantastic Welsh cosmetics brand, as well as the lowdown on the next steps for her Welsh Lavenders' business, from her farm in Wales.**

26 November 2018 – The first Welsh lavender farm, owned by Nancy Durham and her philosopher husband Bill Newton-Smith, started back in 2003. Nancy explains, in this episode of Lawfully Creative, the reasons underpinning such daring experiment of growing lavender in Wales, and how her Farmers' brand grew organically, thanks to gifted and visionary allies such as Helen Lowe and Tyler Brulé of Monocle's fame. Nancy also unveils what lies ahead, for the future success and scaling up of her Farmers' brand, worldwide. Nancy talks about all these topics with Annabelle Gauberti, at her farm in Powys, in Wales, straight after the Hay-on-Wye winter festival.

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## A global network

Clients praise Crefovi's lawyers for their responsiveness & ability to understand the technical, business and legal aspects of each commercial transaction and come back, deal after deal, to be advised by them.

While London and Paris based, we routinely work across borders. The vast majority of our engagements are multi-jurisdictional. We are used to working in multinational teams, and rely on our network of specialist lawyers for support in other jurisdictions.

The team has therefore established an extensive international network of creative industries' contacts and a close association with other specialist lawyers worldwide. Our history of successes in high profile, politically sensitive matters reflects an ability to act swiftly and with the utmost discretion.

Indeed, Crefovi's lawyers are very well connected in the world of the creative industries, attending, and participating to discussion panels at, on a regular basis, each session of the professional trade shows such as CES, Web Summit, DLD & Slush, Midem, as well as the Cannes film festival and EFM and the Berlinale.

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