

Jenny Casebourne

Recently appointed Head of Portfolio at The Pollen Estate, meet our second Master in Real Estate.

“What has been most rewarding about joining The Pollen Estate?”

Getting under the skin of the Estate and starting to understand the detail of how it works, meeting all the stakeholders and the occupiers, the many characters, all with such different talents and skills. It is a unique setting of craftsmanship, from tailoring on Savile Row to the ever-changing art exhibition on Cork Street, and as it continues to become the epicentre of European contemporary art.

What has been the most surprising?

Savile Row is a globally known brand, so I was aware of the tailoring but I have still found the skill and quality of

the craftsmanship in the area, quite unique and the process of making a bespoke suit fascinating. It takes approximately 80 hours to handmade a bespoke suit. As you walk along Savile Row, you can look into the basements and see this work in action. I have been learning about the Galleries of Cork Street. Frieze has had some fantastic exhibitions recently. This was a long-term project of The Pollen Estate and we are almost fully let, with recent additions which will be announced soon.

What do you value most about your work?

I do really enjoy property, I've been lucky enough to work with many brilliant surveyors, whom I have learnt from and fantastic organisations which

has given me opportunities. In my role I like the variety that it brings, from traditional transactional deals like letting space, to public realm improvements and marketing discussions. I particularly enjoy meeting the people who make up estate life, I have met many interesting characters, it's a real privilege.

Who has been the best mentor to you over the years?

I can think of three people who really stand out as giving me good advice, Andrew Frost at JLL, who gave me good, constructive feedback. Andrew Hynard who always makes time for a chat despite his numerous professional commitments and Martin Thomas of Hanover Green Retail, who always answered my questions however niche and improbable the scenario.

What sets The Pollen Estate apart from other Central London estates?

No other estate in London, or in the world, is dedicated to bespoke tailoring. People travel from all over the world to visit Savile Row to experience the unique offering.

How do you plan on modernising the estate without straying too far from its historical routes?

We will continue to evolve our occupier mix, with the focus remaining on our heritage of bespoke tailoring and contemporary art, but with the aspiration to bring in new talent to the streets that is sympathetic to the history and existing talent. We will



also look to bring in more food and beverage offers to give people more places to meet and enjoy the Estate. Our Community and Marketing Director, Polly Bradshaw is working on a curated events programme working with our occupiers and neighbours.

What have we got to look forward in the year to come across The Pollen Estate?

The return of Savile Row Concours – after the success of last year, we are closing the Row again, for 2 days with the support of Westminster City Council. This event is collaboration between tailors and the automotive world to celebrate craftsmanship and the art of bespoke London Gallery Weekend – we are working on numerous events with London Gallery Weekend to bring together all our galleries on Cork Street New retailers and restaurants...watch this space!

What's the jewel in The Pollen Estate's Crown – which is its most interesting asset to you?

Like most estates it never is really only one asset, it is the sum total of the parts that makes it special. The Estate spans across 35 acres of Mayfair, from Bond Street to Savile Row, Clifford Street to Burlington Gardens.

Is London high-street retail past its glory days?

No, I don't think so. I believe people want the physical experience and to feel part of a community or a lifestyle. This is where shops and restaurants deliver what you cannot experience online.

WORDS OF WISDOM

If there was one business decision you could change from your career, what would it be and why?

I met Bianca Tavella Founder & CEO of Fair Shot Café, which is a company that specialises in inclusion of people with learning difficulties in the workplace. I thought this was a great concept but regrettably, at the time, had no suitable options to bring to this to the Estate. I have watched with interest as she has opened cafés and wish her every future success.

What assets should we be investing in right now? Why?

Given my new role, I am going to say Mayfair office space. There is occupational demand for offices with good sustainability credentials, that offer the right space for their people.

What's London's best kept secret?

Joe Morgan at Chittleborough & Morgan at Nutters, 12 Savile Row, does incredible bespoke ladieswear. When I first met Joe he encouraged me to try one of his jackets, the fit and the weight of it were completely different to anything I have tried on before. It felt like a real 'power' jacket . . . I have been dreaming about owning one ever since!

If you could add one London Street to The Pollen Estate, which one would it be and why?

It would have to be Marylebone High Street because I loved working in Marylebone Village whilst I was at The Howard de Walden Estate. My time there coincided with Covid-19 and Marylebone High Street went through quite a bit of change, welcoming new retailers & restaurateurs and I feel proud to have been apart of that change.

Who do you admire in the RE industry and why?

The three senior role models that spring to mind that I admire, are Christine Cross a board Director of The Pollen Estate, Sarah-Jane Curtis, COO of Bicester Motion and Tracey Hartley, COO of Cortland Europe. They have all offered great advice and been incredibly supportive.

As a working mother, how do you manage to juggle work and home life efficiently? Any tips?!

In all honesty the juggle is a challenge! My tips would be, don't put too much pressure on yourself. We are often our own harshest judges.

What can't you leave the house without?

My husband tells me that I can't leave the house, at the moment, without doing my best impression of Arsene Wenger! My sister kindly gave me a full length black jacket for Christmas! It's so warm, so even if I do look like a football manager on the side line of game, I am happy! ”