



March 8th 2021

Muddy Stiletto's

CELEBRATING SURREY'S WONDER WOMEN FOR IWD

It's been a tricky year so to mark International Women's Day 2021, we are bigging up Surrey's lockdown heroines - the women in business who have adapted, thrived and survived.

Laura Walford – Managing director at Belgravia Gallery

Laura joined Belgravia Gallery when in 2001 when it was still based in Belgravia, London. Her mother, Anna, had started the business 15 years earlier and Laura grew up surrounded by art. In the early 2000s the company was asked to help with the UK launch of artwork by Nelson Mandela, and Laura's first business trip was to meet the man himself at his home in Johannesburg. Over the years Belgravia Art has hosted exhibitions of work as diverse as Charlie Mackesy, Rembrandt, Picasso, Warhol, Hirst, and Banksy. In 2017, the business relocated to Surrey and is now based in Cranleigh.



Laura says: I've been lucky to learn from the best – my mother, Anna, is a wonderful role model. At the heart of our business is kindness – our employees, artists and suppliers are the foundation and we always strive to treat them well and know that without them we'd be unable to function. We also try to give back. Over the years we have developed a strong charitable ethos – and through the sale of art by Prince Charles, Nelson Mandela, and others we have raised funds for numerous charities.

When starting a business or a new project take it day by day – set realistic goals that are achievable. And always have a good sense of humour.

Covid-19 has increased the challenges of running a business, especially if you're homeschooling. But embracing it makes it easier – I tell clients on calls that I'll probably be interrupted (I usually am!). I think they like the authenticity. But there are also positives to all this – it's good for the children to see what Mummy is doing, and being a hard-working role model is hopefully beneficial for them. belgraviagallery.com