

Ribble Valley

LANCASHIRE'S PREMIER
GUIDE TO LUXURY LIVING
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HARLEY DAVIDSON
A WICKED RIDE

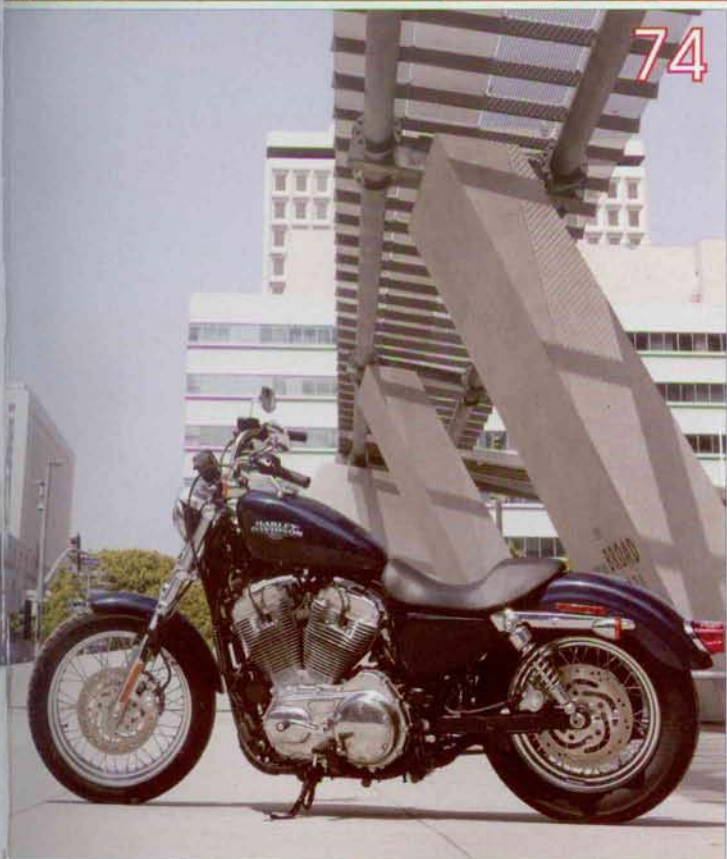
ON TOP OF THE WORLD
EVEREST ADVENTURE

A TOUCH OF CLASS
A FAMILY REUNITED

BEAUTY BONANZA
HOT LOOKS FOR AUTUMN



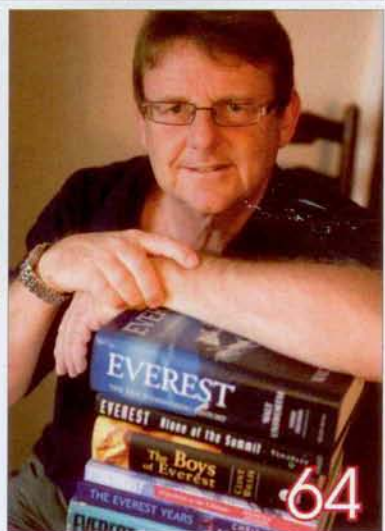
95



74



08



64

CONTENTS

COVER STORIES

- 64 ON TOP OF THE WORLD**
Jan Woolley talks to Richard Bennett about his Everest Adventure
- 74 HARLEY DAVIDSON**
We take a look at the new 2009 models

FEATURES

- 8 A TOUCH OF CLASS**
The Hindley family reunited
- 30 BEN DI LISI**
Talks to us about what is hot for Autumn/Winter
- 84 INDEPENDENT SCHOOLS FEATURE**
What to consider when sending your child to an independent school
- 95 CHRISTMAS CONSIDERATIONS**
Where to party and where to lunch

A touch of class

Artistic, young and stylish, Guy, Alex and Harriet Hindley have the world at their feet. They have lived in New York, Egypt and Australia, but they are now back together in business in the Ribble Valley, writes *Jan Woolley*.

The Hindley siblings nod in enthusiastic agreement.

Alex has summed up their business philosophy: "Dad always used to say, do it with a touch of class, so that's what we do."

Guy, Alex and Harriet are a formidable trio – they are well travelled, well educated creative and confident.

They have had a privileged and traditional family upbringing but have each taken their own individual and unusual paths. It has been a journey which has seen Guy studying contemporary art in New York and the girls living hundreds

of miles apart in Australia.

So it is all the more astounding that the three are now reunited, living and working together here in the Ribble Valley.

Doing it with style is an ethos which has certainly worked for their respective businesses.

The girls have just launched an exclusive organic skincare range for children while Guy manages the rolling acres of the Gisburn estate and the luxury lodges at Ribblesdale Park.

Alex an intuitive naturopath and mother-of-two has created Pitta Patta for children – organic moisturising creams and massage oils combined with gem essences

and essential oils based on the modality known as 'vibrational healing'.

It is an unusual and unique concept – the products are designed to work with the physical, emotional and spiritual aspects of children.

Using the purest ingredients, the creams and oils have proved hugely popular in Australia where Alex was based for five years.

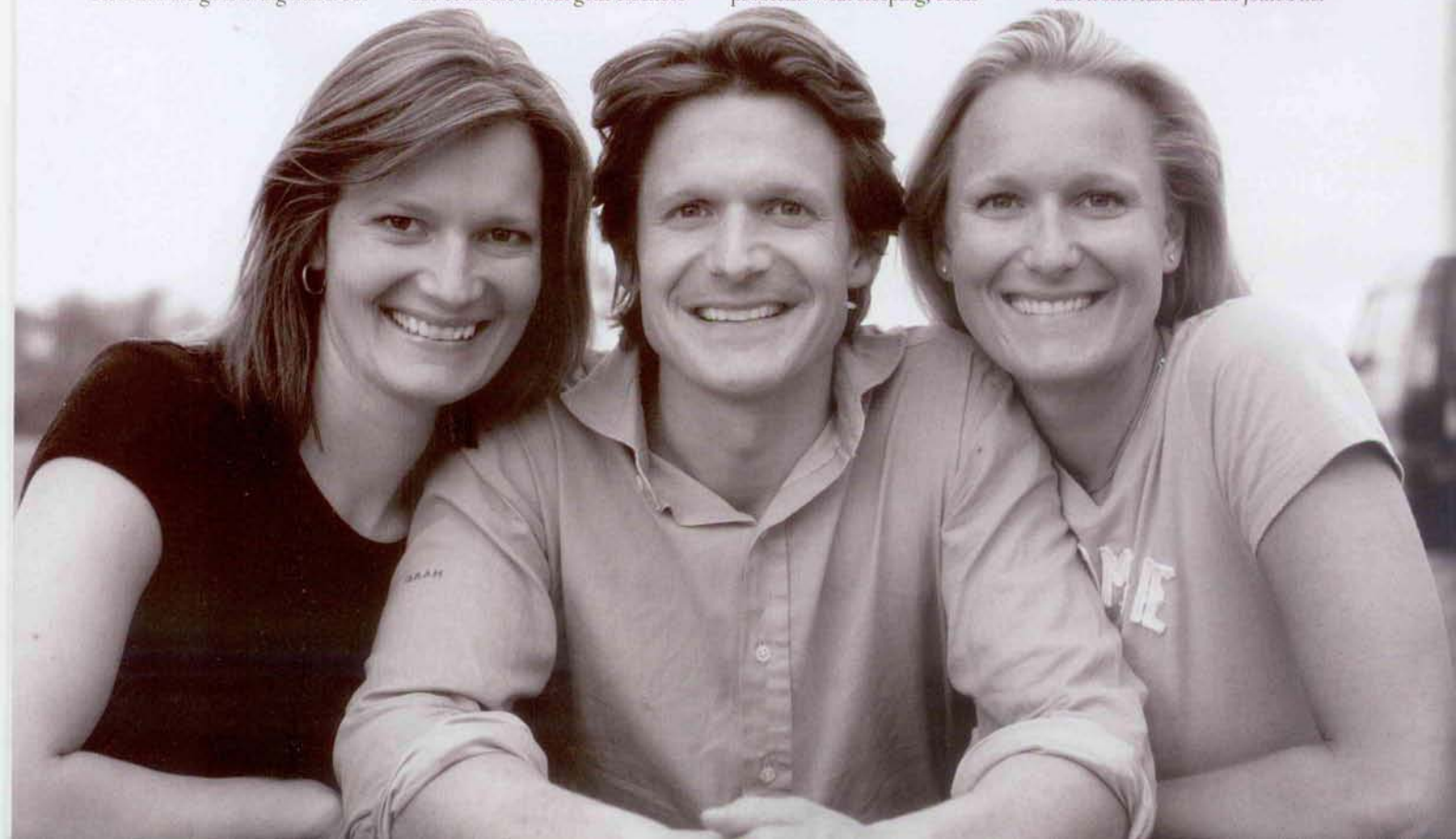
"In my naturopathic practice I achieve the best results for people when I treat the whole person. I work with numerous children who have ailments such as bed-wetting, reoccurring problems with sleeping, colds

and ear infections. So when my son was born I wanted to support him from the start both physically and emotionally. I combined gem essences, which I use in my practice with natural oils to create Pitta Patta."

"Children love to be massaged and science suggests that regular massage gives your baby a definite physical and intellectual advantage," she says.

"We have had such an amazing response to them. It started as a hobby and has grown into a family business."

Harriet whose background is in marketing also returned to the UK from Australia and joined her



sister.

"We didn't plan it, it has just evolved. Guy was already back from New York and the next thing we know we are all back home and working together in the Ribbles Valley. It was just one big call to come home."

With Pitta Patta already a success in Australia, the girls feel strongly that the product is right for the UK market.

"Our background is in England, we understand what looks beautiful and what is good."

The Pitta Patta range certainly reflects this—the packaging is appealing and the design is perfect for the market with soft, pastel-coloured symbols representing each product from the Welcome to the World baby pink for newborns, the pale lavender of Sweet Dreams to help tots to sleep, baby blue for Calm & Content and the sunshine yellow of Freedom to Express—a blend of essences and essential oils to enhance self-confidence in youngsters.

The girls have been thrilled with the response to Pitta Patta.

"It seems wherever we are going the door is opening without us even trying to push it," says Harriet who is also a trained naturopath and specialises in pregnancy massage as well as teaching baby massage.

"We have had great feedback from mums, who also like using the creams themselves.

"We all use it Alex, Stuart, Guy, mum and I use it on our face, it's so natural - you need just a tiny bit, it lasts forever. Our friends use it too—they may not necessarily understand everything about what we do but they just love the smells and how it makes them feel. They pick it up and like the little details, they use it and that little bit of magic works."

The girls also believe that the physical contact mums have with their children when applying an oil or cream is a vital element of its success.

"This bond is essential," says Alex. "It makes them feel good and you have an instant connection.

The girls' enthusiasm is



totally different business but it is obvious he is totally supportive of his sisters.

The three of them grew up in Gisburne Park, a Grade I listed Georgian mansion, which had been in the family for four generations before it became a private hospital.

Guy studied art in Chelsea and completed a masters in Fine Art in New York when he was called home on the death of his father.

"This," he says pointing to the luxury lodges and gardens of Ribblesdale Park and rolling hills beyond, "was just a piece of paper with planning permission for a caravan park. Knowing nothing about the caravan industry I visited many parks and developments. I was inspired by how uninspiring everything was. It won't be difficult to do it better I thought.

"When I took the old farm

buildings down, the views were breathtaking. As children we flew around this place on motorbikes and never appreciated its setting.

"It has just snowballed," he says of the luxury lodge development. "I sold five or six off plan immediately and Ribblesdale Park is now considered a market leader by the industry.

It isn't hard to understand why Ribblesdale Park is so different—Guy with his creative background has injected a unique style into the project.

"The course in New York was really tough. It made you conscious of everything you were doing and I applied that to the business.

"Everybody is staggered by the landscaping, the views, and the originality of it.

Ribblesdale Park is open all year round and is a civilised place to

live. The lodges are the ultimate in hi-tech luxury with flat screens, two to four bedrooms, up to 1320 sq ft, wireless broadband access, Sky TV, and decks with hot tubs.

"Much of our customer base is local," says Guy. "Ribbles Valley people want to stay in the Ribbles Valley with the beautiful views and a bit of style. It is affordable luxury.

"We have some exciting ideas for other projects on our doorstep," he says. "To create a thriving enterprise is everything. My sisters are back with their husbands and there is just phenomenal support.

"It's all good, there is great energy. You just can't beat it—the family and the trust we all have in each other." ■

www.pittapatta.com.au
www.ribblesdalepark.com

