



# Tusk Talk

Spring 1995

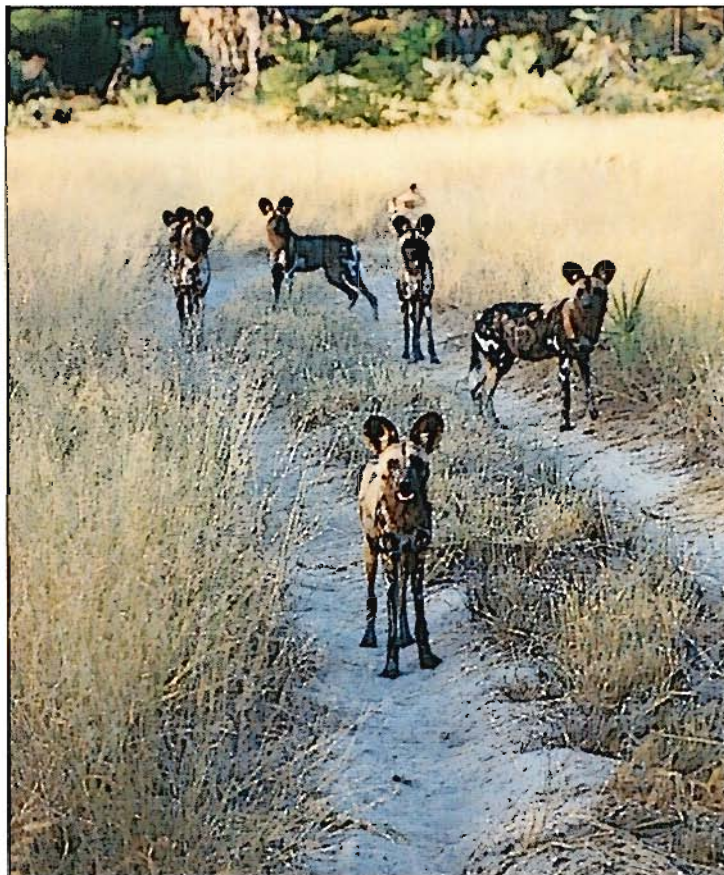
## TUSK Goes Mkomazi

A challenging new project at The Mkomazi Game Reserve in Tanzania has recently been selected for support by the trustees of TUSK. Since 1988, the Tanzanian Government has embarked upon an ambitious programme to rehabilitate this area as a major wildlife area.

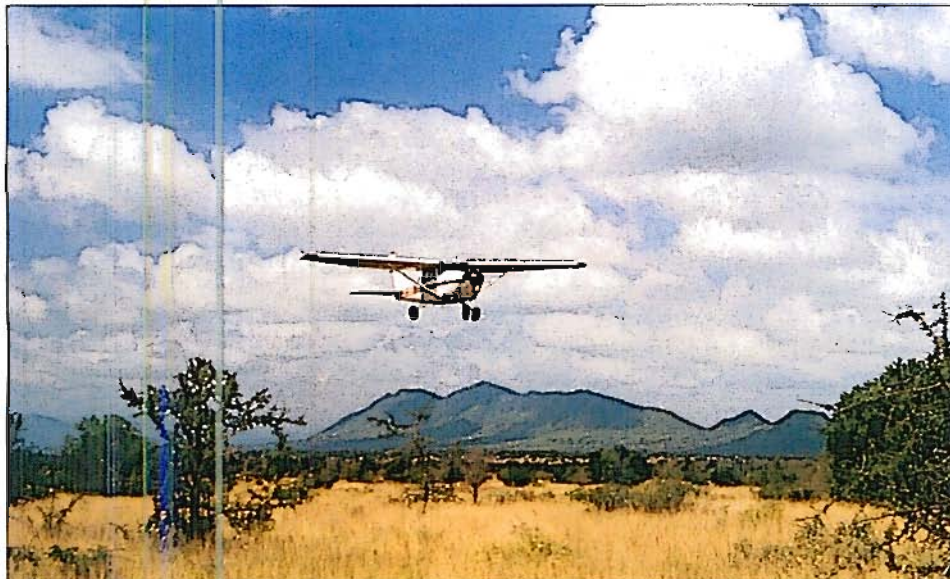
The project is being directed by Tony Fitzjohn of the George Adamson Wildlife Preservation Trust, originally founded in 1980 by George Adamson, before he was tragically killed by poachers in Kenya. Tony worked with Adamson for 16 years at Kora, where he lived with the lions that inspired the "Born Free" and "Living Free" films.

Mkomazi Game Reserve is a vast area of nearly 1,300 sq. miles situated on the border of Kenya's Tsavo National Park. The reserve once boasted enormous herds of game, but in the years prior to Tony arriving, the land became beset with the problems of over-grazing by cattle, poaching and destruction of the habitat through burning and cultivation.

Tony's priority was to rebuild an infra-structure from which he could manage and secure the reserve. With this largely underway, he is now initiating both the construction of Tanzania's first Black Rhino sanctuary and also an exciting breeding programme with the rare African Wild Dog.



• A rare sight - a pack of African Wild Dog.



• Tony Fitzjohn carries out an aerial survey of Mkomazi.

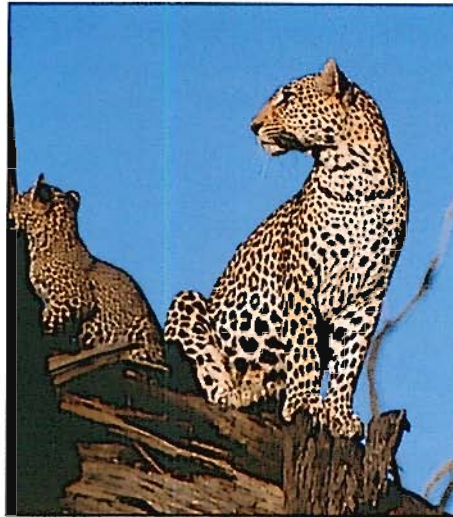
TUSK's first contribution to Mkomazi has been helping with the provision of a new JCB tractor/digger, generously donated by Sir Anthony Bamford. The JCB will be invaluable in creating the rhino sanctuary, new water holes and generally maintaining the roads, tracks and drainage.

In addition to the JCB, TUSK has also donated funds to help Mkomazi purchase a new tipper lorry, which is urgently needed to enhance their over-stretched and ageing fleet of vehicles. Following a visit earlier this year to Mkomazi by two of our trustees, TUSK is hoping, with your help, to be able to contribute further funds towards upgrading these vehicles.



## TUSK - The Charity

Since 1990, when TUSK was established in response to this urgent demand for greater conservation, the charity has been successful in raising close to £1 million. A testimony to the efficient operation of TUSK and its part-time and voluntary staff, is that since inception, 92% of funds raised have been made directly available to our projects throughout Africa. Thanks to your help, we have witnessed many successes, and we remain optimistic for many more in the future.



The slaughter of some 100,000 elephant in Africa during the 1980's has been well-documented. The demand for ivory then resulted in the population of the African elephant being drastically cut from approximately 1.5 million twenty years ago to an estimated population of some 600,000 today.

Similarly, having once numbered hundreds of thousands, today the total African rhino population has been reduced to 5,000 White Rhino, and less than 2,000 Black Rhino. In Kenya, the numbers have fallen from 15,000 to a mere 450 in the last 20 years, whilst in Zimbabwe, an alarming 87% of rhino have been wiped out to leave fewer than 250 still alive.

### Background

Last year, CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) again reaffirmed its continued commitment to the worldwide ban on the trade in both ivory and rhino horn. Whilst this was another important step in saving these two magnificent species, it is not enough to succeed in itself. Constant and effective anti-poaching patrols and further resources are urgently needed to support the relevant wildlife departments and their education programmes in Africa.

The increasing demand by a fast-growing human population for more land throughout Africa is bringing wildlife into conflict with human needs. Conservation of both wildlife and its natural habitat will only be sustained if the indigenous population that it competes with, can realise both the financial and personal benefits of protecting it. Conservation will undoubtedly become a more difficult ideal to practise, but one whose cause we all have the responsibility to defend and promote.

### TUSK - Its Aims

TUSK aims not only to help ensure that the African Elephant and Rhino continue to exist, but we also support all other endangered species in Africa, such as the **Cheetah**, the **Leopard**, and the **Wild Dog** to name just a few. The conservation of many natural habitats is equally important, and TUSK aims to assist wherever it can, to preserve such areas for the benefit of both animal and bird life for many years to come.

### How You Can Help

- Take out an annual membership of TUSK (minimum contribution is £10 for adults and £5 for junior members under 16 years), and we shall keep you up to date through our newsletters featuring progress reports on our work.
- Donate as much as you can at any time! If you prefer, you can nominate a specific TUSK project that you would like your money to fund. Alternatively,

you could arrange a local fund-raising event - let us know what you are doing, so we can report it in our next issue of "Tusk Talk".

- Perhaps you can encourage your company, work colleagues, and friends to support TUSK. Remember, both companies and individuals can qualify for attractive tax benefits on donations either covenanted for a period of 4 years or made as a single contribution through the government's Gift Aid scheme. For more details, please contact the TUSK office. These tax schemes provide extremely valuable funds from the Inland Revenue for our projects.

To become a member or to make a donation: please make your cheque payable to "TUSK", and send it to the address below.

The Hon. Treasurer, TUSK, 115 Ebu Street, London SW1W 9QU.  
Tel: 0171-823 6040. Fax: 0171-730 2635

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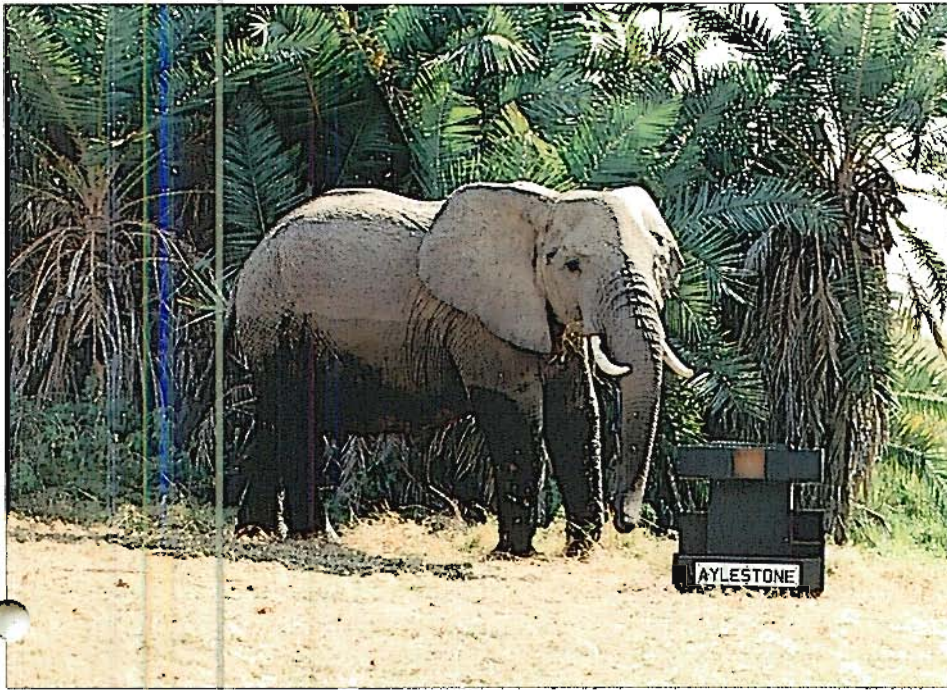
TUSK is a UK registered charity No.803118.  
"Tusk Talk" is written and designed by Stephen Allen. Setting and print by Register Built Machines Ltd.

TUSK is grateful to J&B RARE Scotch Whisky and their



"Care For The Rare Campaign" for the generous sponsorship of this issue of "Tusk Talk".

# "ELEPHANT TALK"



- One of Dr. Karen McComb's elephants responding to a recorded message!

Keen watchers of wildlife are often amazed at the way elephants seem to co-ordinate their behaviour, to act and react together, without any evident visual or auditory communication. They may, for example travel several miles, totally independent of each other, to congregate together at a particular watering hole.

The answer lies in the sophisticated and highly complex way elephants communicate with one another. The elephant transmits a low frequency call which is created by passing air through the nasal passage. This resonant sound is an infrasonic call, so deep that it is inaudible to the human ear - a similar vocal technique is used by whales.

The deeper the sound, the further the sound waves travel, and the more resilient the message is, which allows for very precise signalling. This then enables elephants to communicate over several kilometres!

## TUSK Research

Following the success last year of TUSK's first grant towards the research into elephant communication, TUSK has agreed to support Dr. Karen McComb once again to enable her to continue this valuable programme for another 12 months. Based at Sussex University as a lecturer, Karen's field activity takes place in

Amboseli National Park, Kenya, where demographic records on more than 80 elephants have been collected by Dr. Cynthia Moss and Dr. Joyce Poole over the last 20 years.

Experiments using playbacks of recorded infrasonic signalling will determine:

- The extent to which elephants are capable of recognising other individuals from their infrasonic calls.
- The number of different messages that these calls may transmit, the distance over which this information remains intact.
- How responses can then elicit a chain reaction among elephant herds.

To start with, Karen built up a library of sufficiently good quality recordings of elephant calls. These calls were then played back over loud speakers to groups of elephants, whose reactions were monitored both on video tape and with binoculars.

Initial findings show the reaction of elephants to calls were different according to whether the call was recognised as being from a family member or from a stranger. Individual elephants often responded to calls from family members, and sometimes responded to calls from "bond group" members. However, no response calls were given to recordings of calls from

## Sir Kenneth Kleinwort Bt.

The sudden death last July, of one of TUSK's founding trustees and patrons, Sir Kenneth Kleinwort Bt., aged 59, is a great loss to our charity. Based in Geneva, Switzerland, he was a non-executive director of the family's bank, Kleinwort Benson.



He devoted much of his time to wildlife and conservation issues, working closely with, amongst others, HRH The Duke of Edinburgh. He served for a long time on the main council of the World Wide Fund for Nature and was Hon. Treasurer of the Wildfowl and Wetlands Trust. He took a keen and active interest in TUSK, and was directly responsible for supporting many of our projects through his own family trust. Sir Kenneth will be greatly missed by the conservation world and in particular by everyone involved with TUSK.

"strangers", and in fact, there was an increase in group cohesion amongst the elephants as a type of defence reaction.

The results so far show that some elephants are capable of recognising other individuals by voice on at least three different social levels, and over a distance of up to 2 kilometres.

For conservationists worldwide, this continuing research will provide extremely valuable information on the structure and evolution of the elephant social system and how best to manage elephant populations in the future. So keep "an ear to the ground" for more exciting results of Karen's research in future issues of Tusk Talk!

## **MAVURADOHNA - ZIMBABWE**

Following our enormously successful Operation Oasis appeal 3 years ago, which brought emergency relief to wildlife caught in the drought in Zimbabwe, TUSK is continuing its support of the CAMPFIRE Project that was initiated in the Mavuradonha Wilderness.

Thanks to TUSK members and Charitable Trusts, TUSK has been able to contribute further funds towards administration costs of this project. We started by recruiting 10 "Scout Ambassadors", selected from the local village people to double both as game rangers and as teachers. One of their duties is to visit villages and to hold meetings, explaining how the preservation of the wilderness and its wildlife can make more money for the community than cultivating or hunting it.

TUSK's own sponsored project coordinator, Richard Diggle, has been appointed by the local Muzarabani Council as their Wildlife Coordinator to oversee the day-to-day management, and consequently, considerable revenue has already been generated from the scheme. This has been distributed to the local communities who are now beginning to regard their wildlife as a valuable asset that must be conserved.

Since TUSK's well-publicised relocation of some 80 elephant and other game into this area three years ago, we have witnessed very encouraging results, and hope that the project will soon become wholly self-financing. In the meantime, we are looking to raise £15,000 to help Richard Diggle and his team through this initial period.

## **TWIN SPRINGS**

The Midlands Rhino Conservancy in Zimbabwe is made up of a group of 22 ranches, which collectively manage the conservancy of over 28 Rhinos. A donation by TUSK to buy all the radio equipment for anti-poaching patrols and security has proved extremely effective, since there hasn't been a single incident of poaching in over 12 months.

The Black Rhino is now a priority here in Zimbabwe, where total numbers have been decimated from approximately 2,000 in 1991 to just 250 animals today. Twin Springs is one ranch in particular that concentrates its efforts on the Black Rhino and now boasts 10 in its care. Twin Springs is run by dedicated Americans, Sam and Janet Chambliss, and TUSK has offered to raise money through its TUSK "Adopt-A-Rhino Scheme".

So, now's your chance to help! If you are interested in becoming an "Adoptive Parent" to any of these Black Rhino, see the article opposite for more details or contact the TUSK office.

## **MORE AIR MILES FOR RUAHA**

In 1990, TUSK's first contribution to conservation was a substantial grant to enable the Ruaha National Park in central Tanzania to purchase a Cessna 182 aeroplane.

With over 10,821 sq. kms. of territory to preserve (about the same size as The Gambia!), the plane has been absolutely critical in coordinating anti-poaching patrols, supplying remote out-posts cut off by the rains, and also performing medical evacuations. But more recently, TUSK purchased a special Radar Altimeter, which has enabled new aerial surveys to be carried out to estimate animal numbers with a much greater degree of accuracy.

Until 1994, the running costs of the Cessna have been met by the "Friends of Ruaha", who are now sadly unable to cover all these on-going costs. However, TUSK has stepped in to ensure that the valuable aerial work in Ruaha continues by granting £7,500 to cover the costs of insurance, servicing and maintenance for the aircraft over the next two years.



• The TUSK sponsored Cessna aeroplane on patrol in Ruaha.

# HOLIDAY TO REMEMBER

In the last issue of Tusk Talk, we reported on how Charlie Brown won our Name The Rhino Competition run with Young Telegraph and Debenhams.

His choice of "Gladys" and "Bert" as names for the two TUSK Rhino living at the TUSK sanctuary at Lake Chem Chem, won him and his family a 10 day safari holiday in Kenya. Charlie aged 12, has now returned to his home in Harpenden with news of his Holiday of a Lifetime:

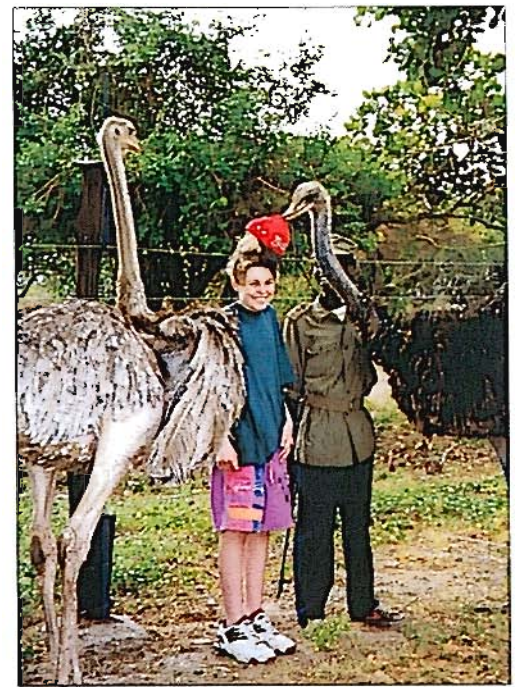
"Dear Tusk,

Thank you for looking after us so well on our holiday. We thoroughly enjoyed it wherever we visited. There was not once when we weren't met or picked up - everything was perfect!

When we stayed at Lake Chem Chem, John and Vicky made us feel at home. We all loved the animals there - I especially liked the zebra, the rhinos and the monkeys! Our stay at Galdessa was very peaceful and relaxing, and we saw lots of game including elephants, zebra, impala, giraffe and many more.

The Driftwood Club was absolutely brilliant. The sea was like a bath, it was so warm! Please could you thank everybody involved in making this the holiday of a lifetime.

Charlie"



• Charlie Brown meets an Ostrich!

## Kids Competition

Here's a great chance to win one of 10 new edition TUSK T-Shirts.....free! First of all, this is a Kids Competition, so you must be 12 years or under to enter. Now simply study the word square below and see how many words to do with African Wildlife conservation you can find hidden. To enter, i) write down on a piece of paper each word you have found, ii) write your name and address on the same piece of paper, and send it to "TUSK Competition", 115 Ebury Street, London SW1W 9QU.

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The winners will be the first ten entries drawn at random who have spotted all the hidden words. Last date for entries is 30 August 1995. And remember, only kids under 12 can enter!

Look out for the results and answers in the next issue of "Tusk Talk". Please make sure you give us your full name, address and age.

## ADOPT-A-BLACK RHINO

Many of you may have already adopted an Elephant or a Rhino through TUSK. But now we have found a particular group of Black Rhino, for whom we are especially looking for "Adoptive Parents". All the way from Zimbabwe, let us introduce to you the 10 Black Rhino residents on the Twin Springs ranch in the heart of the Midlands Conservancy!

**Girls first:** 'Chipo', 'Netsai', 'Tarisa' and 'Rozalinde'. Followed by the boys: 'Chimhinhi', 'Masango' (son of Chipo), 'Tonderai', 'Jekanyika', 'Chenaimoyo' (son of Netsai).

Now you can imagine that each one of these cheeky Rhino takes a lot of care and attention, and that bringing up a Rhino is an expensive business! Your contributions in becoming an "Adoptive Parent" go towards the cost



of everything necessary to protect your animal. Things like the training and employment of rangers - it requires 2 humans to look after each Rhino, and it costs £4,000 to train the team of security guards for a year. And don't forget the purchase and maintenance of equipment, vehicles, radios and electric fencing - it all adds up!

In return, you'll receive our newsletter, "Tusk Talk" and other goodies depending on the level of your adoption:

**Whole Animal @ £100:** Photo of your "adopted" animal, Full Adoption Certificate, Poster designed by TUSK Patron Ronnie Wood, a TUSK T-Shirt, and a Year's membership.

**Shared @ £50:** TUSK T-Shirt, Poster, and a Year's membership.

**Leg @ £25:** TUSK T-Shirt, Year's membership.

**Tail @ £10:** Membership for one year.

To adopt a Rhino or an Elephant, please either contact the TUSK office, or complete the separate adoption forms enclosed with this newsletter.

# Eco-Safaris In Aid of TUSK



GALDESSA CAMP & SAFARIS



Have you ever dreamt of sleeping in the bush, of driving through great herds of elephant, buffalo and wildebeest and getting really close to nature? Well then, while "Galdessa Camp & Safaris" can make your dream come true, it will now also help raise funds for TUSK's conservation work in Kenya.

Galdessa is one of Kenya's small, specialised and upmarket safari companies, which strictly operates on ecological principles so as to preserve the environment. Galdessa has generously agreed to donate to TUSK a proportion of its revenue from any safari booked through the charity. And as proof of their commitment to conservation, Galdessa has already contributed considerable funds towards the KWS Tsavo Rhino Release project. There are currently 19 rhino that have been successfully reintroduced to this area. This important project, which is also supported by TUSK, is situated close to Galdessa's luxury tented camp on the south bank of the Galana River.

TUSK's Polo sponsors, the Equestrian Travellers Club, are working in conjunction with Galdessa and will soon be launching an exclusive safari trip designed for those who want not only to go on safari, but to also learn about conservation - this special trip will also benefit TUSK.

For further details, call TUSK on 0171-823 6040.

## Dedicated Followers Raise £30,000

A star-studded cast turned out at London's Claridge's Hotel to raise funds for TUSK and its Rhino Appeal. The real star of the fashion show was top international designer Tomasz Starzewski who was showing his stunning Summer 1994 and Winter 1995 Collections.

Such was the demand for the event that we put on both a lunch and a dinner cat-walk show, with a total of 600 guests attending. Once everyone had enjoyed their meal and marvelled at the designer's latest creations shown by a troop of top models, it was down to some serious fundraising, including the chance to win one of Suzuki's Vitara Rossini models. The car was parked outside the hotel alongside Suzuki's giant inflatable Rhino.

TUSK was privileged to recruit the services of Lord Archer as "auctioneer". His powers of persuasion and the generosity of the guests in bidding for prizes (including a Safari Holiday, a Tomasz Starzewski dress and much more) generated an amazing £16,000. Then, with the funds raised from ticket sales etc. and from the help of the event's sponsors, which included Moët & Chandon, Laurent Perrier, Claridge's, Harpers & Queen, Woodhams and Molton Brown, TUSK raised a total of over £30,000!

## J&B Rare Scotch Whisky Sponsor Ad

TUSK has been offered a unique opportunity to distribute and screen a 30 second advertisement at over a thousand cinemas throughout the UK during 1995.

The advertisement highlights the plight of the African Rhino, and is being generously sponsored by J&B Rare Scotch Whisky as part of their "Care for the Rare" campaign in aid of endangered species.

Andrew Powell and Phil Howells, two senior executives of the creative department at Still Price Lintas Advertising Agency, have very kindly written and designed the advertisement on behalf of TUSK, which will also be entered into the International Advertising Awards at Cannes later this year. In addition to this, Rank Screen Advertising (RSA), have donated up to £50,000 worth of "air time" to the TUSK ad.

**RARE**  
**J&B**  
SCOTCH WHISKY



• TUSK Fashion Show

## GENEVIEVE JUMPS

This wasn't your ordinary weekend away in the country "to get some fresh air"! It was the tale of Genevieve Maunsell who last August jumped out of an aeroplane with a bunch of equally mad friends to raise £5,000 for TUSK.



• *The Jump Team celebrates.*

Genevieve recalls: "The training started at 08.00 hrs. military style at R.A.F. Netheravon Camp in Wiltshire. It consists of two parts; what to do to make a successful jump, and what to do if things go wrong! Preparing for the jump consists of

hanging in a harness from the gym ceiling in an undignified 'spreadeagle' position, practising the pull for the reserve chute - the main chute is supposed to open automatically. Then, the instructors trained us on what to do in the event of problems ranging from the chute not opening to drifting off into the neighbouring county!"

"On jump day, Sunday, the winds were too strong to jump until finally at 16.00, the winds dropped and we belted up for our ascent to 3,000 metres.... and as the plane door opens and you feel the cold rush of air on your face, you know that your time has truly come! There's no turning back now, as the jump master yells at 14 terrified civilians to 'go! go! go!!!" Hysterical screaming soon turns to excitement and then to total elation, as the adrenalin pumps around your body for a most exquisite sensation. As you land, gather up your chute, and share your experiences with friends, you just can't help having the biggest grin on your face ever!"

TUSK is enormously grateful to all those who took part - the Maunsell family who put them up for the weekend, and everyone around the country who sponsored them.

## Back On Track

The 1994 TUSK Go-Karting Championships was held once again at the Playscape Go-Kart Circuit in Clapham, London. The huge number of entrants meant that the event took place over 2 nights to accommodate the 22 teams and 200 drivers!

This year's event was sponsored by J&B Rare Scotch Whisky, Haagen Dazs, and Rotisserie Jules, and was generously supported by many other competing companies, such as Tiffany & Co., Morgan Grenfell, Zinos, Leagas Delaney, LatInvest Securities, Phee Farrer Jones and Berry Palmer & Lyle. Congratulations to Claydon Heeley International who won the second evening's heat and to bankers SG Warburg, whose team won the overall event by completing the 400 laps in 2 hrs. and 21 mins.

TUSK successfully raised a further £10,000 for conservation projects in Africa. There are high hopes that the 1995 Championships will be even bigger, better and possibly faster!



## TUSK AT KNEPP



COURTESY OF BANCROFT PHOTOGRAPHY ©

• *Suzuki's Rhino has a grandstand view of the TUSK Polo Match.*

No, "Knepp" is not the name for a new wildlife reserve! Rather, it's a castle in West Sussex, where TUSK supporters turned out last July for the Laurent Perrier sponsored TUSK Charity Polo Day.

In the Juliana's Celebrity Match, former champion jockey, John Francombe, captained his team to victory. The main event was the "Equestrian Travellers Club TUSK Cup" contested by the Knepp Castle Polo team and Cowdray Park Polo team in a local derby, and it was the Knepp team who emerged victorious with a score of 4 goals to nil.

But above all, TUSK came away the winners! Our thanks to Laurent Perrier for supporting us with their Rosé Champagne, and to Equestrian Traveller's Club, Juliana's and Knepp Polo Club for their kind support for an excellent day.

# ● NEWS ROUND-UP ●

## TUSK Merchandise

Get set for Summer with our quality range of TUSK merchandise. Once again we are offering the two alternative T-Shirts in which you can both look good and help fund TUSK projects at the same time - ideal as a gift!



**TUSK Logo T-Shirt**  
@ £10.99:

*Large and XLarge in white.*



**Designer TUSK T-Shirt**  
@ £15.00:

*Ronnie Wood design,  
currently in XLarge only.*



**TUSK Baseball Cap**  
@ £5.99:

*Size is adjustable.*

**NB:** All prices include VAT postage & packing within the United Kingdom.

To purchase your merchandise, simply follow the instructions given on the separate TUSK Order Form enclosed with this newsletter. Alternatively, write your name and address on a piece of paper, stating the items and sizes you require, enclose a cheque or postal order made payable to "TUSK" for the correct amount, and send it to: TUSK, 115 Ebury Street, London SW1W 9QU.

## Lake Chem Chem - Kenya



We are pleased to report that the eco-tourism venture at Lake Chem Chem is doing extremely well with an ever-increasing number of visitors enjoying an afternoon's camel safari around the beautiful lake and its surrounding hills. A small restaurant is now open for lunch from where guests can watch the marvellous variety of birdlife from the commanding views over the lake.

Meanwhile the rhino are also doing well. An exciting expansion of the rhino programme currently at Chem Chem is in the pipeline - we will be able to give a full account of this in our next issue of Tusk Talk.

## New Organic Cotton T-Shirts

TUSK is thrilled to be able to announce a forthcoming range of Organically Grown Cotton T-Shirts, which will carry a series of new designs by our patron Ronnie Wood of the Rolling Stones.

Ronnie has generously donated this wonderful set of designs as part of the "Artists for Endangered Species" campaign that he has initiated in association with Eco design Ltd. The T-Shirts are made from naturally coloured, organically grown cotton.

## New Trustees

We are very pleased to welcome two new trustees to TUSK. Lord St John of Bletso, who was brought up in Africa and is an active cross-bencher in the House of Lords. He takes particular interest in foreign and environmental issues.

The other new trustee also spent part of his childhood in East Africa. He is Sir Christopher Thompson Bt, who was formerly the Commanding Officer of the Royal Hussars and a Private Secretary to Prince Michael of Kent. We are extremely grateful that they have both agreed to give up their time and bring their wide experience to TUSK's Board.

## CORPORATE SUPPORTERS

TUSK is always researching and planning new projects that require our attention. However, quick implementation and early success is largely attributable to very generous donations from companies and charitable trusts, which enables TUSK to meet the unrelenting challenges it faces in Africa. **A big thank you goes out to:**

Stuart Aitken  
Alfred Dunhill  
Aspreys  
Bernard Sunley Charitable Trust  
Bill Hope Charitable Trust  
British Airways  
The Bromley Trust  
Burton Group  
Byas Moseley  
Capital Radio  
Cartier  
Chanel  
Claridge's Hotel  
The Craigmyle Trust  
Debenhams  
Dowson Charitable Trust  
The Ebury Wine Bar  
Ernest Kleinwort Charitable Trust  
Finch Hatton's Safari Camp  
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GNC Trust  
Gustafsen Family Foundation  
Haagen-Dazs  
Hanningtons  
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Hello!  
E.S. Hogg Charitable Trust

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J&B Scotch Whisky  
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Perrier  
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Rotisserie Jules  
The Savoy Group  
Schuster Charitable Trust  
Segera Ranch  
Sladmore Gallery  
Solio Ranch  
The Staples Trust  
Story Boards Harpers  
Suzuki UK  
Tiffany & Co.  
Tim Best Travel  
Tomasz Starzewski  
Topshop  
Vogue  
Woodhams  
The Young Telegraph  
Zinos

*Space does not permit us to recognise the countless other individuals for their invaluable support, but your help is very much appreciated.*