



SIPSMITH®

London

No half measures

Everything we do we do to the absolute best of our ability and quality.
We do the right thing always.

We are a family

We have each other's back.
We trust, respect and care for each other as individuals, wherever our journey takes us.

We are open, honest and brave

We are our full selves: authentic, real, not afraid to reveal our vulnerabilities.
We say it as it is and want to hear how you see it too.

Be memorable, leave a legacy

Traditions are important to us, so is the future.
We're not afraid to challenge the status quo to make things better.
We do things differently, with a touch of who we are and a surprise in the detail.

There is always a way

We are passionate pioneers with entrepreneurial spirit.
We are free to explore new ideas and create work we are immensely proud of.
Whatever the challenge, we will find a way to make it work.

Laugh together, graft together

We take what we do seriously, but never ourselves.