

#MonthlyMotivation: Georgina Janion-Shaw (class of 1998) and Sophie Mitchell (class of 2000)



Alumnae and sisters, Georgina Janion-Shaw and Sophie Mitchell (née Janion), are busy brewing the perfect business together, [Novello](#) - an e-commerce company offering coffee and tea gifts that can be personalised for any occasion. The sisters run the business out of their homes in Putney and Fulham, and sell through platforms such as [notonthestreet.com](#) and their own website.

After leaving Putney, both sisters chose to take a gap year and opted for similar routes with Australia and New Zealand featuring amongst the highlights of both of their trips. Both, in their respective years, went on to Nottingham University: Georgina to read History of Art and Sophie to read Business Management with Spanish. After pursuing careers in marketing, two years ago they founded their company, **Novello**.

On leaving university, Georgina secured a role at the advertising agency JWT, working with brands such as Rimmel and Nestlé before making the move to in-house marketing roles within The Walt Disney Company and Hasbro. It was Georgina's time as a consultant at Disney that enabled her to kick start Novello, drawing upon her experience in product development and retail marketing for global brands to create their own brand. 'Many years at Disney impressed the art of telling a story through product upon Georgina and this is a key part of Novello's offering where products with personality are a top priority,' they say.



Meanwhile Sophie started her career working for Maybourne Hotel Group. A year later with solid experience in luxury goods under her belt, she moved into sales and marketing at LVMH. Having the opportunity to work with brands such as Veuve Clicquot and Moët et Chandon meant Sophie became an expert at organising show-stopping events and producing beautiful promotional merchandise for the brands. 'This experience in product presentation has been an invaluable part of Novello's product and packaging development where creating something special to receive is key.' More recently, Sophie's role has been as Mum to her two children. Whilst being a Mum is a full time job in its own right, she has been able to strike a balance through working on Novello around school drop offs and bedtime.

Working in marketing is highly competitive and 'securing that first job was probably one of [our] biggest challenges', they say. The sisters explain: 'We both worked hard to get as much work experience as possible whilst at university in order to gain a hands-on understanding of office life and also to boost our CVs. Summer work experience at JWT led Georgina to her first job upon graduating, so our advice is to look at every situation as an opportunity, you never know what might result from it.'

Georgina and Sophie credit their time here at Putney High School and at university with equipping them with the skills to juggle all the demands of full time jobs and setting up their own business.

Georgina and Sophie are about to launch their products on a global platform and take their business to the next level, so their recommendations for future entrepreneurs? 'Learn the ropes within global organisations and develop your own style within the workplace to ensure that you can work well with others, it's definitely not the only way but for us it's been the best way! We wouldn't have gained the same experience if we had embarked upon Novello straight out of university.'



The sisters advise that establishing and running a successful business is hard work 'but if you have an idea that you believe in, find a way to make it happen, work through the inevitable obstacles along the way and ensure that you never lose sight of what you are trying to achieve. The sense of reward and satisfaction that we have experienced has been worth every ounce of energy that we have put in. We have huge plans for our little business and we know that all of our hard work will pay off!'