

# Meet the Maker

After moving to the Wiltshire countryside with her husband who took on The Beckford Arms, Chloë Luxton had a major tumbleweed moment. Inspired by her love of nature and desire to create a lasting impression on their guests, she founded her own company – Bramley. Here, she shares her secrets to success...

Text by Amy Bonifas



single-use plastic bottles filled with cheap, artificial products.

“Naturally, I saw this as an opportunity to create my own brand – and Bramley was born. I have always been interested in beauty products from an early age. When I was little, I made ‘flower perfume’ – a mixture of rose petals from the garden and my mother’s perfume – and sold it from a stall outside our house for 10p.

“Initially with Bramley, we created a collection of six products (minus the rose petals) and included everything our guests needed for a weekend away, from shampoo to body lotion.” Three children, (Otto, Monty and Inca), two dogs and five chickens later, Chloë has grown her renowned Wiltshire-born brand alongside The Beckford Group’s thriving hospitality business.

If you want something done, do it yourself, right? Never has this mantra been more true than for wellness brand founder Chloë Luxton. She built a business from scratch after seeing a huge gap in the market 15 years ago, and her collection of English countryside-inspired products are now stocked in 500+ hotels, pubs and restaurants – as well as retailers like Fortnum & Mason and John Lewis.

“After marrying my husband Charlie in 2009, we moved out of London to take on the Beckford Arms – a beautiful country pub with eight bedrooms in Wiltshire,” says Chloë. “But, when searching for bath and body products to put in the rooms, I discovered everything on the market came in



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The Beckford Arms is now a destination pub with rooms set within the rolling grounds of the Fonthill Estate. And, they’ve opened five other gorgeous sites in the South West, to include The Talbot Inn in the historic village of Mells, The Bath Arms in the stunning Longleat Estate and The Lord Poulett Arms in the heart of the historic Somerset village of Hinton St George – each stocked, of course, with irresistible Bramley products.

No stranger to the beauty industry, Chloë had previously worked at successful brands like Cowshed (where she met her husband) and Green & Spring. This experience and know-how became the leverage she needed to keep Bramley head and shoulders above the rest.

“One of the main lessons I took from my time at Cowshed was the power of getting your customers to experience the products for free – it really does encourage them to go on and make a purchase.

“Since starting out, we’ve seen steady, organic growth – which has suited me because it worked around my young family,” says Chloë.

Bramley continues to grow – there’s now Little B – a collection of gentle children’s bath-time products; and Digby – a selection of natural shampoos and balms for dogs; and following an exciting rebrand in 2023 comes Chloë’s latest brainchild, Bramley Skin.

“I work closely with Caroline, our trained skin expert. She understands the body’s physiology, having worked as a therapist for over 20 years. Everything in our collection has a clear function; for example, our Apple Peel AHA Face Exfoliator is filled with hydrating cucumber, papaya, and glycolic, lactic and malic acids.”

This collaboration has also led to the brand’s newest venture – the Bramley Treatment Cabin. Nestled among the birds, bees, and beautiful gardens of The Bath Arms in Longleat, the cabin (on wheels!) recently flung its doors open to guests and visitors to indulge in bespoke Bramley facials and body massages.

“Caroline and I devised the range of treatments. Each has a magical mix of botanicals blended with science-based natural ingredients to ensure they work hard for your skin.”

That'll be why the lavender and geranium Hand Cream leaves your hands buttery soft but absorbs quickly enough so you're not left with slippery hands for hours, or why the Magnolia Soothing Bath, Body & Shower Oil is made with essential oils that nourish rather than strip your skin's delicate moisture barrier.

This slow and natural philosophy is always at the heart of Chloë's vision for the brand, and product creation is a thoughtful process driven by an expert team. "Once we've thought of an idea, we work out which essential oils to use and how we want the customer to feel while using it, we then blend these oils with the bases.

"This is when the magic happens. All our scents are uplifting and the unique blends of botanicals give you a moment to recharge."

Before each finished creation can be brought to market, new products undergo plenty of testing before it's onto packaging. "Our new designs by artist Flora Wallace reflect the natural ingredients inside the bottles. Flora creates her inks from foraged botanicals, and we've worked hard to make our packaging as ecofriendly as possible."

Sustainability has been and always will be the top priority for the brand. Chloë has spoken out about too many brands using dishonest greenwashing tactics rather than making genuine efforts to make their products kinder to the planet.



"In the beginning, we launched with 5-litre jerry cans of product and empty Bramley bottles that could be refilled and they're still our biggest seller today. Last year, we launched our range of compostable refill pouches so customers can top up their bottles over and over again."

And Chloë's ingenuity continues to flow. There's plenty in the pipeline for the coming year, including a launch in the US and sharing Bramley Skin with more fantastic hotel and spa partners.

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The only thing left to do is try a Bramley staple for yourself. Whether during a rejuvenating stay at one of the Beckford Hotels or while being pampered in the Bramley Spa Treatment Cabin, Chloë's heavenly beauty products have certainly made it much easier to relax and rejuvenate to the blissful scent of the countryside. ♦

→ Bramley products available at [bramleyproducts.com](https://www.bramleyproducts.com).  
Rooms at The Bath Arms, Longleat from £130 a night with breakfast; treatments at The Bramley Cabin priced from £50 for a Mini Bramley Bespoke Facial or Back, Neck, Shoulder & Scalp Massage; [batharmsinn.com](https://www.batharmsinn.com)



### Chloë's top three ways to properly relax and unwind

#### 1. Go for a decompression walk

"I love these longer, sunnier days and when I get home from work, I like taking the dog out for a walk (maybe with a child on a bike in tow) and decompressing in nature."

#### 2. Try mindful cooking

"I find the monotony of chopping vegetables surprisingly therapeutic! Sometimes, it's a good idea to tune into a simple task and be present rather than always going on autopilot."

#### 3. Swap your phone for a book before bed

"I know it's simple, but when I read my book in the evening instead of scrolling, I can switch off so much easier before bed."

### Three must-visit places when staying at The Beckford Arms, Wiltshire

#### 1. Messums Gallery, Place Farm

"This art gallery and creative community space is housed in the most glorious tithe barn. There's a cafe for coffee and cake and plenty of nearby countryside walks."

#### 2. Pythouse Kitchen Garden, West Hatch

"Set in an 18th-century walled garden, this sustainable restaurant serves up the most delicious lunches. They also have outdoor cooking events and supper parties."

#### 3. Bramley Treatment Cabin, Bath Arms

"I'd of course book in for a new Bramley treatment at our sister pub, The Bath Arms. It's worth the 30-minute drive over there!"

