

William Curley

PATISSIER CHOCOLATIER

The road to the Ultimate Chocolate Boutique

My Journey...



From humble beginnings...







Gleneagles Hotel, Scotland



Pierre Romeyer La Maison De Bouche





Pierre Koffmann Le Tante Claire





Raymond Blanc Le Manoir Aux Quat'Saisons





Marc Meneau L'Esperance













The start of the business...

2004

The first boutique Richmond Upon Thames







London's First Dessert Bar







2009 Luxury Boutique Belgravia



About The Brand...

Creating A Successful Brand

The reputation of William Curley is based upon being the best!

We do not compromise on the quality of ingredients or the skills required to create perfection. Everything is handmade, and contains no additives, preservatives, artificial flavours or colours.

We are very proud of this as so few chocolatiers make this commitment to their products.



Chocolate



Patisserie



My style of patisserie always maintains a classic foundation.

Ultimately the flavour and texture are the most important elements, then we make it beautiful in appearance.

Seasonality of ingredients is also a crucial aspect to creating great patisserie.



Nostalgia











Baked Cakes, Biscuits and Macarons



Books

I have been lucky enough to work with one of the best publishers in the UK

I have produced three books to date with Jacqui Small Publishing.



Brand Partnerships



Brand partnerships are important to nurture in a competitive luxury market. Together with other brands, we share not only a quality product but also customers, clientele, marketing and events.











1812





Awards & Recognition



The Ultimate Chocolate Boutique...

The Ups and Downs of Business...



The Launch 2016



Finding a Location...



Crowdfunding

KICKSTARTER



Social Media



Reaching the Target



Reaching the Target

About



William Curley: The Ultimate Chocolate Boutique

Launched 19 Nov, 2018 | Deadline 17 Dec, 2018

£84,033

pledged

3 105%

433 backers





433 backers

Creating the Boutique



















For the business to achieve continue success, we need to maintain innovation and remain at the forefront of creativity in the industry.

New ideas and concepts can often come from unexpected places. Art, natural spaces, sculpture, fashion, travel, restaurants and the people around you can all be great sources of inspiration.

My favourite aspect of running a business is harnessing inspiration and using to create new desserts and chocolates.

Training the next generation.







