

GENTLEMEN'S TONIC

REF: FINE Architecture Ltd.

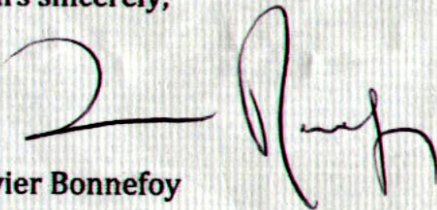
18 January, 2011

To Whom it May Concern,

Gentlemen's Tonic Limited is happy to provide an extremely positive and complimentary reference for Tim Crum and FINE Architecture as a result of their recent undertaking to design and project manage our company's third site in London at No. 1 Savile Row. Tim was appointed to the project on September 25th and under extremely tight deadlines, work began on the unit on October 10th with an opening in mid-November. In that period, Tim and FINE Architecture were required to develop a number of concept ideas, liaise with the proposed builders, source fixture and fittings and design the full package, including M&E. We are not only amazed that he was able to do so in such a short time frame but also genuinely happy with the outcome: a unique and beautiful space that is already trading very positively.

I cannot underscore enough how Tim was able to think out of the box and take our brand guidelines and convert them more fittingly into the proposed space. His attention to detail and speed in delivery frankly put other architects that Gentlemen's Tonic has employed in the past to shame. Further, Tim possesses a virtue that is all too rare in this world today: a genuine work ethic, assisting in every element of the process whatever the job. Combined with a sense of humour and real desire to understand what the client is attempting to achieve, I would not hesitate to appoint him and FINE Architecture again and look to do so over the course of the coming months on some of Gentlemen's Tonics' upcoming developments.

Yours sincerely,



Olivier Bonnefoy
Director