



BOBBI | LONDON | FOR IMMEDIATE RELEASE

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## Founder of Bobbi| London™ Among Distinguished Guests at St George's Day Reception, 10 Downing Street

*Founder & CEO **Bobbi Trehan-Young** joins distinguished guests at a reception hosted by the Prime Minister, marking another milestone for the British luxury brand championing corporate women*

**LONDON, 23 April 2026** — Bobbi | London™, the British luxury brand designed with the corporate woman in mind, is proud to announce that its Founder & CEO, **Bobbi Trehan-Young**, was invited by the **Office of the Prime Minister** to attend a special reception held at 10 Downing Street on the evening of 20 April 2026, in honour of St George's Day.

The Prime Minister delivered a thoughtful reflection on British identity and the values that define the nation — values embodied by every individual gathered in the room in celebration of what it means to be British.

Having received the invitation from the Prime Minister's Office, Ms Trehan-Young had been uncertain as to which of her professional capacities had prompted the recommendation. That question was answered on the evening when Claudia Trauffler of the Prime Minister's team kindly introduced herself and confirmed that **Michelle Collins of Small Business Britain** had put her name forward as the founder of Bobbi | London™.

The invitation marks the second occasion on which the advocacy of **Small Business Britain** and **Michelle Ovens CBE** has opened an extraordinary door for the brand. The first came in the year of the brands launch in 2021, when Bobbi | London™ was named one of 100 Inspiring Small Businesses in the UK and celebrated and spotlighted by American Express at the UK House of Lords as part of the Small Business Saturday UK #SmallBiz100 campaign.

### A Statement from the Founder

*“The journey since launching Bobbi | London™ in 2019 has tested every measure of resilience. I am proud of the perseverance that has carried the business through every challenge, on my own. Principled work earns recognition. Consistent execution of vision opens doors. Leadership that elevates others creates lasting impact. This honour is shared with every individual who has contributed to my journey.”*

— **Bobbi Trehan-Young, Founder, Bobbi | London™**

### Acknowledgements

Ms Trehan-Young extends her sincere gratitude to the members of her **Founders Advisory Council** — Mukund Hirani, Palaniyandi Jawahar, Dr Mohammad Saeed, Kamal Kirpalani, Bolaji Sofoluwe MBE, Ishaún Sahni and Andres Monroy — whose insight, guidance and support have been central to reaching this milestone.

A special mention is extended to **Theo Paphitis, Jessica Littlewood and the #SBS Small Business Sunday team**, whose profound support over the past five years has been

instrumental to the brand's journey. Further thanks are extended to **Arabella Harvey** for her guidance and insights in preparation for the reception, and to **John Sabet PhD** for introducing **Annette Gharakhanian**, Operations & Creative Director at Bobbi | London™.

### **About Bobbi London™**

Founded in 2019, Bobbi | London™ is a British luxury brand creating thoughtfully designed products for the corporate woman. The brand has built a reputation for quality, intentional design and its commitment to celebrating and empowering professional women. Bobbi | London™ is a proud winner of Theo Paphitis' #SBS Small Business Sunday and was previously recognised as one of 100 Inspiring Small Businesses in the UK as part of the Small Business Saturday UK #SmallBiz100 campaign.

**– ENDS –**

### **Press & Media Enquiries**

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*Bobbi | London™ | #SBS Winner | Proudly British*

