

Hugh Wade-Jones

co-founder Enness

Where did you grow up and how did you end up in London?

I grew up in Chislehurst which is on the South East London/Kent border. Straight from university I moved to St John's Wood in central London and worked for an advertising agency as a buyer, as it was the industry my father had been in. My passion was in property as, although my father had run an ad agency, he had invested in prime central London real estate over his career and I had seen the potential that it offered so I moved into mortgages. After four years working for a big corporate, I saw a real niche in the market for servicing HNWs and foreign nationals who were then starting to invest heavily in London in the early 2000s, but received a very poor service. With that, I set up Enness, which is a brokerage that looks after clients with borrowing requirements of £1 million+ across Europe using private and international banks and lenders.

When did you start Enness and why did you move to Mayfair?

When Islay Robinson and I started Enness on August 7 2007, we were in a two-man office at the wrong end of Battersea Park Road, so a far cry from Mayfair. Later that month, Northern Rock collapsed and the entire banking world fell to its knees, which meant we had a very tough first 24 months. Despite the financial market meltdown, prime central London remained resilient and we steadily grew the business. As soon as our budget allowed, we took our first offices in Mayfair in Hanover Square. As we continued to grow, we then took offices on Brook Street and we are now just off Berkeley Square. Enness is now 50 staff with offices in Mayfair and Hampstead in London, Monaco and Dubai, with Jersey soon to open also.

Where are your favourite places in Mayfair?

Cecconi's is my favourite spot for a business lunch as there is always an amazing buzz, and in the summer they open the huge windows so it feels like al fresco dining. I'm not a drinker anymore, but I used to enjoy standing outside



The Running Footman off Berkeley Square on a summer's evening. Now I'm more likely to be found with a juice or tea in 5 Hertford Street.

When and why did you decide to open an office in Monaco?

We decided to open an office in Monaco around three years ago as we already have a large number of Monaco-based clients and were doing increasing amounts of mortgages on the French Riviera, so a base there was the logical step. Monaco provides a fantastic corporate base from which to access the whole of Europe and has a very pro-business mindset, which we loved.

It's a tight-knit community so we knew we wanted a port side office where people could pop in while still being discreet enough for clients to feel comfortable, and Fontvieille ticked all the boxes. My family spend a lot of time with me in Monaco and my three-year-old daughter loves the Fontvieille Park and the Princess Grace Rose Garden and I'd be lost without the Carrefour for late-night essentials!