

childrenswear buyer

cwib

one for the planet

the brand giving a percentage of its profits to the environment

on the beat

previewing next month's pulse

and in
schoolwear.

family affair

the woman leading the
next generation of
yorkshire schoolwear

scrap the va

schoolwear lobbie
downing stree

the great ad debate

are childrenswear brands overstepping the mark with their advertising?



1. **What is your most prized possession?**
It's a tie between my old tractor (hence the choice of picture) and the trophy for my annual golf trip with mates. The trophy's currently on a rare visit to my house.
2. **What's your favourite fact?**
The average chocolate bar has eight insect legs in it.
3. **What's the worst present you have ever had?**
A promotional giveaway fleece top from my brother, which didn't fit.
4. **What fashion item from the past would you like to experience a comeback?**
German trench coats, because I get constant abuse from my wife for wearing mine.
5. **What's in your fridge?**
Wine, real salted butter, our own sausages and bacon, fresh juice and fresh fish along with mouldy cheese, three bottles of vodka and way out of date pesto.
6. **If you had to sing Karaoke, what song would you choose?**
Mr Bombastic by Shaggy.

Jeremy Minchin

Hippyck's sales director and joint owner reveals his past as an undercover cop and hints at a mighty good reason, other than the waistline, why you should think twice before eating that chocolate bar.



7. **What would you change if you were made Prime Minister for the day?**
I'd repeal the hunting law.
8. **What's your vice?**
Smoking.
9. **Name three fantasy dinner guests, alive or dead.**
My parents, grandparents and great-grandparent because I want to see where I came from.
10. **What's playing on your CD player?**
The Bob Dylan album *Highway 61 Revisited*.
11. **What would you do if you were invisible for day?**
I'd sit on the back of Valentino Rossi's bike in a Moto GP.
12. **Do you have any regrets?**
Only that we should have dared to do our own thing earlier in life.
13. **Who or what would you put in Room 101?**
All the unnecessary clutter that seems to follow me around.
14. **What car do you drive?**
The works van during the week and at weekends an old Land Rover.
15. **If I wasn't doing this I'd be...**
A paragliding instructor.

Name: Jeremy Minchin.

Date and place of birth: 3 September 1965 in Wadhurst, East Sussex.

Now lives: Near Taunton, Somerset.

Career history: After leaving school and graduating from Durham University in 1987, I owned a floodlighting business for a year before joining the Met Police in 1988, where I remained until 2000. From 2001 to the present day, I've been running Hippyck with my wife.

Career highs: With regard to Hippyck, growing the company every year by a minimum of 50 per cent – we made a profit in the first year 2002/3 and are reaching nearly £2m turnover this year. Other career highlights are being appointed as detective in the police service and my undercover policing successes in the 1990s.

Career lows: Realising what a mountain there was to climb when Hippyck was only a year old and getting the 3am night bus to a job I hated just to keep us afloat financially.

Future career plans: To keep Hippyck at the forefront of the children's market and to try to cut back to working three days a week and enjoy some time off. No chance of the last bit happening, I fear.