

Creativity / Commerce / Culture / Collaboration

Spring 2015



VCU Brandcenter Friday Forum

Feb. 13 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

Paul Tribble

Co-Founder and CEO / Ledbury



Paul Tribble is the CEO and designer of Ledbury. His vision drives the brand; every fabric, color, cut and button choice is hand-selected by Tribble. He leads the marketing team with his keen eye, from the execution of the smallest detail to big-picture campaigns. Tribble founded Ledbury with his good friend, Paul Watson, after spending a year apprenticing under one of London's premier shirt makers.

Paul Tribble grew up in southeastern Virginia and attended Washington and Lee University, then Oxford's Said Business School. After he worked for the international non-profit Operation Smile, running medical missions in Africa, Asia and Latin America. It was while working in Vietnam that Tribble had his first encounter with a master tailor, an experience that left a lasting impression.

Topic / Adventures in Shirtmaking

Descriptor / Attempts at building a modern brand in the oldest of industries.