The woman changing the way we shop for luxury

Sophie Hill tells Bethan Howell how she uses social media to take luxury fashion to time-pressed customers

Women Mean Business

Threading all the way down from personal styling and retail, to fashion and luxury, Threads barely even has a website, instead using Instagram, WhatsApp, text and a lot of expert judgement.

The Telegraph

Premium

Make the most of your subscription

Download our News App

Your Telegraph subscription offers so much more than just the newspaper every day. Download our free News App to access all of our content including Premium articles on the go, tailored to your preferences.

Simply follow the steps below:

- Go to the app store on your smartphone and search ‘The Telegraph’
- Log in using your Telegraph account details (TS number and password)
- Personalise by clicking ‘edit’ on the homepage and selecting your preferred sections

Would you like to subscribe?

Call 0300 312 20 00 or visit telegraph.co.uk/subscribe

FREE REDUCTION 72 HOURS ONLY!

1200W STAND MIXER

War £119.99 Now £99.99

Now only £89.99

- Doubles a range of top-quality deals with this stylish stand mixer. Complete with enough attachments; bread dough, cake mix, and more. The powerful 1200 watt capacity takes to the kitchen and power out baking and the 4.7-litre stainless steel bowl ensures you have plenty of space, whatever you’re making.
- The mixer is equipped with a flat beater for mixing many ingredients; a wire whisk for egg whites and other ingredients that need swirling, and a dough hook for lightweight bases.
- Simply choose the perfect tool for your recipe; add the ingredients to the bowl, and get to work at your favourites. So, it’s the perfect addition to your kitchen.

War £119.99 Now £99.99

- Other features include a pouring spout with a spout guard so you can control the flow of the mixture, and an easy-to-clean non-stick bowl. Both the mixer and bowl are dishwasher safe.
- P&P is charged at only £8.99 per order.

0844 249 8096 and quote 83341
shop.telegraph.co.uk/83341

SAMEDAY DISPATCH

Wednesday 2 May 2018

The Daily Telegraph

FASHION

Sophie Hill, the founder of Threads, barely even has a website, instead using Instagram, WhatsApp, text and a lot of expert judgement.

The Telegraph

Premium

Make the most of your subscription

Download our News App

Your Telegraph subscription offers so much more than just the newspaper every day. Download our free News App to access all of our content including Premium articles on the go, tailored to your preferences.

Simply follow the steps below:

- Go to the app store on your smartphone and search ‘The Telegraph’
- Log in using your Telegraph account details (TS number and password)
- Personalise by clicking ‘edit’ on the homepage and selecting your preferred sections

Would you like to subscribe?

Call 0300 312 20 00 or visit telegraph.co.uk/subscribe

FREE REDUCTION 72 HOURS ONLY!

1200W STAND MIXER

War £119.99 Now £99.99

Now only £89.99

- Doubles a range of top-quality deals with this stylish stand mixer. Complete with enough attachments; bread dough, cake mix, and more. The powerful 1200 watt capacity takes to the kitchen and power out baking and the 4.7-litre stainless steel bowl ensures you have plenty of space, whatever you’re making.
- The mixer is equipped with a flat beater for mixing many ingredients; a wire whisk for egg whites and other ingredients that need swirling, and a dough hook for lightweight bases.
- Simply choose the perfect tool for your recipe; add the ingredients to the bowl, and get to work at your favourites. So, it’s the perfect addition to your kitchen.

War £119.99 Now £99.99

- Other features include a pouring spout with a spout guard so you can control the flow of the mixture, and an easy-to-clean non-stick bowl. Both the mixer and bowl are dishwasher safe.
- P&P is charged at only £8.99 per order.

0844 249 8096 and quote 83341
shop.telegraph.co.uk/83341

SAMEDAY DISPATCH

Wednesday 2 May 2018

The Daily Telegraph

FASHION

Sophie Hill, the founder of Threads, barely even has a website, instead using Instagram, WhatsApp, text and a lot of expert judgement.

The Telegraph

Premium

Make the most of your subscription

Download our News App

Your Telegraph subscription offers so much more than just the newspaper every day. Download our free News App to access all of our content including Premium articles on the go, tailored to your preferences.

Simply follow the steps below:

- Go to the app store on your smartphone and search ‘The Telegraph’
- Log in using your Telegraph account details (TS number and password)
- Personalise by clicking ‘edit’ on the homepage and selecting your preferred sections

Would you like to subscribe?

Call 0300 312 20 00 or visit telegraph.co.uk/subscribe

FREE REDUCTION 72 HOURS ONLY!

1200W STAND MIXER

War £119.99 Now £99.99

Now only £89.99

- Doubles a range of top-quality deals with this stylish stand mixer. Complete with enough attachments; bread dough, cake mix, and more. The powerful 1200 watt capacity takes to the kitchen and power out baking and the 4.7-litre stainless steel bowl ensures you have plenty of space, whatever you’re making.
- The mixer is equipped with a flat beater for mixing many ingredients; a wire whisk for egg whites and other ingredients that need swirling, and a dough hook for lightweight bases.
- Simply choose the perfect tool for your recipe; add the ingredients to the bowl, and get to work at your favourites. So, it’s the perfect addition to your kitchen.

War £119.99 Now £99.99

- Other features include a pouring spout with a spout guard so you can control the flow of the mixture, and an easy-to-clean non-stick bowl. Both the mixer and bowl are dishwasher safe.
- P&P is charged at only £8.99 per order.

0844 249 8096 and quote 83341
shop.telegraph.co.uk/83341

SAMEDAY DISPATCH

Wednesday 2 May 2018

The Daily Telegraph

FASHION

Sophie Hill, the founder of Threads, barely even has a website, instead using Instagram, WhatsApp, text and a lot of expert judgement.

The Telegraph

Premium

Make the most of your subscription

Download our News App

Your Telegraph subscription offers so much more than just the newspaper every day. Download our free News App to access all of our content including Premium articles on the go, tailored to your preferences.

Simply follow the steps below:

- Go to the app store on your smartphone and search ‘The Telegraph’
- Log in using your Telegraph account details (TS number and password)
- Personalise by clicking ‘edit’ on the homepage and selecting your preferred sections

Would you like to subscribe?

Call 0300 312 20 00 or visit telegraph.co.uk/subscribe

FREE REDUCTION 72 HOURS ONLY!

1200W STAND MIXER

War £119.99 Now £99.99

Now only £89.99

- Doubles a range of top-quality deals with this stylish stand mixer. Complete with enough attachments; bread dough, cake mix, and more. The powerful 1200 watt capacity takes to the kitchen and power out baking and the 4.7-litre stainless steel bowl ensures you have plenty of space, whatever you’re making.
- The mixer is equipped with a flat beater for mixing many ingredients; a wire whisk for egg whites and other ingredients that need swirling, and a dough hook for lightweight bases.
- Simply choose the perfect tool for your recipe; add the ingredients to the bowl, and get to work at your favourites. So, it’s the perfect addition to your kitchen.

War £119.99 Now £99.99

- Other features include a pouring spout with a spout guard so you can control the flow of the mixture, and an easy-to-clean non-stick bowl. Both the mixer and bowl are dishwasher safe.
- P&P is charged at only £8.99 per order.

0844 249 8096 and quote 83341
shop.telegraph.co.uk/83341

SAMEDAY DISPATCH

Wednesday 2 May 2018

The Daily Telegraph

FASHION

Sophie Hill, the founder of Threads, barely even has a website, instead using Instagram, WhatsApp, text and a lot of expert judgement.