



TWO

QUO VADIS

**Jeremy Lee**  
London

Jeremy Lee is the chef behind one of London's most acclaimed restaurants, Quo Vadis. Born in Dundee, Scotland, in the sixties, Jeremy's modern British food includes dishes like smoked eel sandwiches. In partnership with brothers Sam and Eddie Hart – the owners of Barrafina and El Pastor restaurants – Jeremy's breathed new life into one of Soho's oldest restaurants.

**Jeremy:**  
'What does a dream business mean? I think, first and foremost, it's the job you wake up [for] in the morning and can't wait to get to. That's primary – it needs to excite and delight you, and be an ongoing adventure. Particularly in restaurants, it's easy to get stuck in a rut and the work becomes a grind. Because we're open for lunch, dinner and weekends, we live this rather eccentric

life where we're working as other folk are sitting down to relax. One of the things that makes restaurants so exciting is that they're housed in beautiful buildings. I've lucked out throughout my career – from apprentice to part-owner in a business, the buildings were always wonderful to approach. They were always fascinating, rich with history and with great character. I'd adore my own farm – a walled garden where we could grow our own produce. I'd love that, because the hilarious thing, being in our central-London restaurant that professes to shop locally, is that we get our bread from Cornwall, vegetables from Hereford and Suffolk, and fish from the coast. When we say "locally", it really is the whole of the British Isles. So, the more self-sufficient the better. It'd be incredible to step out and pick fresh herbs to go on a salad for lunch that day.'

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Before becoming chef-proprietor at Quo Vadis, Jeremy Lee was head chef at designer Terence Conran's Blueprint Cafe, also in London, for 18 years.



THREE

MUSLIM SISTERHOOD

**Sara Gulamali and Lamisa Khan**  
London and Vancouver

Split between British Columbia and the British Isles, Sara Gulamali and Lamisa Khan make up two-thirds of the founding trio of Muslim Sisterhood, a photography collective and creative agency centered on Muslim women. They first started capturing their 'sisters' on film in and around popular hangouts of the Muslim community, like London's Brick Lane and Shepherd's Bush. Despite Sara and fellow co-founder Zeinab Saleh being trained artists, they'll be the first to admit that, back then in 2017, they were winging it. Safe to say, after brand collaborations with Nike, Converse and Crocs, Muslim Sisterhood is flying high.

**Lamisa:**  
'For us, [the dream is] to be able to hire a team that isn't just the three of us [all three co-founders work full-time and run Muslim Sisterhood on the side]. But the other dream is [to be] able to work with Muslim women all the time and uplift and empower them. And [to] just have a good time – [to] normalize this working culture of having a really good time on set, working with your friends and being really passionate about what you're doing. Silly personal highlights would be: we've been in Vogue four times, which is a small flex. Also, getting Supreme hand-delivered to my own front door. I felt like Skepta.'

**Sara:**  
'The fact that we can create work on huge sets and work on really exciting creative projects. We have a big enough budget to produce work to a standard that we feel happy with as well as the client, and [we're] able to pay our teams fairly. That's been the biggest dream. And the biggest "pinch me" moment has been the fact that I can do all that and still be in a space where my faith is being prioritized. We can have a bit more control over the dressing and the styling and having a space to pray on set. It's that kind of honesty that I haven't experienced previously. Muslims weren't really considered in the arts; where I came from, the idea of not being around alcohol wasn't considered.'



The business started as a photography project, but now Zeinab, Lamisa and Sara (top to bottom) run community-first events, workshops, campaigns and more.