

BROKER OR JOKER?

THE TAILOR

NICK HARTSHORNE- EVANS, NICHOLAS JONES BESPOKE

Liverpool-born entrepreneur whose background in retail and recruitment led to him taking a third share in a specialist retail recruitment firm set up in 2000 known as Imagine. The company displayed 100 per cent growth for the first three years, but Hartshorne-Evans sold his stake last year to pursue other interests. He bought a 50 per cent stake in up-and-coming Manchester-based tailoring business Nicholas Jones Bespoke last August, and has also teamed up with other exclusive retailers to launch a lifestyle event called Club Bespoke.

Investment strategy:

A definite risk-taker, and the fact that his wife (who is a management



consultant] knows so much about the biotechnology sector made us suspect that he'd plump for a virtually unheard-of, recently-floated biotech stock.

How he's spent his money.

We were wrong about the biotech, but the fact that he plumped for a US-based technology stock (satellite radio company Sirius) suggests that the research carried out might not have been all his own work. The £1,000 bought him 426 shares in Sirius Satellite Radio Inc, which is listed on Nasdaq, at \$4.32 per pop.