



CHARLIE GREIG BIOGRAPHY

On March 20th 2010, 'Cub', the UK's first ever-detached Code 5, NHBC Building Control Type Approved modular housing solution, will launch at the Ideal Home Show.

So innovative are these iconic, 21st Century living homes that the 3 bedroom demonstration house has already been issued with a Final Stage Certificate for Code Level 5 before being sited at the BRE Innovation Park where it will exhibit permanently after the show; a first in off-the-shelf homes.

It is hard to imagine that the concept, incorporating new building methods, proven sustainability and exceptionally low running costs was conceived by one woman who, in just 10 months, has single handedly researched, developed, designed, created and brought Cub, which is being accredited and applauded by industry giants, to market.

Hard to imagine that is, unless you know a little more about the spirit, energy and drive behind Charlie Greig.

At 16, she left home, lured by London's bright lights. Her 'can do' attitude was well received in the fashion retail business and at 18, she was attending London fashion shows, buying collections and shipping goods to stores across America including Saks Fifth Avenue and Bergdorf Goodman.

She learnt great communication and persuasion skills and the ability to negotiate. These, together with her own inimitable style, provided her with the confidence to set up her own company with her father, representing young British Designers in North America.

Two years later, with an itinerary of 47 flights, over 700 appointments secured and a suitcase full of brochures, she left the UK having been awarded a grant by the British Overseas Trade Board and travelled alone to America to promote British fashion.

The trip was a success. She returned and launched her first collection of British Designers, showing four times a year in New York and hosted an Aids benefit fashion show that involved designers from Ghost and Helen Story to Workers For Freedom and Karen Boyd.

It wasn't long before her own label, "Ici La Fille", launched successfully. Due to the decline in the dollar, unfortunately, the company was forced to close but she remained focused and committed to the business. Based on her experience and knowledge, she tailored the range to create a lower price label, "Sub Couture", designing, selling and distributing worldwide from the London store.

At 30, she met the father of her daughter, Tatum Storm, a property developer and agent. She sold Sub Couture and transferred her creative flair into property, assisting with design and build for many years.

At 39, her marriage ended but with her energy and spirit still bright, she decided to utilise the skills she had learned to create her own property portfolio. With her ability to transform homes and give them a unique style and stunning look, she was soon commissioned to design, build and run projects for high profile clients including Emma Bunton and Leslie Clark.

Over time, her thoughts turned to consider more favourable building options, which would include improved working environments and would provide a solution to living more responsibly. Greig says; "I wanted to create a concept that challenged traditional building and design methods and that also took into consideration the various issues that we face in society today.

In particular, traditional construction waste, disruption during build programs and encouraging sustainability once we are in our homes. By simplifying the process and offering a pre designed building produced off site, both these issues have been addressed.

We're not a huge corporation, but a small team of creative individuals who have a genuine interest in how people live and in providing solutions for future building. Over time, I'd like to create Cubs which provide as many people as possible with the opportunity to live their own beautiful home, that works with the environment rather than against it."

In her last traditional build, a Miami style villa in NW London, she introduced sustainable energy and became passionate about creating low carbon footprint, sustainable, affordable housing for future generations.

In 2009, Cub was conceived. Charlie earmarked the UK as the starting point for her new designs and chose off-site building methods to create the infrastructure which came via FutureForm, producers of exceptional quality modular housing, while adhering to BRE standards of 'Codes for Sustainable Homes.' Light and spacious, stunning to look at and with high specification interior design, Cub homes are leaders in class and could provide the inspiration for future building templates.