

Local hero, Thomas Lundgren has picked up two awards this year for his commitment to Corporate, Social Responsibility at THE One. Most recently he received a CSR Leadership award from Nobel Prize winner Desmond Tutu



## Thomas Lundgren, CEO, THE One

**How has this year been for you?** A refreshing reality check.

**How has the luxury market been affected by the crisis?** Consumers have developed a whole new understanding of what value means.

**What trends do you see emerging for 2010?** Back to caring. Caring for the environment, for each other, for one's health. Less opulence and a more homely feeling.

There's a focus on comfort, cosiness and natural fabrics yet with a touch of fun.  
**How do you relax?** Playing with my iPod, choosing songs for THE One's new compilation CD.

**What's on your Christmas wish list?** To become a rock star.

**How are you looking after your emotional wellbeing?** I get by with a little help from my friends.

**What do you love about what you do?** Being my own boss.

**What are you into right now?** Nostalgia.