

# Ex city boy keeps it clean

**W**ITH the turbulence of the current economic environment, many people have decided to come up with new, more creative ways of making a living.

Former strategy consultant Ian Walker is one such person who decided to quit his job in the City to launch his laundry business, and now he says he could not be happier driving around in his white van and doing his clients' dirty work.

Mr Walker, 28, launched LaundryRepublic with his business partner David Lambert while he was living in Castlehaven Road, Camden Town. With backgrounds in finance and consulting they are not your typical white van men.

"This feels a lot more real than what we were doing before – it seems a lot more tangible for us," said Mr Walker. "I'm enjoying the change of scene. I wouldn't say it's easier or less cerebral – we're working harder now than we were before."

At the coalface running his own



business he has found that his every decision has a direct impact on his livelihood and future.

"People react differently to you when you're driving a big unmarked white van," he said. "I'm not driving more aggressively but they do tend to give me a wider berth."

The secret of their business, which is London's first 24-hour dry-cleaning service, is that it is very simple for customers.

All they have to do is put their clothes in secure lockers, place an order by text message or online and let LaundryRepublic take care of the rest.

Mr Lambert said: "We both had entrepreneurial ambitions. Our previous jobs had us advising other companies, but we decided it would be more fun to get out into the real economy and do it ourselves.

"We were confident people would like it, but we were surprised by just how positive the response has been."

The company also installs, maintains and services the lockers free inside the buildings where they operate. "We make things as easy as possible for landlords and agents – no cost and no hassle," said Mr Walker.

"We wanted to make dry cleaning and laundry easier, simpler and greener, and perhaps even a bit more fun."

For more information call 020-7193 3130.