# Stuart Baggs’s legacy endures a decade after The Apprentice star’s tragic death at 27



Stuart Baggs, widely remembered as one of the most memorable contestants in the history of *The Apprentice*, left an indelible mark on reality television before his tragic passing at the young age of 27. His flamboyant persona, encapsulated in catchphrases such as "Everything I touch turns to sold," resonated with audiences, making him a standout figure in the series. His sudden death due to an asthma attack in July 2015 not only shocked his family but also sent ripples of sadness and remembrance throughout the nation.

As the tenth anniversary of his passing approaches, Stuart's family, particularly his parents, Rosemary and Steve Baggs, have shared their reflections on their son’s vibrant character and his unrealised potential. Rosemary recalled, “He was much like he was on screen really. Full of beans, full of life. He was full on, business-oriented and loved tech.” Stuart’s early passion for technology showcased itself when he won his first school technology prize at merely six years old, an indication of the ambition that would define his life.

Born in Plymouth and raised on the Isle of Man, Stuart became the youngest-ever contestant on *The Apprentice* in 2010, reaching the semi-finals at just 21. His journey to that point was marked by both challenges and triumphs. The entrepreneurial spirit was evident early in his life; by age 13, he had registered his own business—BlueWave Communications—focused on providing internet services on the Isle of Man. His father noted that this drive stemmed partly from witnessing the family’s pub business, “He was also money-oriented and really wanted a business... he started selling things at school.”

Stuart's decision to audition for *The Apprentice* was partly influenced by his mother’s advice, steering him away from *Dragon’s Den*, where she feared he might be ridiculed due to his youth. This choice would ultimately place him in front of millions, where his personality could shine through and garner both fans and critics. His family's close involvement during filming created memorable moments, such as an unexpected encounter with the crew while shopping—a serendipitous event that showcased Stuart's inexorable charisma.

Despite facing criticism on the show, particularly from Claude Littner, who famously dismissed him as “not a fish in a pond,” Stuart remained unfazed, viewing the experience as a stepping stone in his career. His perspective—that any publicity could advance his business—further highlighted his optimistic outlook on life.

Following his exit from the show, Stuart continued to thrive, establishing a reputation as a workaholic who frequently put in 18-hour days to realise his entrepreneurial ambitions. He was heavily involved in local projects, including installing Wi-Fi on ferries and launching a much-anticipated home hub network. Tragically, he passed away on the very night he had unveiled this latest venture. His parents remember seeing him just hours before his death, a poignant reminder of the fleeting nature of life.

Stuart’s untimely demise not only marked the end of a promising entrepreneurial path but also positioned him alongside a notorious group of celebrities known as the '27 Club,' which includes music legends like Kurt Cobain and Amy Winehouse. His legacy, however, continues through BlueWave Communications, which remains operational under the stewardship of a family friend, ensuring that the spirit of "Stuart Baggs, the brand" endures.

As the Baggs family moves forward, they carry with them a lifetime of memories and a profound sense of pride in Stuart's achievements. “We were, and still are, very proud of him,” reflected his father. The emotional legacy of Stuart Baggs is one that encapsulates ambition, resilience, and the infectious spirit of youth—a reminder of what could have been and the impact one bright light can have on many lives.

**Reference Map:**

1. Paragraphs 1, 2, 3 - Source [[1]](https://www.dailymail.co.uk/news/article-14719973/What-happened-Apprentices-greatest-contestant-Stuart-Brand-Baggs.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
2. Paragraphs 4, 5 - Source [[2]](https://www.bbc.com/news/world-europe-isle-of-man-33805875), [[3]](https://www.theguardian.com/uk-news/2015/jul/30/former-bbc-apprentice-contestant-stuart-baggs-found-dead), [[4]](https://www.theguardian.com/tv-and-radio/2015/aug/06/apprentice-contestant-stuart-baggs-died-as-result-of-asthma-police-say)
3. Paragraph 6 - Source [[5]](https://www.irishmirror.ie/showbiz/celebrity-news/lord-sugar-shares-sweet-tribute-26496794), [[6]](https://www.the-independent.com/news/people/stuart-baggs-death-alan-sugar-celebrities-and-former-apprentice-contestants-pay-tribute-10427657.html)
4. Paragraph 7 - Source [[1]](https://www.dailymail.co.uk/news/article-14719973/What-happened-Apprentices-greatest-contestant-Stuart-Brand-Baggs.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
5. Paragraphs 8, 9 - Source [[1]](https://www.dailymail.co.uk/news/article-14719973/What-happened-Apprentices-greatest-contestant-Stuart-Brand-Baggs.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.theguardian.com/tv-and-radio/2015/aug/06/apprentice-contestant-stuart-baggs-died-as-result-of-asthma-police-say)
6. Paragraphs 10, 11 - Source [[1]](https://www.dailymail.co.uk/news/article-14719973/What-happened-Apprentices-greatest-contestant-Stuart-Brand-Baggs.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[7]](https://www.hellomagazine.com/celebrities/2015080626594/stuart-baggs-cause-of-death/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14719973/What-happened-Apprentices-greatest-contestant-Stuart-Brand-Baggs.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.bbc.com/news/world-europe-isle-of-man-33805875> - This BBC News article reports that Stuart Baggs, a former contestant on 'The Apprentice', died at the age of 27 due to an asthma attack. The police confirmed that his death was caused by his long-standing asthma condition, and there was no indication of foul play. Baggs was known for his catchphrases on the show, including 'Everything I touch turns to sold'.
3. <https://www.theguardian.com/uk-news/2015/jul/30/former-bbc-apprentice-contestant-stuart-baggs-found-dead> - The Guardian reports on the sudden death of Stuart Baggs, a former 'The Apprentice' contestant, at the age of 27. He was found at his home on the Isle of Man, and police are not treating the death as suspicious. Baggs was known for his confident persona and memorable one-liners on the show.
4. <https://www.theguardian.com/tv-and-radio/2015/aug/06/apprentice-contestant-stuart-baggs-died-as-result-of-asthma-police-say> - This article from The Guardian confirms that Stuart Baggs died as a result of an asthma attack, a condition he had suffered from for many years. The police stated that his death was due to natural causes, and there was no indication of foul play. Baggs was known for his appearances on 'The Apprentice' and his catchphrase 'I'm Stuart Baggs, the Brand'.
5. <https://www.irishmirror.ie/showbiz/celebrity-news/lord-sugar-shares-sweet-tribute-26496794> - The Irish Mirror reports that Lord Alan Sugar paid tribute to the late Stuart Baggs, a memorable contestant from 'The Apprentice'. Seven years after Baggs's death, Lord Sugar shared a clip highlighting Baggs's contributions to the show, emphasizing his status as one of the most memorable characters.
6. <https://www.the-independent.com/news/people/stuart-baggs-death-alan-sugar-celebrities-and-former-apprentice-contestants-pay-tribute-10427657.html> - The Independent covers the tributes paid to Stuart Baggs following his death at 27. Lord Alan Sugar described him as one of the 'stand out characters of The Apprentice'. Fellow contestants and celebrities also expressed their condolences, highlighting Baggs's impact on the show and his memorable one-liners.
7. <https://www.hellomagazine.com/celebrities/2015080626594/stuart-baggs-cause-of-death/> - HELLO! magazine reports that Stuart Baggs, a former 'The Apprentice' contestant, died of an asthma attack at the age of 27. The article details his sudden death and the tributes paid to him, including comments from Lord Alan Sugar and fellow contestants.