

The Chief Executive's Report:

March 2017 – March 2018

Dear Members,

As I begin my second year as Walpole's Chief Executive, the report of Walpole's activities over the previous 12 months offers an excellent opportunity to look back at what the organisation has achieved on your behalf, and also to share with you how we have been investing your membership fees in the work we do to protect, develop and promote the British luxury sector.

Walpole's work has two central pillars – Global British Luxury: how Walpole helps its members and the sector as a whole to maximise business opportunities overseas, and Luxury in the Making: Walpole's focus on developing a strong talent pipeline at all levels, and how we shed light on British luxury brands' commitment to long-term sustainable employment in the UK, whether in manufacturing or service industries.

The notion of 'Global British Luxury' cannot, of course, be seen in isolation from the disruption of Brexit, and Walpole's Thriving After Brexit report informed our approach to helping members navigate the uncertainty Brexit poses. We ran a series of events, looking at the impact on talent, on Article 50 and on practical steps businesses could take to hedge against possible outcomes after March 2019. The event series culminated with a breakfast with Keir Starmer, Shadow Brexit Secretary, as well as an update of our work.

In addition, Charlotte Keesing and I worked hard throughout last year to secure Walpole's relationship with our fellow European luxury sector associations within ECCIA; in or out of the EU, UK luxury will continue to be affected by EU legislation and ECCIA gives us a continuing influence when it comes to issues that affect the sector. 2017 also saw the culmination of several years of our work with ECCIA to secure the right to Selective Distribution, with the Coty ruling last December. Meisterkreis conceived of a new pan-European gathering of luxury leaders with the inaugural European Excellence Summit in Berlin last year, and this has paved the way for new, valuable conversations between luxury leaders across Europe. Walpole took a delegation of nine member CEOs and combined the Summit with activity at the British Embassy with HM Ambassador Sir Sebastian Woods and the CEO of KaDeWe.

Walpole also took the decision to focus on the world's largest luxury market, the US, for an annual British luxury showcase and trade mission. The inaugural mission took place between the British Consul General's offices and Spring Studios in Tribeca and media coverage is still coming. We will continue to anniversary the activity. In other key markets, Walpole has continued to assist member brands, notably in gaining a foothold in Korea and Hong Kong. Importantly, we know that the richer the experience of British luxury a visitor to the UK has, the more appetite there is for buying from those brands when back home. To that end, we continue our government lobbying with the Chinese Visitor Alliance, to persuade government to create a visa system that allows the UK to maximise the opportunity of this valuable customer group. We have also focused our engagement with Westminster on the Department of International Trade and Investment, not only as Chair of the Consumer Goods group with the APPG for international trade and investment, but also with GREAT, which contributed to the US mission, and also Antonia Romeo, Permanent Secretary of the department. The group of Walpole brands brought together for the APPG, also forms Walpole's Export Strategy group, helping to steer Walpole's thinking when it comes to overseas opportunities for the sector.

Developing people and skills has long been part of Walpole's commitment to the sustaining the long-term health of the sector. 'Luxury in the Making' allows us to expand our focus beyond Brands of Tomorrow, which nurtures fledgling luxury brands, and the London Business School MBA programme in luxury management, fostering the skills of the future c-suite. We launched a new programme to connect luxury brands with their local schools to talk to 11 & 12 year olds about employment opportunities in the sector, have begun work on creating an apprenticeship in luxury retail sales.

The Women in Luxury programme is investigating why there is not a more robust pipeline of female talent coming through to C-suite and beyond. Craftsmanship is fundamental to the luxury experience, although *Crafted: Makers of the Exceptional* programme has been put on pause for 2018 to allow us to establish how we can open up a bigger conversation about luxury craftsmanship that helps a greater number of brands and has a wider impact on members. In 2017, we celebrated the tenth anniversary of Walpole's flagship programme, Brands of Tomorrow, with an external PR and advertising campaign, focusing on the entrepreneurial characteristics of the British luxury sector. The 2018 intake of brands means that Walpole has so far nurtured 96 founders, many of which have now become global players.

If a key external focus was to reinforce the power of the collective voice of British luxury and to amplify its significant contribution to the economic prosperity of the UK, our focus internally was to strengthen the organisation so that we could increase the value we deliver to membership. In the autumn we were able to grow Walpole's membership team; Stephanie Robinson joined us as full-time Head of Membership, and Rosie Mason was promoted to Membership Executive: the rationale for this was to increase and enrich engagement with existing members, but it has also had the unexpected welcome impact of bringing in new members, with the membership growing from 160 in February 2017 to 209. In January, we re-framed how we work with our commercial partners. 'Corporate partners' have become 'Strategic Partners', reflecting the role they should play in helping British luxury businesses flourish; 'corporate members' are 'sponsors', and we created a new, top tier - Patron.

Walpole was also delighted to welcome three new board members: Justine Picardie, Editor in Chief of *Harper's Bazaar* and *Town & Country*; Philippe Warnery Senior VP and General Manager of *Estee Lauder Companies UK and Ireland*, and Mark Harvey, MD of *Chapel Down Wines and Spirits*. We also created two non-board Chairs: Nick Temperley, of *Diageo*, Chairs our LBS programme, and Meribeth Parker, of *News UK*, Chairs Women in Luxury.

I am also delighted to tell you that Walpole is now steadily building its financial reserves, helping to ensure the long-term stability of the organisation.

The launch of a new content programme has also had a powerful impact on member engagement: we relaunched the website in June 2017, and re-booted the Daily Digest to include new daily content to tell the story of British luxury, from the leaders to the workers, with interviews and news from brands produced in-house by the Communications and Content team. Our reach has grown from 1,000 to a total digital reach of 20,000. We also redesigned every element of the Walpole Yearbook, adding a more tactical dynamic distribution model and an original new design, adding a high-touch experience of the sector to high tech with digital content.

Events have always been the cornerstone of Walpole's member activity – Walpole is luxury's most powerful off-line social networks, bringing members together to create lasting, valuable connections with each other. Last year we hosted 35 member events, anchored by the British Luxury Awards, hosted at The Dorchester by Catherine Zeta-Jones and with a global PR reach of 80 million. Other notable speakers included Tristram Hunt at the Creative Dinner in October, Sir Keir Starmer at our Brexit Breakfast, and Carolyn Fairbairn, Director General of the CBI at our annual Chairman and CEO dinner.

The last 12 months has laid the foundations of a strong, purposeful organisation fit for the next 25 years – with your continued support, Walpole will achieve its aim of getting British Luxury the recognition it deserves.

Helen Brocklebank

CEO, Walpole, March 31st 2018.

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Walpole Team and Board

The Walpole Team is as follows:

Helen Brocklebank, CEO

Charlotte Keesing, Director Public Affairs & International

Keri Beak, Director of Partnerships

Julia Woolley, Head of Business Development

Stephanie Robinson, Head of Membership

Carly von Speyr, PR & Communications Manager

Jenni Rayner, Communications & PR Manager

Celandine Wade, Programme Manager Brands of Tomorrow & London Business School and Communications Executive

Olivia Lowdell, Head of Events

Rosie Mason, Membership Executive

Izzie Claridge, PA to CEO & Office Intern

Mandy Alington, Finance Manager

Walpole Board 2017

Michael Ward, MD Harrods –Chairman Walpole

Helen Brocklebank, CEO Walpole

Dr Frederick Mostert, Research Fellow, University of Oxford IP Research Centre

Gillian De Bono, Editor *How to Spend It* and Deputy Editor *Financial Times*

Jonathan Heilbron, CEO, Thomas Pink

Mark Henderson, Chairman, Gieves & Hawkes

Michael Morley, Chairman of RBS International

Richard Carter, Global Communications Director, Rolls-Royce Motor Cars

Justine Picardie, Editor in Chief, Harper's Bazaar and Town & Country

Mark Harvey, Managing Director, Chapel Down Wines & Spirits

Phillippe Warnery, Senior VP & General Manager, Estee Lauder Companies' (UK & Ireland)

Membership

Walpole now has 209 luxury brand members, and has been delighted to welcome the following new brands in 2017/18:

Sunseeker*

Aurelia Probiotic Skincare

Charlotte Tilbury

Elegantes*

London Philharmonic Orchestra*

British Library*

Sainsbury Centre*

Whitehouse Cox*

MULO*

Suzie Turner*

Exmoor Caviar*

Gordon & MacPhail*

Highland Chocolatier*

The Last Drop Distillers*

Adare Manor

Culture Whisper*

Four Seasons Hotel London at Ten Trinity Square*

The Hari*

Maison Assouline

Maison de Fleurs*

Traveller Made*

The Thinking Traveller*

Atelier Swarovski*

Augustine Jewels*

Thomas Goode*

Roja Dove*
Alexandra Llewellyn*
Rebus*
Stephen Einhorn*
Struthers London
Tessa Packard*
Aiveen Daly
CTO Lighting*
Farrow & Ball*
Frederikson Stallard
Gaze Burvill*
House of Hackney*

Kitesgrove*
Peter Reed*
Shawstevens
Studiofibre
Tom Howley*
Winch Design*
BBC World News & bbc.com
BOAT International
Bridelux*
Digital Cinema Media*
St Edward*
The Conran Shop*

In October 2017, Stephanie Robinson joined as Head of Membership from the *Financial Times*, and Rosie Mason was promoted to Membership Executive. This tripled the previous people resource given to membership, and is part of an ongoing strategy to strengthen and deepen Walpole's member engagement. The additional benefit has been that we have also seen a significant increase in members wishing to join the organisation (*members joined since October 1st).

Business Development

In January 2018, we rebranded how we work with our commercial partners. Formerly known as Corporate Partners or Corporate Members, depending on the level of investment and engagement, we now have four separate categories: Patron, Strategic Partner, Programme Partner and Sponsor.

In response to the ever-developing and deepening commercial relationships, which all have different KPIs and a wide range of investment levels, early this year we introduced 4 new tiers of participation comprising: Patron, Strategic Partner, Programme Partner and Sponsor as follows:

PATRONS

New status conferred on an organisation that lives and breathes British luxury, is an unquestionable leader in their field of expertise and who contributes to the understanding and success and future growth of British luxury, as well as demonstrating commitment to supporting Walpole in all its endeavours.

Walpole Patrons will have full access to all Walpole activities plus a bespoke package of special benefits:

Currently G.F Smith qualifies for Patron status.

STRATEGIC PARTNERS

Formerly known as Corporate Partners, these members get full access to everything we do, including an event opportunity in the year to showcase their expertise, content surfacing across Walpole's channels and rich data. Current strategic partners include: Buffalo, CBRE, Chalhoub, Charles Russell Speechlys, Forter, Freight Brokers, GGMR, Global Blue, Leagas Delaney, McKinsey, New West End Company and Salesforce.

PROGRAMME PARTNERS

This is a fully integrated programme partner/sponsor relationship that includes a bespoke package and access, for example Mishcon de Reya's longstanding and invaluable role with Brands of Tomorrow. Mishcon de Reya is also committed to the Brands of Tomorrow Alumni Club and the Walpole Awards. We are now keen to source programme partners for our Women in Luxury Salon series, Luxury in the Making, and our Luxury Apprenticeship and Skills programme.

SPONSORS

A sponsorship engagement with Walpole purely relates to a one-off event/entity such as an Award category at the Walpole Awards and includes a small commensurate package of access. This typically provides a lower entry point for a new commercial relationship with Walpole which can then grow to Programme or Strategic Partner status. Current sponsors include: Cegid, Dovetail Agency, Elite Associates, Haysmacintyre, Hudson Walker, Laurent-Perrier, London Advertising, MyLoveAffair, New West End Company, Premier Tax Free, Reed & Mackay, Spring Studios, Wearisma and WGSN.

Events

MARCH 2017

Anchored by two 'destination' events, the Chairman/CEO Dinner in January and British Luxury Awards in November, Walpole's events programme is designed to celebrate, educate and connect its membership, helping grow the knowledge base of the sector, and to create powerful opportunities for member brands to make strong face-to-face connections with one another. This year, 'Meet the Member' was rebranded as 'Luxury Insider', and we replaced the previous 'Press Breakfasts' with bigger 'Meet the Media' events to give more brands the opportunity to connect with key luxury editors.

Thursday 2nd

Event: UK China Visa Alliance Breakfast Briefing

Venue: Le Méridien Piccadilly Hotel

Walpole is a founding member of the UK China Visa Alliance, an organisation working with the government to encourage more Chinese tourists to the UK by making the visitor visa application system easier. The UKCVA breakfast meeting looked at the progress of our campaign so far, possible threats and opportunities, and outlined a programme of further work.

Wednesday 8th

Think Tank on Talent

Venue: The Goring

Part of Walpole's Brexit series, we brought together 10 senior leaders from member brands (including Burberry, Jo Malone London, YOOX NET-A-PORTER GROUP and Harrods) to discuss the challenges to talent retention and acquisition posed by Brexit.

Wednesday 15th

Event: British Chamber of Commerce in Korea Insight Lunch

Speaker: Sean Blakeley, BCKK

Venue: Brown's Hotel

Part of Walpole's ongoing assistance for member brands wishing to export to Korea, Charlotte Keesing hosted a lunch for member brands and the British Chamber of Commerce in Korea. See 'Public Affairs and International' for more details of Walpole's work to help brands unlock the opportunities in Korea.

Tuesday 21st

Marketing & Communication Directors' Cocktail Party: 'In Conversation with Lorraine Candy'

Venue: Rosewood London

Guests enjoyed a Laurent-Perrier drinks reception at Rosewood London, followed by Lorraine Candy, Luxury Content Director for *The Sunday Times* and Editor-in-Chief of *Style* in conversation with Helen Brocklebank on building luxury media brands.

APRIL 2017

Wednesday 5th

Event: Beyond Article 50: A Walpole Brexit Briefing

Venue: Brown's Hotel

Following The Prime Minister's announcement to invoke Article 50, giving formal notification of Britain's departure from the EU, this event explored the next steps in the process and the implications on the British luxury sector.

MAY 2017

Thursday 11th

'The Salon' I

Venue: Home House

The inaugural meeting of the women's salon a regular series as part of our Women in Luxury programme. These intimate, invitation-only events are designed to create a space for stimulating conversation with like-minded women, somewhere ideas can flourish.

Friday 19th

Luxury in the GCC: Age of Digitalisation with the Chalhoub Group

Venue: Home House

Walpole hosted the launch of corporate partner The Chalhoub Group's white paper, *Luxury in the GCC: Age of Digitalisation*. The report suggested that the Gulf luxury world is changing. People under 30 now form half of its population and are informed, educated, tech-savvy and digitally connected. The event included a keynote from joint CEO of The Chalhoub Group Patrick Chalhoub, in conversation with Walpole's Director of International and Public Affairs Charlotte Keesing, followed by a panel discussion with Victoria Christian, Brand Ambassador at Clive Christian; Aline Conus, Managing Partner, E-NOTAM; and Patrick Chalhoub; moderated by Charlotte Keesing.

Wednesday 24th

Women in Luxury Lunch

Speaker: Justine Picardie, *Harper's Bazaar*

Venue: The Corinthia

The annual Women in Luxury Lunch 2017 was hosted by Walpole members, The Corinthia. Helen Brocklebank, CEO, Walpole, interviewed Justine Picardie, Editor-in-Chief of *Harper's Bazaar*, and discussed the 150 years of *Harper's Bazaar* and how its history mirrors the rise of women in the luxury sector.

Tuesday 30th

An Evening at The Economist & 1843

Speaker: Daniel Franklin, *The Economist*

Venue: The Boardroom, *The Economist*

Daniel Franklin, Executive Editor of *The Economist* and Editor of *The Economist's The World in...*, shared his insights and predictions for the luxury landscape in the aftermath of the French Presidential election and in the light of the forthcoming UK General Election.

Wednesday 31st

London Business School Reception

Venue: Gieves & Hawkes

The annual LBS Retail and Luxury Goods Club reception took place at Gieves & Hawkes. The event brought together the LBS alumni, students and luxury goods professionals to celebrate the New Year and share news, experiences and aspirations.

JULY 2017

Monday 3rd

‘The Salon’ II

Venue: Home House

Helen Brocklebank, CEO of Walpole & Meribeth Parker, Chair of the Walpole Women in Luxury Programme invited senior women to an intimate breakfast at Home House. The Women in Luxury Breakfasts are a regular series as part of our Women in Luxury programme. These intimate, invitation-only events are designed to create a space for stimulating conversation with like-minded women, somewhere ideas can flourish. This event took an entrepreneurial focus, examining the fact that 40% of British luxury brands have founders who are still in the business.

Wednesday 5th

Marketing & Communications Directors’ Summer Party

Speaker: Jeremy Langmead

Venue: Maison Assouline

Our second celebration of Marketing & Communications Directors from within the Walpole membership, were invited to Maison Assouline for an exclusive summer party. Guests were joined by speaker Jeremy Langmead, Editor-in-Chief of *The Times Luxx* and Brand & Content Director of MR PORTER, in conversation with Walpole, CEO Helen Brocklebank.

AUGUST 2017

Tuesday 8th

Meet the Media: Anne-Marie Curtis, Elle UK

Venue: The Chapel, House of St Barnabas

The latest event in Walpole's 'Meet the Media' programme, guests were invited to the House of St. Barnabas to hear Anne-Marie Curtis, Editor-in-Chief of *ELLE UK*, in conversation with Walpole CEO, Helen Brocklebank.

SEPTEMBER 2017

Thursday 7th

Navigating Brexit

Venue: The Athenaeum

Part of Walpole's Brexit Briefing series on how the British luxury sector respond to the ever-more loudly ticking clock of Brexit – with only 18 months until March 2019. Walpole partner KPMG shared their proprietary Brexit Navigator tool, with a panel discussion all luxury brands must prepare for in the coming months, including free movement of people and goods, Intellectual Property, Selective Distribution and managing currency fluctuations. Speakers included KPMG, political intelligence experts DeHavilland, Global Reach Partners and Charles Russell Speechleys.

Thursday 28th

Brands of Tomorrow 10th Birthday Party & Walpole 100 Official Launch

Venue: Mishcon de Reya

2007 Walpole launched 'Brands of Tomorrow' – an ambitious mentoring programme designed to nurture and support the next generation of British luxury brands with the long-term aim of securing the growth of the sector. A decade – and some 85 up-and-coming luxury brands – later, we celebrated the 10th anniversary of the programme with a special party hosted in co-sponsor Mishcon de Reya LLP's stunning Africa House, and to which all alumni, speakers, mentors, Walpole members and media were invited.

The party was the culmination of the Walpole 100: Secrets of the Entrepreneurs campaign, where luxury leaders –

many of whom are Brands of Tomorrow alumni – shared their 100 top tips on lessons learned, what to watch out for along the journey, as well as the valuable advice they were given that has shaped their future success and their inspiration. The event began with a panel discussion on the findings of an exclusive WGSN report: Future-proofing Your Brand: Hard-wiring Tomorrow's Success Today. Moderated by Jonathan Heilbron, Chairman, Brands of Tomorrow, panellists included John Ayton MBE, Founder, Brands of Tomorrow, Links of London and Annoushka; Frieda Gormley, Founder, House of Hackney, Brand of Tomorrow 2015; Ilaria Pasquinelli, Global Brand & Propositions Director, WGSN; Bonnie Takhar, CEO & President, Charlotte Olympia, Brand of Tomorrow 2010; and Alice Temperley MBE, Founder, Temperley London.

OCTOBER 2017

Tuesday 3rd

Event: Culture, Craftsmanship & Curiosity: Dinner with Tristram Hunt

Venue: Design Centre, London

Walpole's annual CEO & Creative Directors' Dinner - took place on Tuesday 3rd October at Design Centre, Chelsea Harbour. 135 guests were present, including CEOs from the Meisterkreis delegation and Crafted alumni and mentors. The event was overwhelmingly popular and reached 80% capacity 10 days after invitations were sent. This is the third executive event this year where the speaker has been announced upfront in the event invitation – a significant factor in getting the date into key guests' diaries and boosting RSVPs early in the event marketing campaign. Design Centre, London covered the events' venue, food and staffing costs, with Chapel Down providing the wines. Savoir Beds hosted the pre-reception for the Meisterkreis delegation at their Design Centre Showroom.

Thursday 12th

Event: Walpole, The Duke of Edinburgh's Award and Women in Business Reception

Venue: Asprey

The reception was hosted by Asprey with Guests from Walpole member brands and supporters such as Boodles, Charlotte Olympia, Goodwood, Rolls-Royce Motor Cars and Laurent-Perrier were in attendance. This inspirational event brought together high-level British business leaders, and provided an opportunity to discover how The Duke of Edinburgh's Award charity helps thousands of young people across the UK gain the skills they need for life and work. The event was in attendance by HRH The Countess of Wessex, who thanked Walpole for our continued support to The Duke of Edinburgh's Awards and Women in Business.

Monday 30th

Event: Luxury Insider: The Royal Mint: The Past, Present and Future of Money and The Ceremony of the Keys

Venue: The Tower of London

Walpole member The Royal Mint held an exclusive after-hours visit to the Tower of London and private view of the Crown Jewels, followed by an enlightening discussion with Royal Mint guest speakers on the secrets of money, past, present and future. Guests learnt about protection from counterfeiting, the impact of a cashless economy and the future of digital currencies like Bitcoin. The evening closed with a whisky tasting by The Lakes Distillery and then a number of guests were able to attend the exclusive Ceremony of the Keys, which is fully booked to members of the public until the end of 2018.

NOVEMBER 2017

Wednesday 1st

Event: Luxury Think Tank

Venue: Havas Lux Hub

Walpole and The French Chamber of Commerce co-organised the inaugural, first-of-its-kind London Luxury Think Tank. Speaker's included luxury's most successful pioneers, including Bruno-Roland Bernard, Group Communications Director at YOOX NET-A-PORTER GROUP; Sir Paul Smith CBE; and Tom Meggle, Managing Director at Louis Vuitton Europe. This hugely informative one-day event, featured visionary talks, in-

depth panels and inspirational personal stories which provided real, actionable insights for Walpole member brands. In addition, attendees enjoyed immersive experiences throughout the day, as well as a post-event drinks reception.

Thursday 30th

Event: Walpole and Salesforce Insight Breakfast – Discovery the Future of eCommerce

Venue: The Hotel Café Royal

Senior professionals from the luxury and retail sectors and Walpole members attended this insightful workshop, where the findings of Salesforce Commerce Cloud's latest Luxury and Fashion Customer Trends Report was revealed by Rick Kenney, Director of Industry Strategy & Insights. Rick's presentation was a deep dive into the global apparel market which revealed actionable insights brands need to help empower their teams, deliver innovations, and create a truly unified shopping experience than ensures business growth. Kirsty Garrish, Global Omnichannel Director from Bally also spoke as customer hero of Salesforce and described Bally's brand journey.

Monday 20th

The Walpole British Luxury Awards 2017

Venue: The Dorchester

The Walpole British Luxury Awards 2017 took place at The Dorchester on Monday 20th November and was hosted by Catherine Zeta-Jones CBE.

The evening began with a Laurent-Perrier Champagne Reception sponsored by The New West End Company. This year Seedlip provided the non-alcoholic cocktail and there was an interactive 'GIGIF' Photo Booth for guests to share their experience of the evening on social media.

After the Awards Ceremony & Dinner guests joined the Dovetail Cocktail Club and enjoyed delicious cocktails by Glenmorangie, Gin Hub and The Lakes Distillery with a fabulous performance and live music by CJ Sax, Bittersweet DJ and The IT Girls, in a laid-back lounge styled by House of Hackney and FBC London. Charlotte Tilbury make-up artists and Black Label hairstylists were available for guests to visit on the evening.

The date for next year's awards is provisionally held in the calendar for Monday 19th November 2018.

Testimonials:

Very many congratulations on an outstanding event last night, the result clearly of much, well-focused planning and great style. Your capturing Catherine Zeta-Jones was a terrific stratagem.

Paul Dimond, CMG

Daks

Amazing evening. Your staff was very accommodating and the evening flowed so perfectly. Thank you for all your help in organising with us. I also made some amazing contacts at my table. Also, please let me know how we can support Walpole in the coming months.

David De La Marca

Elite Associates

I just wanted to write and thank you very much indeed for having me last night.

I absolutely loved it! Thank you for allowing me to present the Luxury with a Heart award - it was such an honour to give that one in particular. Huge congratulations on your first Walpole British Luxury Awards being such a success!!

Lady Kitty Spencer

I would like to sincerely thank you for yesterday evening- it was an amazing event, very well-orchestrated. Please extend my congratulations to all of your teams.

Moschini Niccolò

Gucci

Quick note to say Helen you were wonderful on Monday night. Thank you so much for inviting us and I hope you feel the evening went well. Super success from where we were sitting!

Lorraine Candy, Sunday Times Luxury Content Director/Editor-in-chief Style

I wanted to write to thank you for the most wonderful evening and congratulations to you and your team for making it the success that it was. It really was a celebration of British Luxury and the room was full of energy and positive feelings. The evening was so beautifully executed and considered. Thank you for having me be part of it. A perfect start to the week.

Lara Sinclair

Jimmy Choo

Congratulations to you and your team for yesterday. Great event at the Dorchester. Great speeches, inspiring, witty and honest. Great place with all ingredients for a true luxury experience. Great company, I was sitting next to Julia from Bentley and had a great lively discussion during the fantastic meal. Great Catherine Zeta Jones. Great awards, full of creativity, passion, craftsmanship and extreme quality. Despite being French, a great honour and pleasure for me to have been part of the ceremony celebrating British Luxury. I wish one day I will have the privilege to be on stage. I will work for that to ensure that British Luxury continue to be value all across the world.

Mathieu Deslandes

CHIVAS BROTHERS

What a wonderful evening! Really enjoyed last night, great atmosphere, great food, really interesting and inspiring. Felt a surge of power and the need to do better. Which I will.

Thank you so much.

Linda Pilkington

Ormonde Jayne

We were delighted and it was an excellent event. I've actually met with Andre last week and pleased to report he is fully supportive!

Jace Tyrrell

New West End Company

Thursday 30th

Venue: Salesforce Luxury Report Launch

Venue: Hotel Café Royal

Walpole members were invited to get ahead of the game and discover the very latest developments and opportunities in luxury eCommerce and mobile at an exclusive breakfast, hosted by Walpole Corporate Partner Salesforce Commerce Cloud. Rick Kenney, Director of Industry Strategy & Insights revealed the findings of Salesforce Commerce Cloud's latest Luxury and Fashion Customer Trends Report, which attendees received after the event.

DECEMBER 2017

Wednesday 6th

Walpole & RWHA Christmas Carol Service

Venue: Chapel Royal

The annual Walpole & RWHA Carol Service was held at the Chapel Royal on Wednesday 6th December. Guests included members of the Royal Household, member companies of the Royal Warrant Holders Association and Walpole members. After the service attendees met at Fortnum & Mason for a Champagne and mince pie reception. Proceeds of the event were donated to QEST.

JANUARY 2018

Monday 15th January 2018

Walpole's annual Chairmen & Chief Executives' Dinner

Chairmen & Chief Executives' Dinner with Speaker, Carolyn Fairbairn, Director General of the CBI – Walpole's annual Chairmen & Chief Executives' Dinner took place at The Rosewood, London on Monday 15th January, 2018. 120 Chairmen and CEO's from Walpole's full membership were in attendance. Carolyn Fairbairn spoke about the

latest on Brexit, and future trading relationships with Europe - a defining topic for our members - setting the agenda for the next 12 months. Rachel Vosper candles scented the reception as guests arrived and provided a candle for all attendees, Charbonnel et Walker chocolates were on each place settings and Flowerbx, a 2018 Walpole Brand of Tomorrow, provided the centre pieces. The menu was paired by Chapel Down wines, ending with Curious Brew Cider to go with dessert.

Wednesday 17th

Event: Hamptons International Roundtable: Ultra-high Net Worth Property Market

Venue: The Rosewood London

Hamptons International Roundtable: Ultra-high Net Worth Property Market – As part of a new programme for 2018 we will be hosting a series of activities that will look at Ultra and High Net Worth Individuals - evolving trends, lifestyle insights and how to reach them. The first event in this series was in association with Hamptons International on Wednesday 17th of January at the Rosewood Hotel. Attendees were 18 Walpole member CEO's including the MD of Hamptons who shared their latest insights on the property market for UHNWs. Laurent-Perrier provided the Champagne for the reception and guests received gifts from new Walpole member the Highland Chocolatier with personalised chocolates, Jo Malone perfume and a Rosewood goody bag.

Thursday 25th

Event: Meet the Media: Morning of Storytelling with the BBC

Venue: BBC Broadcasting House

A Morning of Storytelling with the BBC – was held at Broadcasting House on Thursday 25th January. This is the first event we have hosted with the BBC as Media Partners of Walpole and we had over 50 targeted guests attending from the Walpole membership. The event led inspirational case studies for those working within luxury, with insights to help brands deliver more impactful storytelling across genres in the digital age, including news, interviews, natural history and, in the case of BBC Advertising, branded content. The event ended with a panel discussion based on the BBC Global News's Reaching Affluent Millennials study for luxury brands. There was also a chance to demo some of the latest tech courtesy of the BBC Blue Room, from V-R to voice recognition, and learn which new platforms the BBC are using to engage their audiences.

FEBRUARY 2018

Thursday 8th

Event: Brands of Tomorrow Launch Party

Venue: Fortnum & Mason

Brands of Tomorrow Launch Party - took place on Thursday 8th February at Fortnum & Mason to celebrate the launch of this year's brands. The brands; Asceno, Castore, Flowerbx, Hamilton and Hare, Kathryn Sargent, L.O.N.B., Malle London, Method, Rae Feather, JJ Corry Irish Whiskey, The Jackal and Votary showcased their products at the party to a range of guests with Walpole members and partners and journalists. Fortnum & Mason provided drinks, canapes and a goody bag for all guests.

Thursday 13th

Event: The All-Party Parliamentary Group Dinner

Venue: Home House

The All-Party Parliamentary Group Dinner – was held at Home House on Thursday 13th February. CEO Walpole members were joined by Antonia Romeo, the Permanent Secretary for the DIT and John Williams, CEO of ACCA who are the secretariat for the APPGs. Guests were asked to complete a short survey beforehand covering their export strategy, markets and areas where DIT could support their export plans.

Thursday 22nd

Event: Careers & Enterprise Workshop

Venue: The Goring

Careers & Enterprise Workshop – was held at The Goring on Thursday 22nd February. This was the first session in Walpole's future talent programme, focusing on schools and our new partnership with Careers & Enterprise who connect businesses with their nationwide network of schools. Guests discussed the challenges to sustain the continued

growth of our sector, ensuring the right access to talent and inspiring young people, school age, to think about working in the luxury sector.

MARCH 2018

Wednesday 7th

Brexit Breakfast Briefing: Keir Starmer QC, MP

Venue: Four Seasons Hotel London at Ten Trinity Square

Part of the Walpole Brexit briefing series, Sir Keir Starmer presented to Walpole member CEO's on the current state of the Brexit negotiations, his request to release the Brexit impact papers, and his thoughts on the need for a Customs Union. Walpole members were able to ask Sir Keir Starmer directly on issues that are affecting their business and the luxury industry.

Monday 12th

GDPR Masterclass in Association with Charles Russell Speechlys

Venue: Charles Russell Speechlys

Walpole strategic partner hosted Walpole members at a GDPR masterclass focusing on the luxury sector preparations. This seminar provided information-packed session with important take-aways for luxury businesses, and gave Walpole members the opportunity to discuss GDPR compliance preparation in a focused forum with like-minded guests from across the luxury sector.

Monday 12th

Walpole Book of British Luxury

Venue: Simpson's-in-the-Strand

Simpson's in the Strand hosted Walpole members to celebrate the launch of the 2018 Walpole Book of British Luxury. Guests enjoyed Champagne and Canapes and took home their own copy of the publication. This year's book includes insightful features from 12 of the UK's best-known writers and editors, alongside stories from 50 of Britain's greatest luxury brands.

Tuesday 20th

Luxury Insider Breakfast with Grace Belgravia

Venue: Grace Belgravia

As part of Walpole's Women in Luxury programme, female Walpole members enjoyed an intimate breakfast with Kate Percival, co-founder and CEO of Grace Belgravia, in conversation with Walpole CEO Helen Brocklebank. Hosted at the exclusive health, wellbeing and lifestyle club for women, Kate discussed the importance of investing in your greatest asset – your health – as well as how to create meaningful experiences that appeal to a new generation of luxury consumers.

Tuesday 20th

Lunch with the British Chamber of Commerce in Korea

Venue: The Corinthia

The CEO of the Chamber of Commerce in Korea, Sean Blakely, joined Walpole members for lunch at the Corinthia. The group spoke about the opportunities for British luxury in Korea, their market entry plans and how the Chamber and the Embassy can support them.

Mentoring Programmes

Crafted Class of 2017, in association with Vacheron Constantin

In 2017 the Walpole Crafted Programme celebrated a decade dedicated to supporting craftspeople. Since inception the overriding aim of Crafted has been to revive and reinvigorate the traditional art of craft skills and craftsmanship in

the luxury industry. It is these skills that set luxury goods apart from their mass-produced counterparts and impart real quality and creativity into our industry.

Through a programme of mentorship and business advice, Walpole Crafted has supported up to 10 craft businesses each year by pairing them with experts from the luxury sector and developing their skills through a series of workshops. Each expert has a fundamental belief in craftsmanship and a thorough understanding of the benefits of connecting established luxury brands with the next generation of skilled craftsmen.

Following a selection day on 23rd March 2017 the six talented Craftspeople chosen for the 2017 programme were revealed as:

Aiveen Daly, Specialist upholstery - mentor Richard Miller, Halstock London

Nerida Fraiman, Millinery - mentor Robert Ettinger, Ettinger

Miriam Hanid, Silversmith - mentor Frederick Goetzen, Marketing and Brand Consultant

Ana de Costa, Jewellery – mentor Barbara Snoad, BSBS Retail Consulting

Hugh Miller, Furniture design & maker - mentor Alistair Hughes, Savoir Beds

Isatu Hyde, Ceramics & traditional pottery - mentor Edward Mason, Sequitur

During 2017/18 the group were taken through a programme of workshops and received help and business advice from their individual mentor and the mentor pool.

Crafted Year Activities 2017

Eight workshops were organised with speakers drawn from the Walpole membership and wider luxury and business community, who generously gave their time and shared their expertise to support the makers in various aspects of business.

Workshop 1 - Thursday 30th March 2017 – Venue: Walpole

Topic: Getting to Know You /Crafted & LCW Overview

Led by Guy Salter, Chair Crafted

Participating Crafted Alumni - Mika Nash, Insley & Nash and Silvia Weidenbach.

Workshop 2 - Thursday, 11th May 2017 - Venue: Walpole

Topic: Price Point Surgery speaker Alistair Hughes, Savoir Beds

Topic: Developing Your Brand, speaker Edward Mason, Mason Campbell

Topic: Brand Vision & Marketing, speakers Laura Tan & Clare Styles, Notable

Guests, Celine La Rose, Vacheron Constantin

Workshop 3 - Thursday, 13th July 2017 - Venue: Charles Russell Speechlys LLP

Topic: Data Protection, speaker Jonathan McDonald, CRS

Topic: IP & Brand Protection speakers, David Fyfield & Olivia Gray supported by Mary Bagnall. CRS

Topic: Employment speaker, Susan Thomas, CRS

Topic: Immigration speaker, Katherine Dennis, CRS

Topic: Pensions speaker, Lee Colgate, CRS

Workshop 4 - Thursday 7th September 2017 - Venue: G.F. Smith

Topic: Marketing, PR/Social Media & Meet the Media

Speakers: Fred Goetzen, Marketing & Communications Strategist.
Helen Chislett, Journalist & Founder of London Connoisseur.
Emily Axten, Director of Brand GF Smith.
Mark Hooper, Editor Hole & Corner.

Workshop 5 - Thursday 19th October 2017 – Venue – Walpole

Topic: Website online GGMR

Crafted Mentees Website Critique led by Maddy Ives

Digital Marketing Overview & Effectively Using GA, speaker Ghalia Khan

Social Media speaker, Henry McIntosh, GGMR

Getting the Best out of Email Marketing, speaker Sheena Gill

Briefing in an Agency (Website), speaker Sheena Gill, Founder GGMR

Workshop 6 - Thursday, 7th December 2017 - Venue – Walpole

Topic: Raising Finance - a Case Study, speaker Mohammed Rajput

Workshop 7 - Thursday 18th January 2018 - Venue – Walpole

Topic: How to sell your business and your product

HR & Talent Management finding and retaining the best people, Speaker Pauline Hudson-Evans, Hudson Walker Sarah Mysercough, Founder and Director Sarah Mysercough Gallery and Crafted Alumni, Eleanor Lakelin 2015 shared the Gallery perspective on selling.

Natalie Melton, Founder & Director New Craftsman and Crafted Alumni Michael Ruh, 2014 on the retail specialist view of selling.

How to sell your business – investors and funding, what's right for your business – Pip Howeson Crafted Mentee, 2014 shared her funding experiences.

Workshop 8: Brands of Tomorrow / Crafted joint workshop - Thursday 6th April 2017 – Venue Harrods

Topic: Retail Landscape Distribution, Franchising and e-commerce

Speakers Retail: Michael Ward, MD, Harrods gave a tour and spoke about the store.

Adam Brown, Orlebar Brown, in conversation with Jonathan Heilbron

Distribution Channels: Jonathan Heilbron

Retail & Franchising Law Lewis Cohen, Mishcon de Reya

Shopping Centres: Paul Hanegraaf, Milligan Retail

Nerida Fraiman also joined the last BOT workshop in 2017 at YNAP as the topic was more in tune with her business objectives.

The 2017 year had the opportunity to attend the Walpole Creative Dinner at Design Centre Chelsea and the Walpole Awards this year and have benefitted from the exposure and member networking.

Past Crafted Alumni Inslay and Nash provided bespoke printing for the napkins as the Walpole Awards.

We also sent annual feedback form to mentees and have collated responses along with some testimonials on the programme.

Hugh Miller: "Alistair (Hughes Savoir Beds) was, without doubt, the most wonderful, generous, kind mentor. I feel very lucky that I was placed with him, and I know he'll be there to help in the future. In terms of business development, I think the thing I found most useful was being pushed to plan."

Miriam Hanid: "Thank you for such a lovely experience during Crafted and for everything it covered. It has been a great help."

Ana de Costa: "The programme has been amazing to really help focus and it also really helped me strategically to look at my goals for the business and be a lot stricter with my time and focus."

We have made some member introductions for the Crafted Mentees to complete their year.

The six 2017 Crafted mentees were asked if they would like to join as Crafted members and Aiveen Daly has confirmed she would join as a Crafted Member from April 2018

Crafted Anniversary Celebration – We are also planning a celebration of a decade of the Crafted Programme at the London Craft Week pop-up at Battersea Power Station on the evening of 10th June from 6.30-8.30pm. This will be a private Walpole party to thank all those alumni and mentors who have taken part in the programme over the 10 years, plus valued supporters of Walpole mentoring programmes.

Walpole Programme in Luxury Management 2016/17
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Walpole has joined with London Business School, one of the world’s foremost educational institutions, to nurture the next generation of British luxury leaders - 2017 was the fifth year of the programme.

Dedicated to nurturing the next generation of British Luxury leaders, the Programme began in January 2017 and leverages London Business School’s rigorous MBA curriculum to develop the potential of a select students aiming to take up management positions in the luxury industry upon graduation. Walpole member companies and their senior executives provided the opportunity for students to gain real experience into successful luxury brands, as well as offer mentoring and internships.

Programme in Luxury Management Lectures

Various 2017

Venue: London Business School

Workshop Date	Title & Speakers	Brand
Thursday 26th Jan	Luxury Fundamentals	
	Mark Henderson, Chairman	Gieves & Hawkes
	Gillian de Bono, Editor	HTSI
Wednesday 8th March	Retail & Etail	
	Michael Ward, MD	Harrods
	Bruno-Roland Bernard, Global Comms Director	Net-a-Porter
Thursday 27th April	Value of the Brand, IP & Social Media	
	Dr Frederick Mostert, Research Fellow	Oxford University
	Owen O'Rourke, Associate	Farrer & Co
Tuesday 2nd May	Business Models	
	Jonathan Heilbron, CEO	Thomas Pink

	Chris Good, President	Estee Lauder

Programme in Luxury Management: Mentors

The programme's MBA students were paired with mentors from across the Walpole membership to give them real experience into luxury brands.

The 2017 students and mentors were:

Andres Cavallo, mentored by Nick Temperley, Diageo

Andres started his career with Bain & Company in Buenos Aires. He covered projects that involved long-term strategy definition, value propositions design, customer satisfaction and cost reduction. After three years and with his MBA in sight, he shifted his career and worked in the Revenue Management and Business Development teams of Grupo Peñaflo - fifth biggest wine company by volume. He was responsible for co-leading the acquisition and joint venture of Grupo Peñaflo with Diageo for the distribution and production of spirits in Argentina. Andres is a Student Ambassador for LBS and part of the Executive Committee of the Industry Club.

Stefano Cordani, mentored by Graeme Russell, Bentley

Stefano joined the MBA programme having worked as an Associate for the Boston Consulting Group in Milan. His most relevant experiences in the luxury industry include setup of a pricing process for an international apparel manufacturer and retailer; creation of an export plan for Made-in-Italy luxury and food in the US for a public agency; exploration of potential brand extensions for a global luxury car manufacturer; preparation of an industrial plan for a retail group in the apparel and hard goods market. Stefano holds an executive position in the LBS Retail & Luxury Goods Club and Marketing Club.

Tanya Dhamija, mentored by Lindsay Davis, Quintessentially

Prior to LBS, Tanya worked at IBM's Market Insights team where she developed thought leadership content around emerging technologies to define or shift market conditions. She looks forward to applying the skills gained through the MBA, as well as those honed while pursuing her BSc. in Economics and Mathematics at Trinity College, to help luxury brands capitalize on the extraordinary potential of big data. Passionate about experiential luxury, Tanya is also excited about emerging trends in luxury services and the increasingly experience-driven direction the industry is taking. Tanya is a member of the LBS Marketing Club's Executive Committee.

Eric Hagstrom, mentored by Marc O'Callaghan, Echlin

Eric Hagstrom is in his first year of his MBA at London Business School, and is looking to work in expanding Western luxury good brands to Iran post-graduation. Before LBS, he worked as a strategy management consultant for McKinsey & Company in Dubai and the Middle East, as well as in business development for a McKinsey-owned technology start-up in New York.

Elena Marcen Argiles, mentored by Harrods

Elena joined LBS after five years working in the financial services industry. Her career began at Moody's Investors Service, in the Corporate Finance Team. She then joined the European Bank for Reconstruction and Development as an Associate Credit Officer, where she was responsible for structuring deals in the Retail and Agriculture sectors for companies in Turkey, Mongolia and Ukraine. She also monitored the financial performance of these companies and assessed their creditworthiness. Elena is looking for a career in luxury and is part of the Retail & Luxury Goods Club. Elena holds a Business Administration degree from ESADE and a Master in Economics from HEC Paris.

Nick McClish, mentored by Gordon Watson, Vertu

Awarded London Business School's Luxury and Retail Scholarship, Nick McClish is a menswear specialist with over 10 years of experience in the US retail market. In 2012, he helped lead one of the most ambitious retail turnarounds in modern memory — the remaking of JCPenney, and in 2016 he co-founded a design company devoted to offering

beautifully made, foundational products at affordable prices — set to launch in early 2017. Nick is a founding member of LBS's Launchpad (start-up incubator), and an executive member of the PE & VC conference (MultipleX).

Mikhail Moudrakovski, mentored by Patricia Sancho, Temperley

Mikhail has a degree in fashion design from Ryerson University in Canada and spent the first few years of his career developing his own line and staging runway presentations. His collections have garnered critical acclaim and he was the recipient of the Art of Fashion Most Promising Designer award in 2009 in Toronto. From 2012 until coming to LBS, Mikhail worked at the iconic Canadian brand Roots, first as a Womenswear Associate Designer, and later as a Global Sourcing Coordinator. He is passionate about combining rational analysis with the creative innovation process.

Kerstin Seipel, mentored by Paddy Byng

Prior to her MBA, Kerstin worked as a project manager at the management consultancy Oliver Wyman. As core member of the Retail and Consumer Goods Practice, Kerstin helped leading retailers across Europe craft and implement winning strategies. She particularly focused on strategic challenges in the area of category management, including refining clients' customer value proposition, optimizing space and assortments and increasing promotional efficiency. Originally from Germany but delivering projects across Europe and currently living in London, Kerstin has broad experience in working across borders and in delivering optimal results in multi-national teams.

Aaron So, mentored by Nick Keyte, Gieves & Hawkes

Aaron is a management consultant with experience across mass, premium and luxury retail. Prior to LBS, he worked in strategy at Woolworths Ltd., Australia's largest supermarket and liquor retailer. Previously he was at McKinsey & Company, serving clients on corporate and business unit strategy, mergers & acquisitions, organisational design and cost transformation engagements. Aaron also helped scale THE ICONIC, a Rocket Internet-backed start-up, into Australia's leading online fashion destination. However, it was Aaron's first role as an intern at Louis Vuitton that sparked his passion for client service and craftsmanship, and inspired his continuing interest in the global luxury industry.

Eliza Walper, mentored by Philip Barnes, The Savoy

Eliza graduated from Yale with a BA in American Studies. She began her entertainment career at United Talent Agency before becoming a talent manager at Brillstein Entertainment Partners and heading its Endorsements and Lifestyle Division. She sourced, negotiated and activated branded campaigns for award-winning talent with companies including Prada, Dior and Bulgari. She also represented television hosts, fitness trainers and chefs while serving as a strategic advisor in licensing, media and branding ventures to several young companies. She is an Executive Board Member of the North American Club and a part of the Retail and Luxury Goods, Finance and Women's Touch Rugby Clubs.

Jessica Yanovsky, mentored by Kirsty Carey, Cole & Son

Jessica joined LBS after four years as a Strategy & Operations Consultant in Washington, DC. Her client work focused on strategy development and execution in the shipping and logistics sector, with an emphasis on eCommerce fulfilment strategy in US and global markets. Her project portfolio includes designing and piloting innovative partnership models between logistics clients and major US retailers, as well as performing market analysis to identify eCommerce growth opportunities for international retailers in China. At LBS, Jessica is applying these experiences to her role on the LBS Retail & Luxury Goods Club Executive Committee as a leader of the eCommerce Conference.

Elena Zhukova, mentored by Amy Nelson Bennett, Clive Christian

Elena joined LBS after eight years in the consumer goods and retail industry. Most recently, Elena spent three years as a consultant with the Boston Consulting Group, Moscow. She was a core member of retail, consumer goods and automotive practice areas in BCG, helping clients build customer intelligence, optimize product portfolios, enhance operating efficiency, and improve promo effectiveness. Elena is an executive member of Retail & Luxury Goods club, responsible for Alumni relations. Elena is looking forward to combining her wide experience in mass market consumer goods, luxury-focused LBS activities and her interest in Big Data and Digital technologies.

Walpole & London Business School Programme Party
31st May 2017

Venue: Gieves & Hawkes

Walpole & London Business School hosted an evening at Gieves & Hawkes, No. 1 Savile Row, in celebration of the Walpole & London Business School Programme in Luxury Management. Walpole member CEOs - many of whom are involved in the programme as mentors and speakers - gathered with London Business School MBA candidates from the first three years of the programme to network over cocktails and canapés.

Brands of Tomorrow 2017, in association with Mishcon de Reya

The 10th-annual Walpole Brands of Tomorrow programme was launched in January 2017, following selection days in December. Selected from over 100 applications, the Brands of Tomorrow Class of 2017 were:

Agi & Sam, mentored by Jim Sharp, Sirius Equity

Agi & Sam is a forward thinking fashion design studio examining the world through a truthful but humorous lens to create product with integrity and meaning. With a strong emphasis on entirely bespoke print and textiles, Agi & Sam believe that fashion should never be taken too seriously, whilst aiming to sit firmly in the middle of brands that fear creating something different, and those that push collections too far.

Alexandra Llewellyn, mentored by Maurice Helfgott, Amery Capital

London-based designer Alexandra Llewellyn creates backgammon boards and custom-made games tables and games, all made in the UK. Alexandra Llewellyn Designs stock a collection of in-house designs that are available immediately or can be personalised with engraved or painted messages, initials, and dates, and commissioned with exquisite semi-precious stone and brass playing pieces. Alexandra Llewellyn Designs also takes one-off commissions for games tables and boards.

Camilla Elphick, mentored by Sebastian Manes & Tania Foster Brown, Selfridges

Camilla Elphick is a young British footwear brand which launched over two years ago, and has garnered critical acclaim in four seasons. Camilla's designs are defined by a feminine yet playful aesthetic and focus on premium, ethically sourced materials and bespoke prints. Camilla attended Parsons and Cordwainers, and her graduate shoe collection gained widespread attention from fashion editors with the 'Pez' shoe.

Capstar, mentored by Richard Carter, Rolls-Royce Motor Cars

Capstar is a luxury services brand providing risk management and security, luxury travel and lifestyle services to corporate and private clients in Europe and the United States of America. Capstar was founded in 2013 by two former British Army Officers. Capstar's vision is to be the leading international luxury services brand and in doing so, provide employment opportunities to former military and security services personnel.

Duke & Dexter, mentored by Michael Ward, Harrods

Duke & Dexter is a British born footwear brand specialising in men's loafers. All their shoes are designed in London and handmade in Sheffield, England. They seek to revitalise historical English craftsmanship and innovate the conventional through their designs whilst drawing on traditional British heritage as well as global inspiration. Duke & Dexter is an internationally recognised brand, selling to over 100 countries online and with stockists in all five continents. They also hold a strong presence in their native England, selling in reputable retailers such as Liberty, Fenwick, and Harvey Nichols.

Exmoor Caviar, mentored by Dr Frederick Mostert, Exmoor Caviar

Set up in 2012, Exmoor Caviar is the UK's first and only caviar producing farm. Having been trading in caviar both in a retail and wholesale capacity for years prior to this, founder Kenneth Benning saw an opportunity to create a truly unique caviar that would rival any fine caviar from the continent. Based in North Devon at the foothills of the Exmoor National Park, the farm uses naturally filtered spring water to raise its sturgeon. Their focus is to produce a sustainable and natural caviar using traditional production methods in the modern world.

Helen Amy Murray, mentored by Lucy Whitfield, Soane Britain

Helen Amy Murray's eponymous London studio hand sculpts leather, suede, silk and other textiles into unique three-

dimensional decorative surfaces. Helen's clients range from the owners and designers of super-prime residences, flagship stores, multi-star hotels and ultra-luxury brands, to international art collectors. Helen has worked with Candy & Candy, Peter Marino, Mandarin Oriental, St Regis, Peninsula, Van Cleef & Arpels, Christian Dior, Piaget, Longchamp and Cartier. Hailed by Vogue as "one to watch", she has lived up to expectations receiving many accolades for her work, and appearing in numerous publications.

Hillier Bartley, mentored by John Ayton MBE

Hillier Bartley was founded in 2015 by long-term collaborators Katie Hillier and Luella Bartley. The brand specialises in ready-to-wear, bags and jewellery, to create collections with personality and integrity, which correspond with a modern sense of femininity. Since launching in Autumn Winter 2015 Hillier Bartley has received an excellent response from press, established a selective distribution of some of the best stores worldwide, and developed a loyal following from a wide variety of inspirational women.

Rory Dobner, mentored by Diane Metcalfe

Rory Dobner aims to put a little piece of England in homes across the world. Our mission is to provide luxurious and unique home accessories which add style and quirkiness to any room of any home in any country. Rory hand draws each playfully eccentric original Intricate Ink Illustration in his Hampstead studio and each design is then applied to a wide range of beautiful homewares which are all Made In England including exquisite Fine Bone China pieces such as plates, cake stands and teapots through to cushions, candles and coasters.

Tessa Packard, mentored by Jonathan Heilbron

Tessa Packard London is the eponymous fine jewellery label by London-based founder and creative director Tessa Packard. Launched in 2013, the brand has become internationally recognised for its eclectic bi-annual collections that celebrate individuality, storytelling and unique design. The award-winning brand also specialises in the production of bespoke jewellery, on behalf of private individuals and larger corporate clients. A fervent philanthropist, Tessa acts as a business mentor for several education-focused charities and is a regular speaker at entrepreneurial workshops and Women in Business events. A strong believer in British industry, Tessa's jewellery is all manufactured and hand-finished in the UK.

The New Craftsmen, mentored by Martin Bartle

The New Craftsmen works with a selection of Britain's finest craft makers to showcase the materials, skills and craft products of the British Isles. Founded in 2012 in Mayfair, The New Craftsmen currently represents a network of over 100 makers to sell furniture, lighting, decorative pieces, gifts, tableware and jewellery through its Mayfair shop and website. They present objects that are deeply connected to culture and place, with a distinct position to forge collaborations between brands, designers and makers. From this they offer customers, interior designers, and architects a range of services that enable them to customise, commission and collaborate on bespoke pieces.

Troubadour Goods, mentored by Sarah Elton

Troubadour is a London-based design house specialising in beautiful handcrafted bags and accessories made from the finest materials. The Italian vegetable-tanned leather anchoring every product ensures these elegant, understated pieces age beautifully over time. The Troubadour aesthetic combines incredible craftsmanship and a deep respect for clean design with the guiding vision that less achieves more. Performance is at the heart of the design process – technical fabrics and innovative technology are used to create performance-based products for active lifestyles in different environments.

The Brands of Tomorrow 2017 were revealed at a launch party at Hotel Café Royal on 24th January 2017 which was attended by Walpole members, Brands of Tomorrow alumni and press.

The workshops took place with the following speakers:

Workshop Date	Title & Venue
9th Feb	Getting to Know You - Walpole
	Nick English, Co-Founder, Bremont

	Nader Tavassoli, Professor, LBS
9th March	Financing the Now & The Future - Mishcon de Reya
	Anna Sweeting, Sloane Point Partners
	Andrew Wolflin, Mishcon de Reya
	Juliet Rogan, Barclays
	Chantal Coady OBE, Founder, Rococo Chocolates
6th April	Distribution landscape, department stores and franchising - Harrods
	Michael Ward, MD, Harrods
	Adam Brown, Founder, Orlebar Brown
	Lewis Cohen, Mishcon de Reya
	Milligan Retail
	Jonathan Heilbron
11th May	Law, structure & recruitment - Mishcon de Reya
	Laura Penny, Mishcon de Reya
	Chris Barnes, KPMG
	Pauline Hudson Evans, Hudson Walker International
	Frieda Gormley, House of Hackney
21st Sept	PR & Marketing - Mishcon de Reya
	Anna Bartle, VP Corporate Affairs, Estee Lauder Companies
	Emma Woolcott, Mishcon de Reya
	Meribeth Parker
	Balthazar Fabricius, Fitzdares
	Delia Hyde, Four Rain - how to write a PR brief
12th October	Branding & Creativity - Mishcon de Reya
	G.F. Smith - Mulberry case study
	Cassandra Hill, Mishcon de Reya
	Tom Broughton, Cubitts
	Patricia Sancho, CEO, Temperley
	Clare Styles & Laura Tan, Notable - Brand Strategy
3rd Nov	eCommerce, IT & Logistics - to be held at YNAP time booked with them to discuss
	YOOX NET-A-PORTER GROUP
	Martin Bartle
	Mishcon de Reya
	James Eden, Private White VC

In December 2017, we announced the launch of an Alumni Club for former Brands of Tomorrow, in partnership with Mishcon De Reya. This is to ensure that we continue to offer support for the early stage brands who have completed their Brands of Tomorrow year but may not necessarily be ready for full Walpole membership, or for those that have joined as full members, it offers additional education on luxury or business fundamentals, eg Board composition, as well as continuing immersion in the British luxury sector.

Department for International Trade

One of our key objectives over the last 18 months has been to build the relationships with the Department for International Trade (DIT) – given the export orientation of our sector (nearly 80% of what we created in value terms is destined for overseas markets), internationalisation being identified (in our study with McKinsey 2016) as one of the key growth drivers and the need to build international markets with Brexit on the horizon. This continues to be a central focus of our UK Government work – building and growing our relationships with DIT and the GREAT campaign with the mission to achieve sector recognition, trade / export opportunities for members and secure funding for Walpole activities. Over the last 18 months we have met with Antonia Romeo (CEO), Sue Bishop (Director – Consumer & Creative). Related to our DIT focus of work is the APPG IT & T for high end consumer goods (see below).

We also secured our first round of Government Funding for the Walpole US trade delegation and showcase.

APPG IT&I – High-end Consumer Goods

Helen Brocklebank was asked to Chair the Consumer Goods Group within the All Party Parliamentary Group for International Trade and Investment – the Group acts as a mouthpiece to Government on issues relating to our sector. We hosted our first dinner and meeting of the International Trade Group in mid-February. The Group includes senior Walpole members from Bremont, Astley Clarke, DAKS, Johnstons of Elgin, Temperley, Thomas Pink, Gieves & Hawkes, Molton Brown, Peter Reed, Savoir Beds, Shaun Leane with input from Rolls-Royce Motor Cars and Bentley. The Dinner was also attended by Antonia Romeo, CEO DIT and John Williams, CEO of the ACCA.

We prepared a report and set of recommendations which was circulated to the Group before the meeting and additional insights from the meeting have been incorporated into the Walpole submission. This submission has since been developed into a Parliamentary briefing and white paper and shared with the senior team at the DIT and with the Secretary of State for International Trade, Dr Liam Fox. An interesting aspect that came out of the meeting was the need to further develop the piece of work around access to funding for British brands to reach scale – this was a topic we identified in the McKinsey key growth drivers report.

Brexit

Following the workshops, roundtables, survey and meetings we presented our *Thriving After Brexit Report* in early March 2017. The report has been well received for clarity of areas of opportunity and exposure and supporting data and recommendations. We have presented Walpole and the key findings, as well as the key messages from our other reports, in a programme of engagement meetings with both Government officials and third party stakeholders including the DIT, DCMS, the CBI, our Permanent Representatives in Brussels, Visit Britain, London First, Creative Industries Federation, British Fashion Council and the Crafts Council.

We have run a number of Brexit briefings for Walpole Members to keep them updated on the key issues and developments. These included:

Member Update – 30th March with speakers including Global Counsel, Brunswick, Bloomberg and CRS.

Member Update – 7th September with speakers including KPMG, de Havilland, CRS and Global Reach Partners.

Member Briefing – 7th March with Keir Starmer - the Shadow Secretary of State for Exiting the European Union

We ran a Brexit update study in January 2018 to update our 2017 Thriving After Brexit study.

Members welcomed the clarity around transition period, but have significant questions about the impact of the proposed absence of customs union with the EU.

We have worked hard with European partners in ECCIA to ensure Walpole retains its seat at the table in discussions on pan-European issues, and maintains its strong relationships with European luxury brands and businesses.

Confederation of British Business (CBI)

Walpole decided to strategically align with the CBI as a way to build our profile and communications channels into Government. We have attend a number of their briefing and conferences and made submissions into their consultations on Brexit related issues. We were delighted to welcome the DG of the CBI, Carolyn Fairbairn to speak at the Walpole Chairmen and CEO Dinner on the 16th January 2018 who outlined the CBI position on Brexit and business critical objectives relating to transition period and customs union.

UK China Visa Alliance (UKCVA)

Given the importance of Chinese visitors to Walpole members and the UK luxury sector, Walpole continues to support the work of the UKCVA as an executive member. To keep the pressure up and the profile raised around the issue the UKCVA organised an event with Rt. Hon. Matt Hancock MP, Secretary of State for Digital, Culture, Media and Sport on the 14th March 2018. 2017 saw the greatest number of Chinese visitors to the UK (over 530,000 an increase of 152% from 2012). The UKCVA is being renamed to be UK China Visitor Alliance and will cover a wider remit to include Chinese Visitor experience as well as practical issues relating to visas.

Apprenticeships & Schools and Talent Pipeline programme - Partnership with the Careers & Enterprise

The issue of the talent pipeline is a priority for all Walpole members, regardless of their category or size and will only be exacerbated by Brexit. In our research on the topic we identified a number of issues including

- Lack of applications
- Practical skills challenges
- Lack of suitable training courses to prepare young people for the world work and in particular crafts roles
- The missing link between the education system and the needs of business
- The poorly perceived value of craftsmanship roles but also roles in retail and hospitality

To address the issue and support members we have created a new partnership between Walpole and Careers & Enterprise (C&E). C&E are a Government backed organisation that links up schools with businesses to encourage school aged students to think about different options at school-leaving age and to promote better working relationships with schools and businesses at a local level. We held our first membership on the 21st February with the CEO of C&E, Claudia Harris so that members could share their issues and insights directly and to give the C&E a deeper understanding of our unique sector. We are working with the team at C&E to create the Walpole Schools and Talent Pipeline programme which members will be able to access and work with schools in their area.

Related to the schools work is a new project looking at apprenticeships and we are developing the Walpole position on the subject and exploring opportunities around a Retail Apprenticeship and also a programme of Government work around the Apprenticeship levy and associated policy.

European Cultural and Creative Industries Alliance (ECCIA)

Walpole is a founding member of ECCIA and continues our important European work with our partners at Altgamma, Comite Colbert, Circulo Fortuny and Meisterkries.

In the last year we have participated in the first European Excellence Summit and welcomed a delegation of CEOs from our sister organisation in Germany, Meisterkries (see below in International summary).

On the 8th November, the ECCIA (primarily organised by Comite Colbert) hosted an event at the European Parliament to present the most recent report titled *Securing the Leadership of the high-end and luxury industries in the digital era*. MEPs Beres and Ehler (who co-chair the Cultural and Creative Industries Intergroup) both spoke at the session and endorsed the report giving their whole-hearted support of the sector recognising its value to the Europe economy, culture and competitiveness.

The following day, the ECCIA executive committee met. The group appointed the new president and confirmed that the presidency will now passed to Circolo Fortuny (CF). Carlos Falco, the incoming President of the ECCIA outlined a proposal for activity which includes an update of the Economic Impact Study as well as hosting the European Excellence Summit in Madrid and continuing our work on Selective Distribution, IP and sector recognition and definition.

International

In a report from Walpole with McKinsey & Co “The Great British Luxury Paradox” (March 2016) two important facts are highlighted – one is that by comparison to the French and Italian luxury industries, the British luxury industry has far fewer phase 3 (larger scale luxury brands in excess £100m in sales) in fact most British luxury brands are SMEs and as such have significant white space for growth. Secondly that international development and expansion is absolutely essential for any luxury business to gain scale and reach its full potential. As such developing international activity and relationships is a key focus for Walpole. Key international markets for Walpole and our members remain both the established mature markets for luxury brands and younger emerging markets. As evidenced in the report with McKinsey & Co “highlighted as priorities - the US, Europe (largely Fr, Gr, It, Sp), China, Middle East and rest of Asia (including Japan, Korea) were all highlighted by Walpole members.

75% of Walpole members identified the US as a priority growth market for the next 3 to 5 years and the main focus of our international work is around developing the awareness and opportunities for members companies in the States.

US: New York Trade Delegation Showcase 26th & 27th October

Following the decision for the US Press Showcase to take place in Q4 this year, we revisited the strategy and developed a four-tiered activity which included an influencer dinner, business media focused report and an experiential press showcase as well as a number of business / commercial meetings with Walpole’s NYC based contacts. The programme took place on Thursday 26th & Friday 27th October.

The programme was as follows

26th October - Breakfast with journalists to discuss Britishness & Brand Identity study and US luxury market. (US Press Release and Britishness & Brand Identity study titled *Felt not Spoken* are available for view on the Walpole website)

Felt Not Spoken, produced by Notable, was a report designed to look at the unique qualities of British luxury with a view to understanding what Britishness and British luxury means today, particularly in the US. The report combined a number of expert interviews from senior Walpole members and US contacts as well as a quantitative study and member questionnaire. The report was discussed at a corporate PR breakfast in NYC and also at a Walpole member / media event later in November 2017 in the UK.

26th October – Programme of briefings with Walpole member contacts and covered the following topics

- Economic & Political Landscape with Gabriela Santos, Vice President - Global Market Strategist, JP Morgan
- Retail landscape & opportunities for British luxury brands – Marigay McKee
- Working with Department for International Trade & GREAT Campaign to develop US opportunities – Victoria Harman, Vice Consul – Retail & Luxury and Neil Wynn-Jones DIT Luxury Specialist

- PR and Media Landscape with Hannah Rood and Rebekah Margulis – LaForce

26th October – Influencer Dinner – With the cooperation of the British Consul General (BCG) team we hosted the dinner at the BCG Residence. We welcomed 60 guests including participating members, key influencers/Brits in the US, buyers, press and sponsor WGSN’s guests. We featured Chapel Down Sparkling Wines throughout the dinner with the Chapel Down Rose being served for the first time in the US, before the launch at the Press Day the following day.

27th October - showcase at Spring Studios – the following 14 members participated - Bremont Watches, Thomas Pink, Ettinger, Halcyon Days, Ormonde Jayne, Chapel Down, Rapport London, Savoir Beds, Johnston’s, Edward Green, Molton Brown, Cowdray House, The Royal Mint and Plymouth Gin.

We worked with an excellent production company who brought the vision to life and created a contemporary showcase for the participating members.

We welcomed 70 journalists to the showcase – the brief to the agency was quality not quantity. Highlights of journalists who attended include

Allison Bart, Tasting Coordinator, *Wine & Spirits*

Andrew Mandell, Jewelry, Decorative Home and Little BG, Bergdorf Goodman

Ashley Kiely, Fashion Editor, *People StyleWatch*

Caroline Halleman, Digital News Editor, *Town & Country*

Dan Rookwood, US Editor, Mr. Porter

Glenda Bailey, Editor in Chief, *Harper’s Bazaar*

Ingrid Abramovitch, Features Director, *ELLE Décor*

James Tarmy, Lifestyle Writer, *Bloomberg*

Justin Fenner, Senior Editor, MensJournal.com

Madeline O’Malley, Assistant Market Editor, *Architectural Digest*

Rachel Felder, Freelance Writer

James Gaddy, Deputy Editor, *Bloomberg Pursuits*

Sarah Conly, Fashion Market Director, *Cosmopolitan/Seventeen*

Zach Weiss, Style, Art & Culture Contributor, *New York Observer*

Ryan Clark, Digital Influencer

Partners:

Spring Studios who hosted the showcase for us and provided creative services.

La Force We conducted a four-way pitch for the local PR support and appointed La Force - their pitch showed a good understanding of our ambitions; their fees were the most competitive and within our budget and they came highly recommended from a number of Walpole members and US based contacts. They did a terrific job of securing the media and supporting us locally.

Reed & MacKay – we bought the business travel company on board to provide logistical support with member travel and hotel accommodation.

Notable - a brand agency founded by the Global Strategy Director and the Global Creative Director of Brand Union, Laura Tan and Clare Styles created the Britishness and Brand Identity report, titled Felt Not Spoken, for the project waiving their fee. The value of this is in the region of £20K.

Sponsors:

DIT / GREAT - We secured a partnership with DIT / GREAT who provided both expertise and funding to support the activity.

WGSN – after discussion with WGSN, they moved their funding from collaborating on an insights report to supporting the dinner which better met their objectives for their US business and they co-hosted our Celebrate British Luxury Dinner.

US Digital Influencers & Campaign - 9th to 12th October

Walpole supported a digital influencer programme in association with the GREAT campaign and Visit Britain – welcoming five influencers to the UK in October. Member companies involved in the campaign included The Berkeley Hotel, VIP Heathrow, Rosewood, Charbonnel & Walker. The campaign coverage reach was 3.2m, generating over 217,000 likes and 2630 comments and 147 Instagram stories were created with over 1.5m views.

Asia

China – 28th – 31st March 2017

Walpole were partners in an initiative to host five leading Chinese digital influencers on a 'Best of British Luxury' tour of the UK. The five bloggers and tastemakers which included Peter Xu (Sian Weibo blogger of the year 2016), Faith Huang, Ms. Paris, Sister Biao and Fashion Guru visited a number of Walpole members - Aston Martin, Fortnum & Mason, Mulberry, The Savoy and VIP Heathrow – for an exclusive look behind the scenes at these iconic British luxury heavyweights. Walpole invited Peter Xu to do a 24-hour Instagram takeover which was a great success.

Korea – 15th March 2017 & 21st March 2018

Following two Walpole member events here in London initially with HMA to Korea and the CEO of Chamber of Commerce (March 2017 & March 2018) we now have eight member companies in discussion about market entry plans and discussing a potential trade mission for 2019. Following the events and activities with the HMA to Korea and the British Chamber of Commerce in Korea Walpole was asked to write a piece for the Embassy and BCKK magazine

Hong Kong – BOT / Future Proofing Your Brand Panel at Fashion Asia 6/7th December 2017

We reprised the Brands of Tomorrow & WGSN Futureproofing Your Brand Report Panel discussion during Fashion Asia in HK on the 6/7th December, following the successful launch of the report at the Brands of Tomorrow 10th Anniversary Party in Sept 2017. Panellists in HK at Fashion Asia included Walpole partners and Brands of Tomorrow

- Greer Hughes, Consultant Director APAC, WGSN
- Diane Smith, Commercial Director, Shaun Leane and Astley Clarke
- Alice Stone, Founder & Creative Director, Lily and Lionel
- Moderated by Guy Salter

Hong Kong – GREAT Festival of Innovation 21st March to 24th March 2018

Walpole is a partner of the Government's GREAT campaign, having worked with GREAT since inception and collaborating on their Festivals of Creativity in Istanbul and Shanghai and then latterly working with GREAT on Walpole's inaugural New York trade delegation and press showcase in October 2017.

The GREAT Festival of Innovation took place in Hong Kong from 21st to the 24th March and had a regional focus which included high level participation from Southern China, Hong Kong, Macau, Japan, South Korea, Singapore, as well as other ASEAN countries, all gathering in HK to develop trade opportunities. Walpole was a friend of the Festival, promoting the event to Walpole members and showcasing our Brands of Tomorrow and Craft Alumni.

Middle East

Luxury & The GCC – Age of Digital Report launch with Chalhoub Group (19th May)

Chalhoub re-joined Walpole in February 2017 and in May 2017 we launched their latest report here in London as part of a week of European launches in Paris and Milan. The report covered the latest developments, opportunities and challenges for luxury brands and their digital offer across the region. Patrick Chalhoub presented the report, followed by a panel discussion.

GCC Beauty – Local Brands on the Rise? (10th April)

Walpole hosted a breakfast event for Chalhoub and a carefully selected group of Walpole members, editors and influencers on the topic of beauty trends. The event marked the start of the European launch of their latest report, *GCC Beauty – Local Brands on the Rise?* and included Patrick Chalhoub discussing the report findings and followed by a roundtable discussion with the guests on the key trends in the category.

Europe

European Excellence Summit Berlin 29th / 30th June Berlin

Walpole are founding members of the European Cultural & Creative Industries Alliance (ECCIA) which unites the European luxury goods industries by working in association with Comite Colbert (France), Altagamma (Italy), Cirola Fortuny (Spain) and Meisterkreis (Germany).

We supported the first ECCIA backed European Excellence Summit in Berlin on the 29th & 30th June. The purpose of the summit was to bring together leaders of the European luxury businesses to meet with the policy makers with mission to reiterate the value and unique nature of the business model and to highlight the key areas of policy to ensure long-term growth. Importantly, it was also an important opportunity for relationship building and networking. In light of Brexit we are redoubling our efforts with our European partners and took a delegation of senior members to join the Summit. Guests in the Walpole delegation were

Michael Ward, Harrods

Stephen Etheridge, Church's

Caroline Welch-Ballentine, Richemont

Paul Dimond, DAKS

Simon Cotton, Johnstons of Elgin

Vartkess Knadjian, Backes & Strauss

Ulrike Due Garde, Fiskars Lifestyle (Wedgwood, Waterford, Royal Doulton, Royal Albert)

Mark Harvey, Chapel Down Wines

Richard Brendon

Our delegation also played a key role in the content with Michael Ward and Stephen Etheridge both speaking in the section which covered the business model, Michael spoke on the importance of Selective Distribution and Stephen Etheridge on export-orientation. Helen Brocklebank spoke about Walpole's expertise and success with our three mentorship programmes and the importance of securing the pipeline for growth and the next generation of talent.

The guest of honour speakers were Commissioner Beinkowska (Industry, Internal Market, Entrepreneurship & SMEs) and Dr Christian Elher Co-Chair of the Inter Parliamentary Group on the Cultural & Creative Industries.

In addition to the Summit we also organised for our delegation to meet with The British Ambassador to Germany, Sebastian Wood (he was previously our ambassador to China) and Andre Maeder, CEO of Germany Dept Store KaDeWe. We had an excellent meeting discussing the British luxury sector, the high-end market in Germany and the perception of the British brands in Germany (very positive, particularly the luxury cars). An outcome of the meeting is to discuss and plan a British luxury promotional activity with KaDeWe and we are exploring opportunities for a British pop at one of their stores

Meisterkreis Delegation – 3rd & 4th October 2018

Following the Walpole delegation to European Excellence Summit in Berlin 29th / 30th June we welcomed a delegation from our sister organisation in Germany, Meisterkreis on the 3 & 4 October. The delegation of 25 of their members CEOs joined us for the Creativity & Craftsmanship Dinner (3rd Oct). We hosted a pre-reception to welcome the German guests with the Walpole members who attended the summit in Berlin. On the 4th the delegation visited Harrods for a tour and discussion with a small group of member CEOs on key topics including UK / GR luxury goods markets and attracting the next generation to manufacturing roles. Harrods kindly hosted the delegation for lunch and after lunch we organised for the guests to visit and meet with YOOX-NET-A-PORTER.

Italy – Milan Promotion via DIT Milan – 14th December Launch Event and promotional event from 5th Dec to 5th Jan.

Walpole supported DIT in Milan with a showcase they created as part of the Montenapoleone Association Christmas activities. The showcase featured Walpole member companies including Camilla Elphick, Clive Christian, Ettinger, Linda Farrow, Molton Brown, Richard Brendon, Halcyon Days and Wedgwood and was launched with by a party at the Montenapoleone Association Lounge hosted by the British Consul-General.

Additional Walpole Activities

Public Relations

Walpole delivers a strategic communications and media programme to promote British luxury, amplify key government messages and to highlight the work that it does on behalf of the sector. The PR team supports all areas of Walpole's business to develop external messaging, articulate strategy and to grow the organisation's reputation amongst key stakeholders. Most importantly, Walpole's PR aims to promote both the numerous achievements of its member and, using its collective voice to highlight the issues, challenges and opportunities facing the sector as a whole.

Walpole's content programme fits within the broader PR strategy to optimise the power and reach of both owned and earned channels. The content programme tells member's stories, promotes business initiatives, provides insights and informs followers of daily luxury industry news.

In the past 12 months, Walpole has honed its key corporate messages and subsequent media engagement to focus on export including future trading relationships; jobs; skills and entrepreneurship and regional manufacturing. An alignment to the CBI and greater involvement with the ECCIA Europe ensures that Walpole is connected with both UK and European business and luxury communities and is plugged into current issues from both perspectives.

The Walpole British Luxury Awards is a key event for consumer media engagement as is the Brands of Tomorrow launch. Other PR campaigns have shifted to have more B2B/trade appeal which enables Walpole to discuss its strategy to develop the British luxury sector as well as promoting member's activities.

Highlights

Walpole 100: Secrets of the Entrepreneurs campaign

A multiplatform campaign with a strong Instagram focus, the Walpole 100 showcased the work Walpole does to nurture new talent and to increase the value of the British Luxury sector. The key objective of the campaign was to showcase the entrepreneurship, creativity and innovation that exists within the British luxury industry and demonstrate the substantial and on-going role Walpole has played in supporting the next generation of luxury entrepreneurs. Telegraph: *Walpole's Secrets of Success: how to launch a luxury brand* Vogue: *Walpole's Brands Of Tomorrow Share Secrets To Success*, Luxury Daily: *Walpole imparts wisdom on next-generation entrepreneurs*

The Walpole British Luxury Awards 2017

We achieved 37 pieces of coverage for the awards with a reach just short of 80 million worldwide. The awards were attended by target media at editor level including Business of Fashion, *ES Magazine*, *WWD*, *Wallpaper**, *Telegraph Luxury*, and *Harper's Bazaar*.

Brands of Tomorrow Drapers: Walpole CEO's tactics for building the Brands of Tomorrow The Industry: Walpole names its Brands of Tomorrow WWD: Walpole Unveils Winners of Brands of Tomorrow Mentoring Program Town & Country: Walpole Announces 2018 Brands Of Tomorrow

CEO profile and interviews

Helen Brocklebank took part in the *Evening Standard's* Secrets of My Success feature. This provided a platform to promote the Walpole awards and discuss Walpole's international work in Brussels and the New York showcase.

A recent televised interview with CNBC's Squawk Box interview focused on Walpole's view of the implications of leaving the Customs Union and Single Market for British luxury brands, whilst an interview with BBC Radio 4's You & Yours last year provided the opportunity to discuss in-bound tourism to the UK and shopper-tourism. Ahead of

the New York showcase, Helen was named on Luxury Daily's Women to Watch 2018. Helen was also named in *Harper's Bazaar's* list of 150 Visionary Women in October 2017.

Media engagement and industry commentary

Walpole has provided supporting quotes and commentary to publications including the *Evening Standard*, *Drapers Luxury Daily*, *The Luxury Conversation*, *South China Morning Post* and *Epicurean Life* magazine on topics spanning Brexit, the budget, business rates, tourism, tax-free spending, luxury e-commerce and omni-channel and trends including wellness, digital and customisation.

Media meetings and briefings have included publications spanning the *Sunday Times*, *Daily Telegraph*, *CityAM*, *Evening Standard*, *Independent*, *Harper's Bazaar*, *Hole & Corner*, *Esquire*, *Drapers* and more.

Walpole Book of British Luxury - Yearbook

The annual Walpole Book of British Luxury was published in March, with the 192-page book taking a new editorial direction and design by Studio Buffalo. Whilst retaining its primary goal of showcasing and promoting members, this year's edition has been repositioned to provide a robust overview of Walpole, and the state of mind of British Luxury. The book also celebrates initiatives such as the Walpole British Luxury Awards and 2018 Brands of Tomorrow and provides insights into the British luxury industry as a whole in a compelling, consumer-friendly way. The arresting front cover was designed by Rory Dobner, a 2017 Brand of Tomorrow. It was also the most profitable Yearbook Walpole has ever produced.

Our editorial contributors have been commissioned to reflect the very best British luxury writers today and have also been drawn from Walpole's media member publications, thus combining our shared goals of promoting British luxury at home and overseas.

The book is split into four distinct sections:

- British luxury in numbers, a visually striking snap shot of the number and figures behind the sector
- Editorial essays from the sharpest minds in British luxury journalism including Daniel Franklin, Alex Bilmes, Justine Picardie, Lucia van der Post, Lorraine Candy, Jeremy Langmead, Robin Swithinbank (a current Brand of Tomorrow) amongst others
- Luxury Index featuring 50 brand showcases from participating Walpole members all designed to entice discerning, international consumers with a love and appreciation for British luxury wherever in the world they happen to be.
- About Walpole, the work that it does to protect, promote and develop the British luxury sector at home and abroad and a brief consumer friendly overview of the issues facing the sector.

The book was launched at a well-attended cocktail party at Simpsons on the Strand on Monday 12th March, to which all contributors, key stakeholders, media and members were invited.

We have enhanced our approach to distribution this year, creating a highly targeted, tactical approach to ensure the book has the highest possible impact with stakeholders and HNWI. Supported by Walpole Strategic Partner Freight Brokers, we have provided advertising members with more copies to use for promotion; Heathrow VIP and Hampton's Wealth Partnerships will help us to reach HNWI and UHNWI; and UK hotel members Cliveden, Chewton Glen, Le Manoir Aux Quat'saisons and Belmond British Pullman trains are carrying the book in their rooms and suites; Rosewood Hotels are distributing in China, notably Hong Kong and Shanghai; Walpole member Thinking Traveller has also leveraged a European distribution. Copies are also available British Embassies globally, consumer and business media, public affairs contacts and the European associations. The book is also available at all Walpole events including our international projects.

Website, Social Media & Daily Press Digest

June 2017 saw the Walpole communication team launch a brand-new website (in association with GGMR); roll out our new content strategy – focusing predominantly on stories from the Walpole membership; unveil our new email templates; and open up Daily Digest subscriptions to non-members for the first time.

The launch of the new Walpole website and content programme has transformed the way we are able to communicate; the website provides a credible and attractive ‘shop window’ to shout about all the incredible things Walpole and our membership are doing, while the content programme – published in our Daily Digest, website and social media channels – has helped deliver significant benefits to members who are able to share news and initiatives with their peers. We have so far included content from over 100 members brands, including Ettinger, Temperley, Selfridges, Boodles, Dunhill, Bentley and Savoir Beds. Alongside the Daily Digest, our well-received weekly CEO letter features editorial on a key, current focus for the organisation, helping to further enhance awareness of the work of Walpole and our members.

As an organisation we have been able to take control of the story and messages we put out and promote our own activities on a more frequent basis and in a more visible way. This has driven member engagement and positively impacted Walpole’s reputation amongst the membership and other key stakeholders.

These initiatives have greatly improved our audience reach, from 800 Daily Digest subscribers in May 2017 to just under 3,000 less than a year later, and we are now evolving the content programme to ensure the Digest becomes a ‘must read’ for the industry. This will include a new focus on strategic partners, media members, and senior management across all Walpole member brands, with weekly insight reports, op-eds, and interviews providing a wealth of content.

Walpole’s social media channels – with a particular focus on Instagram – supports our communications programme and initiatives, with a larger focus on creating and sharing content specifically on, and for, Instagram, Facebook, Twitter and LinkedIn. Our followers across these platforms now total over 16,000.

With steadily-growing numbers of social followers and digest subscribers we now have a total digital reach of well over 20,000, and are now adding Google analytics to the mix, to ascertain how our website is being used.