

Walpole

# Brands of Tomorrow

2025

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APPLICATION FORM

In association with

Mishcon de Reya

# About the Programme

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Walpole Brands of Tomorrow is a mentor programme for 12 young British luxury brands with a turnover between £300k and £5mn. Founded in 2007, the programme has developed and nurtured over 168 emerging luxury brands through a 12-month programme of networking and mentorship, and proudly seen them become leaders in their respective field. Alumni on the programme include: Orlebar Brown, Bremont, Nyetimber and Emilia Wickstead.

## **What the Programme involves:**

### **MENTORING**

Each brand is paired with a mentor from the industry for a 12 month mentorship. The mentor is there to offer guidance to the brands, share experience and act as a sounding board. It is recommended that the mentor and mentee have six contact hours throughout the year and sessions should be mentee-led.

Brands shall also be paired up with a legal mentor from Mishcon de Reya, a partner of the programme. Your legal mentor is there to offer advice and guidance. Should there be further legal assistance needed, a formal paid agreement is required.

### **WORKSHOP MASTERCLASSES**

There are 7 workshops scheduled throughout the 12 months of the programme, with themes such as PR & Marketing, Online & Digital, Distribution and Finance. Dates for the workshops are shared at the start of the programme and attendance by someone from within the brand is mandatory.

### **WALPOLE MEMBERSHIP**

Each brand shall become an 'honorary' member of Walpole for the duration of the 12 month programme. With this comes invitation to the majority of Walpole member events, including the Walpole British Luxury Awards, Member Socials and the Brands of Tomorrow Launch Party (which is mandatory for each brand selected).

Brands are able to request introductions to other Walpole member brands throughout the programme and encouraged to join member events to connect with fellow brands.

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# Criteria for selection

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**Brands must be:**

- ▶ Positioned in the luxury sector
- ▶ British and registered in the UK
- ▶ Have a turnover between £300k and £5mn
- ▶ No older than 10 years
- ▶ Have a clear vision for their future
- ▶ Have an entrepreneurial management style
- ▶ Brands should expect to become a member of Walpole at the end of their year on the programme\*

\*Participants in the 2025 Brands of Tomorrow Programme are entitled to discounted membership of Walpole for two calendar years (2025 and 2026). This will be at £2,400 + VAT per year payable by monthly direct debit of £200 per month. Thereafter membership is charged at normal membership rates.

**Please complete the following sections. Applications close on Friday 11th October 2024.**

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**COMPANY NAME AND ANY TRADING NAMES (WHERE APPLICABLE)**

**DATE OF COMPANY REGISTRATION AND COMPANIES HOUSE NUMBER**

Please note that we cannot accept companies that have been established for more than 10 years and all companies must be registered in the UK

**CONTACT NAME**

**TELEPHONE NUMBER**

**EMAIL**

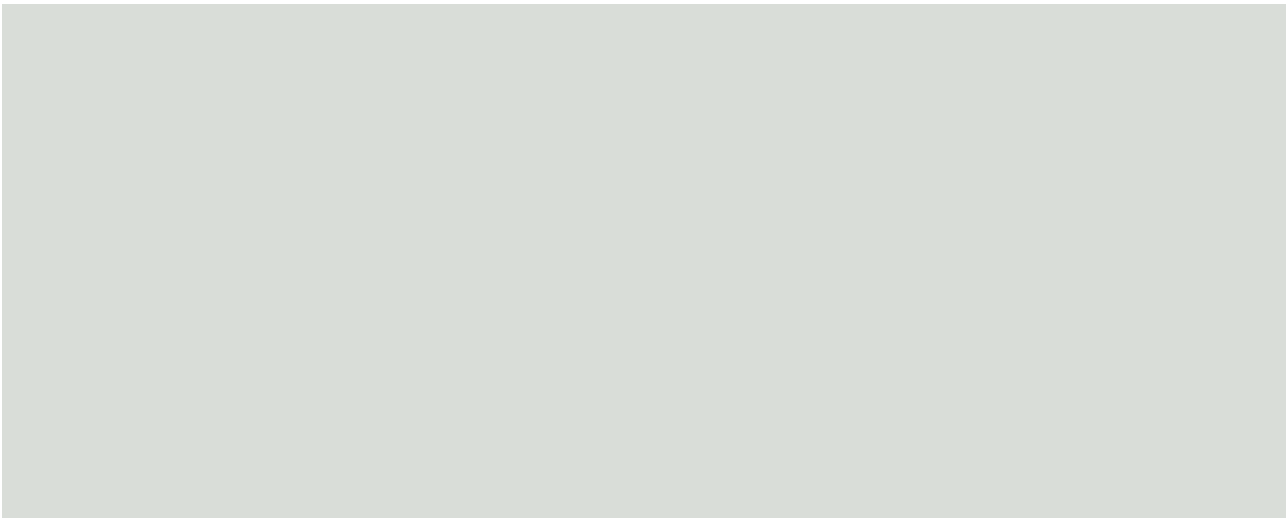
**POSTAL ADDRESS FOR CORRESPONDENCE**

**COMPANY WEBSITE**

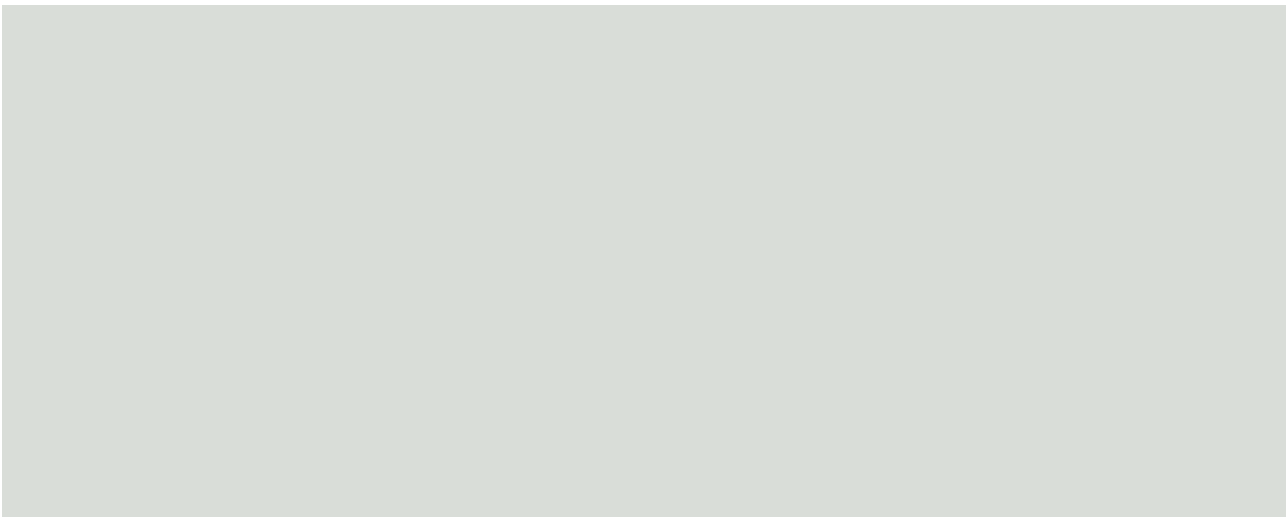
**FOUNDER(S) - NAMES AND JOB ROLES**

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**MANAGEMENT TEAM DETAILS - NAMES AND JOB ROLES**



**DESCRIPTION OF OWNERSHIP AND FUNDING STRUCTURE\***



\*Please specify who owns the company and how it is funded e.g. 100% owned by founders, angel investors, VC-backed etc. Where there are significant shareholders other than the founders, please provide names/details of these investors

**SHAREHOLDING %**

**FOUNDERS %**

**OTHERS %**

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**FINANCIALS - REVENUE AND PROFIT**

	PERIOD END	£ REVENUE	£ NET PROFIT/EBITDA
LAST FULL FINANCIAL YEAR			
CURRENT YEAR FORECAST			
NEXT YEAR FORECAST			
<b>NOTES ON REVENUES            AND PROFIT:</b>  (please include any information that helps us to understand the financials e.g., dates for the relevant periods – split between consumer and wholesale, key growth drivers, etc)			
<b>WHAT SHARE OF YOUR REVENUE COMES FROM UK AND NON-UK?</b>			
UK %			
NON-UK % (PLEASE SPECIFY)			

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**DESCRIPTION OF YOUR BUSINESS  
WHAT MAKES IT UNIQUE AND INTERESTING?**

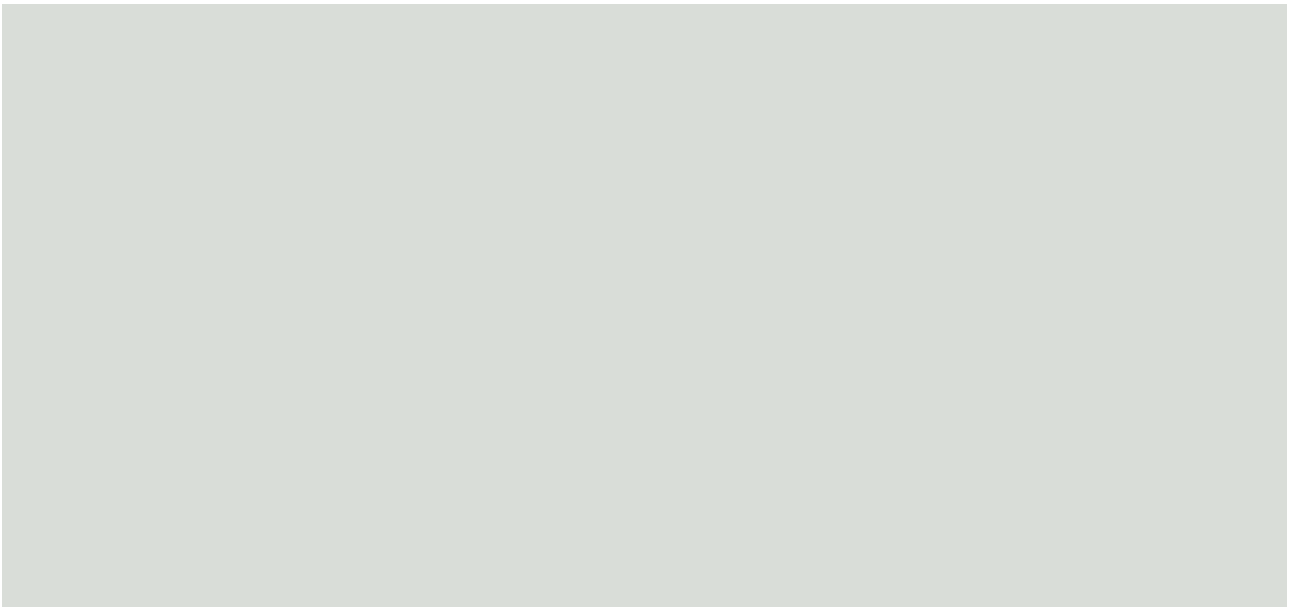
A large, solid grey rectangular area intended for the user to provide a detailed description of their business and what makes it unique and interesting.

**HOW MANY PEOPLE DO YOU EMPLOY AND WHAT ARE THE KEY FUNCTIONS IN YOUR BUSINESS?  
WHAT ARE THE KEY GAPS? (INCLUDE KEY FREELANCERS WHERE RELEVANT)**

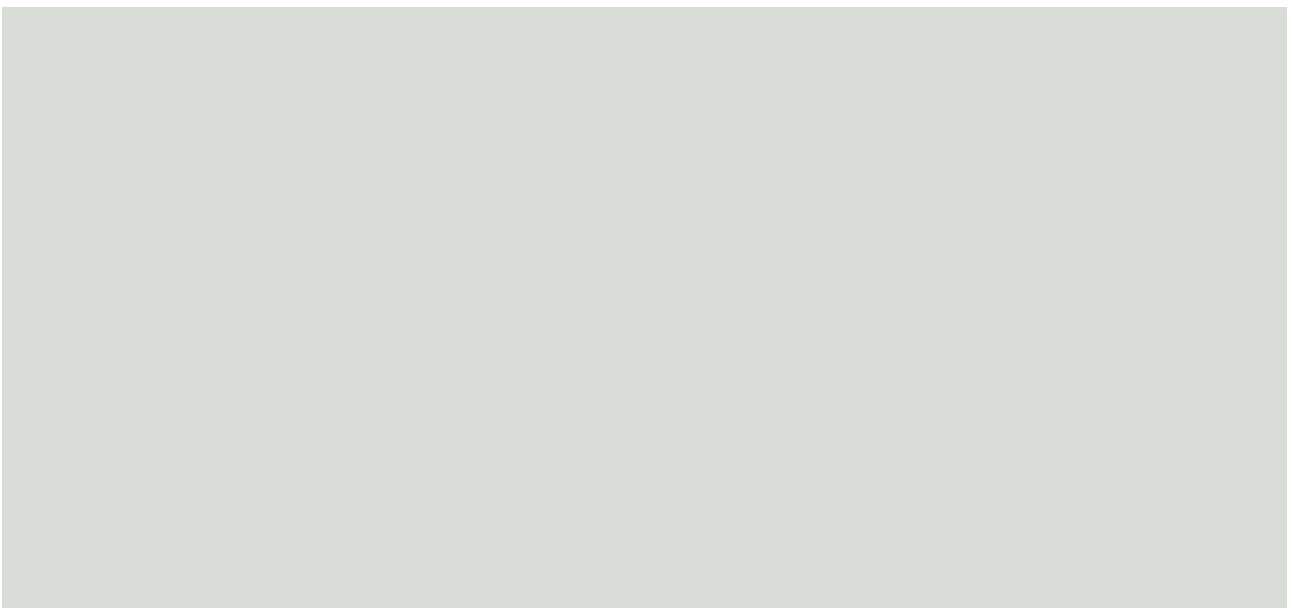
A large, solid grey rectangular area intended for the user to provide information about their workforce, key business functions, and any existing gaps, including the role of any key freelancers.

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**YOUR GOAL FOR THE FUTURE AND 3-YEAR PLAN**



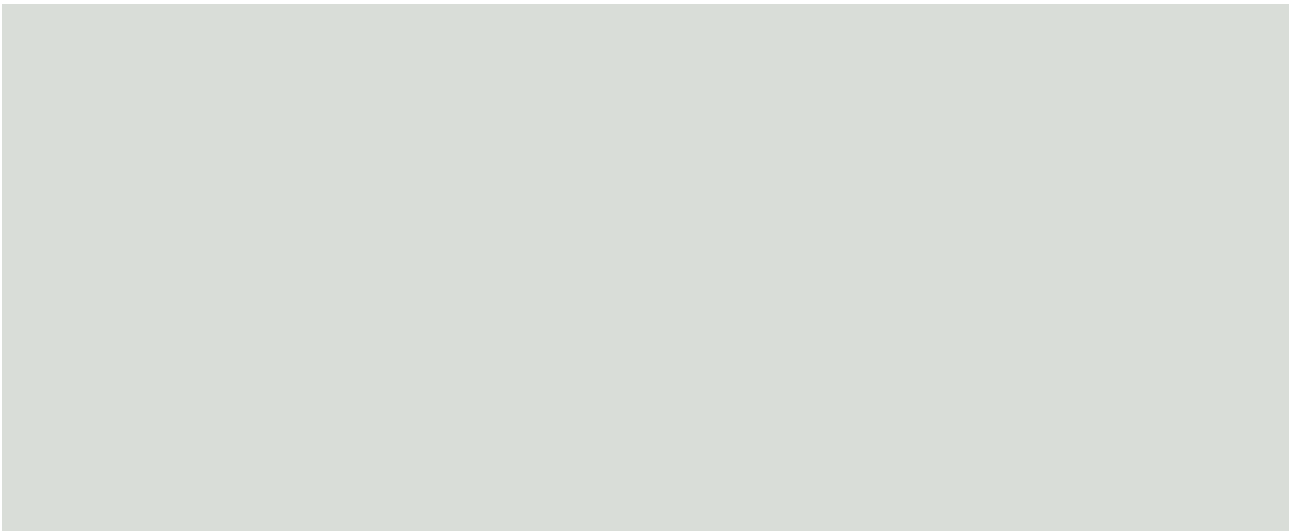
**HOW YOU PLAN TO ACHIEVE THESE GOALS**



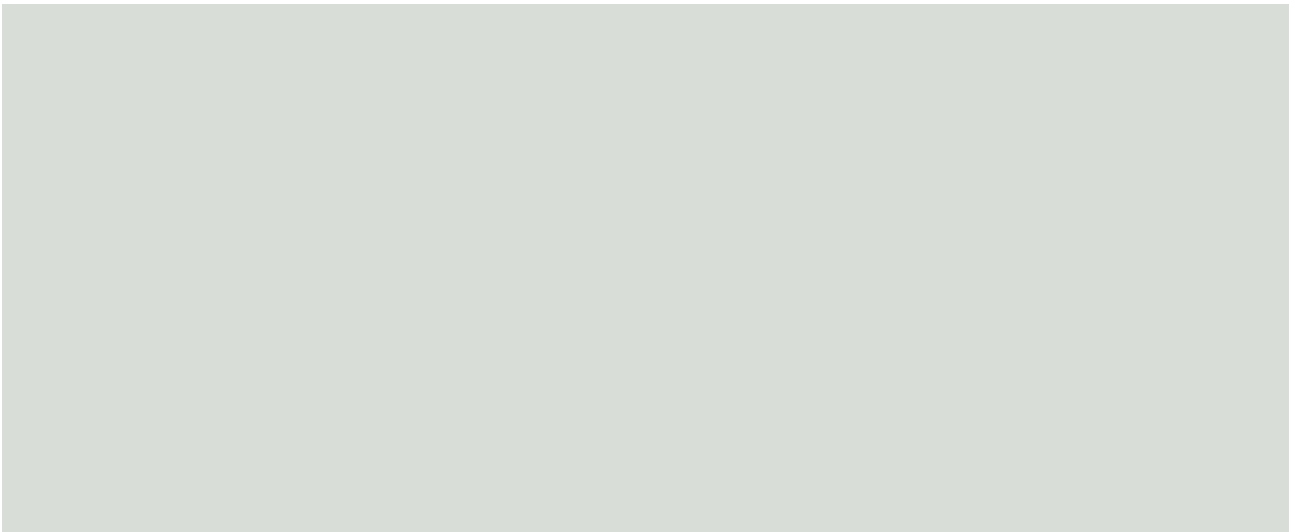


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**WHAT ARE YOU LOOKING FOR FROM THE PROGRAMME?  
HOW WILL PARTICIPATION BENEFIT YOUR BRAND?**



**HOW DID YOU HEAR ABOUT THE PROGRAMME?**



**Applications for the 2025 Programme close on Friday 11th October 2024.  
Please send your completed application to: [bot@thewalpole.co.uk](mailto:bot@thewalpole.co.uk)**

If you are successful in being shortlisted for the programme, we will invite you to do a 30-minute presentation about your brand at a location in central London.