

W A L P O L E

Walpole Future of British Luxury Summit

Tuesday 5th February 2019

8.00 [Coffee & Registration](#)

8.35 **Walpole Welcome:**

The Importance of the UK Luxury Sector

Michael Ward, Chairman & Helen Brocklebank, CEO, Walpole

Summit Introduction

Charlotte Keesing, Summit Director, Walpole

8.50 ***British Luxury and UK Soft Power***

Michael Ellis MP, Parliamentary Secretary for Arts, Heritage & Tourism

9.00 ***The Economic & Political Outlook for the Next 12 Months***

Rosie Blau, Editor, *1843 Magazine*, *The Economist*

9.20 **Presentation: *The Global View for Luxury – The Worldwide Luxury Market Monitor***

Claudia D’Arpizio, Partner, Bain & Company

Presentation: *International Shoppers: What’s New for the British Luxury Market?*

Jacques Stern, President & Chief Executive Officer, Global Blue

Q&A with Claudia D’Arpizio & Jacques Stern

10.15 [Coffee](#)

10.45 **In conversation:** Michael Russo, Chairman & Chief Executive Officer & Tamara Ralph, Creative Director, Ralph & Russo with Anna Murphy, Fashion Director, *The Times*

- 11.15 **New Routes of Discovery, Communications & Engagement**
Presentation: *The Age of Discovery*
 Lisa Yeates, Client Partner – Luxury, Facebook
Panel Discussion: Founder & Editor in Chief, Misan Harriman, What We Seee
 Maureen McDonagh, Industry Head – Retail, Facebook
 Tom Punch, Global President & Chief Creative Officer, Spring Studios
 Moderated by Henrietta Thompson, Editor at Large, *Wallpaper**
- 12.00 **Presentation: *Luxury Futures: 5 Trends for the Next 5 Years***
 Aleksandra Szymanska, Art Director, The Future Laboratory
- 12.30 **Lunch**
- 13.45 ***Ending the Creative Conspiracy***
 Kevin Chesters, Partner/CSO, Harbour
- 14.00 **In conversation: *How to Engage the Luxury Customer***
 Gillian de Bono, Editor, *How To Spend It* and Al MacCuish, Creative Chairman & Co-Founder, Sunshine with Helen Brocklebank, CEO, Walpole
- 14.30 **In conversation:** Richard Carter, Director of Global Communications, Rolls-Royce Motor Cars with Simon de Burton, Contributing Editor, *How To Spend It*
- 15.00 **Afternoon Tea**
- 15.30 **Presentation: *China Insights – Five things to Know about Luxury in China to Stay Ahead in 2019***
 Chloé Reuter, Founder & Chief Executive Officer, Reuter Communications

- 15.45 **In conversation:** Kristina Blahnik, Chief Executive Officer, Manolo Blahnik with Lydia Slater, Deputy Editor, *Harper's Bazaar*
- 16.15 ***The Store of the Future & Customer Experience***
Presentation: *Augmented Retail and the Store of the Future*
Gavin Williams Director of Product Development – Store of the Future, Farfetch
Panel Discussion: *Future Customer Experience*
Amanda Hill, Chief Marketing and Customer Officer, Harrods
Lesley Crowther, Vice President Consumer Engagement & Retail, The Estée Lauder Companies UK & Ireland
Simon Mitchell, Co-Founder, Sybarite
Gavin Williams, Director of Product Development – Store of the Future, Farfetch
Moderated by Charlotte Keesing, Summit Director, Walpole
- 17.00 [Closing Remarks & Networking](#)