

WALPOLE

MEMBERS' GUIDE

A unique alliance of British luxury brands

The world's love affair with Britain's luxury brands shows no signs of abating, and Walpole's 200 members have never been more valued or desired.

Established in 1992, Walpole promotes, protects and develops the unique qualities of UK luxury: the long tradition, rich heritage, superior craftsmanship, innovation, design, style, and impeccable service at the heart of the industry – currently worth over £32 billion to the UK economy and a leading creator of jobs.

Dedicated to nurturing the next generation of Britain's luxury brands, Walpole also runs the annual mentoring programmes Brands of Tomorrow, Crafted and the Programme in Luxury Management at London Business School.

Walpole actively seeks out UK and international business opportunities, promoting growth in the industry through a programme of initiatives and as founders of the UK China Visa Alliance (UKCVA) and the European Cultural and Creative Industries Alliance (ECCIA). The UKCVA has had great success lobbying government to encourage more Chinese tourists to the UK by making the visa application system simpler. And through the ECCIA, Walpole cements and champions relationships with Europe's luxury and creative sectors, supporting business and cultural connections post-Brexit.

Walpole is a not-for-profit organisation, funded by a combination of annual member fees and corporate sponsorship.

What we do

Walpole supports the luxury sector through a strategic programme of events, mentorship, thought leadership, communications and political and media engagement.



PUBLIC AFFAIRS & RESEARCH

Walpole provides a collective voice for luxury on key issues alongside our European counterparts. Walpole commissions sector-leading research and works with government on issues affecting the wider industry.

MEDIA RELATIONS

Walpole raises the profile of British luxury through press engagement, creating media opportunities and telling the British luxury story worldwide.

INTERNATIONAL

Walpole supports members' international growth and overseas development opportunities, working alongside organisations such as GREAT, and as founder members of the UK China Visa Alliance and European Cultural and Creative Industries Alliance.

MENTORING

Walpole nurtures the next generation of British luxury brands, makers and leaders through our three acclaimed programmes: Brands of Tomorrow, Crafted and the Programme in Luxury Management at London Business School.

EVENTS

Walpole curates an extensive programme of private members' club events, thought leadership, business development and learning opportunities, as well as the prestigious annual Walpole British Luxury Awards – the highlight of the luxury calendar.

STRATEGIC PARTNERSHIPS

Walpole supports and encourages the development of strategic brand partnerships, bringing its members together to create valuable connections.

A collective voice for luxury on public affairs

Walpole represents members' interests in Westminster and Brussels, ensuring the sector is recognised, valued and protected. Walpole acts as a collective voice on the following business-critical areas for members.



ECONOMIC VALUE & IMPACT

Walpole commissions annual studies looking at the financial indicators and wider benefits the luxury sector provides to the UK economy.

BREXIT

Walpole has developed the UK luxury industry's position on Brexit – Thriving after Brexit – in collaboration with members, recognising five main priorities:

- International exports, investment & tourism
- Free movement of people & skills
- Trade with Europe
- Intellectual Property
- Selective Distribution

Walpole uses this report as a tool to ensure the interests of the luxury sector are represented post-Brexit.



Public affairs & insight

UKCVA

As co-founders of the UK China Visa Alliance, Walpole works with government to simplify the process and encourage more Chinese visitors to the UK. This was in response to 2012 statistics showing the UK significantly underperforms in attracting Chinese visitors compared to other major European countries, costing the economy £1.2 billion per year.

The UKCVA has had considerable success in persuading the government to streamline the visa application system, making it easier for Chinese travellers to apply for both a UK and Schengen visa at the same place and time,

as well as a commitment to introducing a 10-year visa as standard. Since we began our campaign, Chinese visitor numbers to the UK have risen from 212,000 in 2012 to 481,000 in 2016, with the Chinese now accounting for more than a third of Britain's non EU overseas visitors.

ECCIA – THE SECTOR'S VOICE IN BRUSSELS

Walpole co-founded the European Cultural and Creative Industries Alliance (ECCIA) with its European counterparts: Comité Colbert (France), Altagamma (Italy), Circulo Fortuny (Spain) and Meisterkreis (Germany) in October 2010.

The ECCIA collectively represents the interests of 80% of the world's luxury goods businesses, ensuring the European luxury industries are recognised, promoted and supported in Brussels.

Areas of focus include recognition of the unique luxury industry business model, intellectual property, the digital agenda and distribution, employment and skills, tourism and market access. In March 2014, the work of the ECCIA resulted in the luxury sector being recognised as driving a 'European industrial renaissance' in terms of competitiveness, growth and jobs at a European Union Summit. The ECCIA is also a key way for Walpole to cement and champion its European relations post-Brexit.



Cultivating international growth opportunities

- ▶ Walpole develops international activities and opportunities to promote the membership and support members in building their networks.
- ▶ Walpole has relationships with the FCO, UKTI, GREAT and embassies in key markets, as well as international business organisations.
- ▶ Walpole has developed strong relationships with its counterparts in Italy, France, Spain and Germany as a founding member of the ECCIA.
- ▶ Walpole partners with international events and conferences including the FT Business of Luxury Summit (Global) and British Polo Days (Global).
- ▶ Walpole curated the luxury content for the GREAT Festivals of Creativity in Istanbul and Shanghai.



Nurturing the next generation

BRANDS OF TOMORROW:

Walpole Brands of Tomorrow, established in 2007, is a unique mentoring and coaching programme that helps aspiring British luxury brands fulfil their potential. Twelve fledging luxury brands benefit from a cycle of quarterly workshops and one-to-one mentorship with the UK's most experienced luxury entrepreneurs.

Some of the UK's best-known new luxury brands have participated in the programme, with this pipeline of up-and-coming talent ensuring the future of the industry. Brands that have benefitted from the programme include Charlotte Olympia, Emilia Wickstead, Orlebar Brown, Bremont Watches and Nyetimber.

CRAFTED: MAKERS OF THE EXCEPTIONAL

Crafted, also established in 2007, recognises how expert craftsmanship is truly at the heart of all luxury goods. The mentoring programme enables small craft companies and artisans to develop their business skills, while connecting luxury brands with a new generation of skilled makers.

PROGRAMME IN LUXURY MANAGEMENT AT LONDON BUSINESS SCHOOL

The Programme in Luxury Management nurtures the next generation of luxury leaders through a series of seminars, project work and mentoring.

The participants on this programme are selected from the current MBA intake at London Business School who wish to pursue a career in luxury post-graduation.

Walpole content and media engagement

MEDIA EVENTS

Walpole provides opportunities for members to participate in media events – including press conferences, media briefings, roundtables and 'Meet the Media' events with Walpole's media partners. A key event in the luxury calendar, the Walpole British Luxury Awards are attended by leading luxury journalists and influencers, generating media coverage for winners and the sector.

CONTENT PROGRAMME

Walpole's enhanced content programme places Walpole members, and their stories, at the heart of all our communications, sharing brands' successes, opinions and exclusive interviews with the membership, wider luxury community and key stakeholders through owned digital channels.

Walpole's industry-leading Daily Luxury Digest service and website acts as showcases for members' activities, profiling senior luxury executives and makers, and shining a light on brands' latest innovations. The Luxury Digest also includes a digital round up of key industry news from the past 24 hours, ensuring the industry is well briefed on latest happenings.

PUBLIC RELATIONS

Walpole delivers a strategic communications and media programme to promote British luxury and the Walpole membership to key business and consumer press, commenting on issues, such as business rates and tourist visas, on behalf of the sector.



A private members' club for the British luxury industry

Walpole creates an active and engaged luxury community who work collaboratively to further the sector in the UK and overseas.



WALPOLE DOES THIS THROUGH...

A series of board-level relationship-building dinners and receptions throughout the year, targeting different business functions

A portfolio of thought leadership events, with expert speakers on topical issues such as international growth, current affairs, digital, technology, entrepreneurship and brand identity.

Bespoke experiential events for targeted Walpole member introductions.

Supporting members on building strategic brand partnerships.

Networking and information sharing through wider industry events.



The British Luxury Awards

The annual Walpole British Luxury Awards brings together the UK's most influential leaders, creatives and media in celebration of the considerable achievements of the luxury sector.



Established in 2001 and held in a prestigious, central London setting, it is the only awards ceremony to span all sectors of the luxury pantheon, recognising the rich heritage, superior craftsmanship, innovation, design, style and impeccable service at the heart of all high-end brands.

Attended by the industry's highest-profile executives, influencers and creatives, the evening begins with a champagne reception, followed by dinner and the Awards, and culminates in an after party with cocktails and music.

Past award winners have included Alexander McQueen, Aston Martin, Burberry, Church's, Claridge's, Joan Burstein CBE, Mario Testino OBE, NET-A-PORTER, Sir Paul Smith, Ralph & Russo, Rolls-Royce Motor Cars, Victoria Beckham, Dame Vivienne Westwood and many more.

For more information, please visit:
www.thewalpole.co.uk