



W A L P O L E

Walpole Summit 2019
Building the Future of British Luxury

Tuesday 5th February
BAFTA
195 Piccadilly, London W1



Global Blue

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SPEAKERS

Kristina Blahnik, CEO, Manolo Blahnik

Kristina Blahnik, CEO of Manolo Blahnik, is a creative leader and businesswoman. Educated at the prestigious University of Cambridge, Kristina studied Architecture and, following graduation, opened her own practice, receiving a diploma from the Architectural Association. She joined the family business in 2009, and, with an exceptional eye for detail and entrepreneurial vision, she was appointed CEO in 2013. Kristina works closely with her uncle and mother in expanding and optimising the business on a global scale.

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

Rosie Blau is Editor of *1843*, *The Economist's* lifestyle and culture magazine, named for the year *The Economist* was founded. From 2014-17 Rosie was based in Beijing as China Correspondent for *The Economist*. She reported from across the country on everything from politics and foreign policy to society, culture and ethnicity. Rosie joined *The Economist* in May 2011 as a reporter on the Britain section. Prior to that she worked at the *Financial Times*. Her jobs there included Books Editor, Leader Writer and Assistant World News Editor. Rosie served as a judge for the Man Booker Prize for Fiction in 2010.

Helen Brocklebank, CEO, Walpole

Helen Brocklebank is the Chief Executive of Walpole. Immediately before joining Walpole, she ran a content agency for luxury brands, but built her career – as well as her passion for British luxury – in publishing, working on *Esquire*, *Harper's Bazaar*, *ELLE* and other iconic media brands. In October 2017, Helen was named one of *Harper's Bazaar's* 150 Visionary Women.

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

Richard Carter is the Director of Global Communications for Rolls-Royce Motor Cars Limited, situated on the Goodwood Estate, West Sussex. He has served on the Board of the company for nine years. Prior to joining Rolls-Royce, Richard pursued a career in law, hospitality, international relations and diplomacy and joined BMW South Africa as Board member for Group Communications and Public Affairs. He served on the Management Board of the Group for 11 years until his appointment to Rolls-Royce Motor Cars where he now serves on the Board as Director of Global Communications. In addition, Richard serves on the Board of Walpole.

Kevin Chesters, Partner/CSO, Harbour

Kevin has spent 20+ years in the communications industry working for agencies and brands of all shapes and sizes. He has held senior leadership strategy roles at Saatchi + Saatchi, British Telecom, Wieden + Kennedy and Ogilvy. He is now a Partner & Chief Strategy Officer at Harbour, a creative consultancy at the heart of a collective

of independent specialist creative agencies. He specialises in having the big conversations and solving big problems for brands and businesses. His personal mission (and current obsession) is to get behavioural science out of the classrooms and boardrooms of the UK & into the living rooms.

Lesley Crowther, Vice President Consumer Engagement & Retail, The Estée Lauder Companies UK & Ireland

Lesley Crowther began her beauty career at a leading Advertising agency before joining ELC UK & Ireland in 2003 as Advertising and Internet Coordinator for Estée Lauder UK. She spent the next five years working on the brand fulfilling a broad range of roles in Marketing, gaining experience across all categories. In 2016, she took up the role of Consumer Engagement & Strategy Director for the Company's entire portfolio of UK brands. In May 2018, Lesley was appointed to the newly created role of VP Consumer Engagement and Retail, ELC UK & Ireland, which merges all Corporate marketing activities and retail strategy, in line with the Company's strategy to drive a seamless consumer journey.

Claudia D'Arpizio, Partner, Bain & Company

Claudia has spent 24 years advising multinational luxury and fashion clients on everything from strategy and new product development to innovation and organisational change. She is the lead author of the Bain Luxury Study, one of the most cited sources of market information in the luxury industry. Claudia is the head of Bain & Company's global Luxury and Fashion vertical. In 2009, Claudia was also recognized as one of the 'Top 25 Consultants in the World' by Consulting Magazine.

Gillian de Bono, Editor in Chief, *FT How to Spend It*

Gillian de Bono joined the *Financial Times* in 1994 to set up a magazine department following the success of a trial issue of *How To Spend It for FT Weekend*. Previously, she spent 13 years launching, relaunching and editing women's glossy magazines. She has received three British Society of Magazine Editors awards and *How To Spend It* was named Colour Supplement of the Year at the 2015 News Awards, the fourteenth time the magazine has won this accolade. Gillian de Bono also edits the magazine's website and iPad app, and is an Assistant Editor of the newspaper.

Simon de Burton, contributing Editor, *FT How to Spend It*

Simon de Burton is a contributing editor to the multi award-winning *How To Spend It* magazine published by the Financial Times. He has written for the magazine for 18 years as its so-called 'Motor Maestro' covering high-end modern and classic cars, motorcycles, boats and other things that move. In the course of his duties, he has driven a Bugatti Veyron at 230 mph, been awarded a prize for 'most spirited ascent' of the Goodwood Hillclimb on a 200 horsepower Icon Sheene Ultrabike and reached three-figure speeds in an open-class powerboat.

Michael Ellis MP, Parliamentary Under Secretary of State for Arts, Heritage & Tourism

Michael Ellis was appointed Parliamentary Under Secretary of State at the Department for Digital, Culture, Media and Sport in January 2018. He was previously Deputy Leader of the House of Commons from July 2016 and was elected Conservative MP for Northampton North in May 2010.

Misan Harriman, Founder & Editor-in-Chief, What We Seee

Nigerian-born, from a young age in England Misan Harriman was fascinated with film, music, the arts and anything that would make him feel something. And upon encountering an extraordinary work, would be compelled to share it. The dawn of the internet gave him an almost endless supply of content and the growth in social media platforms provided the channels necessary to build a global, premium social publisher. Today, What We Seee is a network of over 27 media brands across web and social platforms reaching over 300 million people around the world and has clocked up over two billion video views in the last two years.

Amanda Hill, Chief Marketing and Customer Officer, Harrods

Harrods appointed Amanda Hill as its first Chief Marketing and Customer Officer (CM&CO) in April 2018. Under her remit as CM&CO, Amanda leads the store's overall brand strategy, overseeing all marketing, communications, visual merchandising, CRM and customer service, digital, personal shopping and media campaigns and operations. Amanda joined Harrods from A&E Networks in New York, where she served as Chief Marketing Officer, and previously served as Chief Brands Officer for BBC Worldwide, where she was responsible for developing brand strategy.

Al MacCuish, Creative Chairman and Co-Founder, Sunshine

Al MacCuish co-founded Sunshine in 2012 and is one of the industry's leading experts on the power of brand storytelling. Over the past five years he has creatively led Gucci's Chime for Change; the Skype Collaboration Project with Victoria Beckham; The Baileys Women's Prize for Fiction partnership; Adidas Futurehouse concept and BBC Earth's Real Happiness Project. As Sunshine's Creative Chairman, Al oversees all film, television, live events, design and brand ethos projects across Sunshine's London and LA offices. Sunshine's clients include Gucci, Balmain and Harrods.

Maureen McDonagh, Industry Head – Retail, Facebook

Maureen McDonagh is responsible for a client-facing team focused on delivering great solutions to meet business objectives across Fashion, Luxury and Grocery in partnership with the Retail industry. Prior to Facebook, Maureen was on the Management Board for Nectar, managing eCommerce and Digital Media. During her time at Nectar she launched Nectar's Women in Leadership programme and

Innovation platform. Many of Maureen's early career defining moments came from her time at News International, working on commercialising digital and content assets for *The Times*, *Sunday Times* and *The Sun* to drive revenue.

**Simon Mitchell (RIBA, ARB),
Co-Founder, Sybarite**

Simon Mitchell has over 25 years' experience in retail design and a range of practice experience, most notably with Future Systems, where he worked on projects including Lord's Media Centre, Selfridges Birmingham and the iconic Comme des Garçons stores in Tokyo and New York. Simon co-founded Sybarite with Torquil McIntosh in 2002 and has since delivered all the global Marni stores, Joseph and the practice has just completed the largest luxury department store in China by size and turnover – SKP Beijing.

Anna Murphy, Fashion Director, *The Times*

Anna Murphy joined the Times as Fashion Director in 2015, having previously been the launch editor of *Stella* magazine at the *Sunday Telegraph*. Last year she published '*How Not To Wear Black*', a guide to finding your personal style and creating your forever wardrobe. Her journalistic aim is not only to aid and entertain on the topic of fashion, but also to analyse: why do we wear what we wear, and where does it get us?

**Tom Punch, Global President
& Chief Creative Officer, Spring Studios**

Tom Punch recently joined Spring Studios as Global President & Chief Creative Officer. Prior to Spring, Punch served as VICE's Global Chief Creative & Commercial Officer. He led both creative and revenue operations for the youth media company overseeing VICE's 12 digital channels, its television network VICELAND, its creative agency Virtue Worldwide, and its production studio VICE + productions. Punch's work for brands has explored the intersection of culture and commerce to drive both forward. His work has been recognized by Cannes Lions, One Show, Clios, Promax, Webbies, D&ADs and more.

Tamara Ralph, Creative Director, Ralph & Russo

Tamara Ralph is Creative Director of Ralph & Russo. Together with Chairman & CEO, Michael Russo, she founded and established the leading luxury brand in 2010, and has given Ralph & Russo a unique and strong voice in a crowded market. She continues to be recognised by fashion's heavyweights including *Vogue* and *Harper's Bazaar* for her achievements, together with her inclusion into the most elite business and fashion publications such as Fortune's '40 under 40' list and the BOF 500.

**Chloé Reuter, Founder and CEO,
Reuter Communications**

Chloé Reuter founded Reuter Communications in 2010. To date, the agency has developed into a luxury intelligence, digital, communications

and marketing agency connecting luxury brands and businesses with Asia's affluent consumer. The Agency was awarded Best Independent Agency in Greater China by Campaign Magazine in 2018. Headquartered in Shanghai with more than 70 staff across offices in Hong Kong, Dubai, Singapore, the agency represents some of the world's most celebrated luxury and premium brands including Harrods, Ritz Carlton and Estée Lauder Companies.

**Michael Russo, Chairman
& Chief Executive Officer, Ralph & Russo**

Michael Russo is Chairman & CEO of Ralph & Russo. Under his leadership and within a space of only seven years, he has grown Ralph & Russo to nearly 400 employees, 10 inked boutiques worldwide, successfully launched four product categories and by 2014 had built the companies valuation to more than £200m. Michael Russo is continually recognised by both the business and fashion industry elite which have included him on lists such as Fortune's '40 under 40' and the BOF top 500 to name a few.

**Lydia Slater, Deputy Editor, *Harper's Bazaar*
and *Town & Country***

Lydia Slater is the deputy editor of *Harper's Bazaar* and *Town & Country*, and writes for both magazines, as well as running *Bazaar At Work's* editorial and events programme. After studying French and Russian at Oxford University, where she was the literary editor of the university magazine *Isis*, she went on to a career in journalism. Her roles have included assistant features editor at the *Daily Telegraph*, features editor at *Harper's Bazaar*, deputy editor of the *Sunday Times' Style* magazine, acting editor of *ES Magazine*, and editor of *The Week: Fashion*.

**Jacques Stern, President and
Chief Executive Officer, Global Blue**

Jacques Stern joined Global Blue in August 2015 as President and CEO. Jacques Stern started his career as an auditor with Price Waterhouse before joining Accor in 1992 to hold various financial positions before becoming Accor's Chief Financial Officer in 2003 and member of the Accor Management Board in charge of Finance in 2005. In 2008, he was appointed Chief Financial Officer, Executive Vice-President and in March 2009, he was appointed Deputy Chief Executive of the Accor Group. In June 2010, he became Chairman and Chief Executive Officer of Edenred, world leader in prepaid corporate services.

**Aleksandra Szymanska, Art Director,
The Future Laboratory**

Aleksandra leads the creative team at the Future Laboratory, which translates insights into immersive experiences on and offline and brings to life speculative visions of the future. With a background in critical design, she is an expert in developing far future scenarios that consider long-term implications of today's trends. She is fascinated by innovations emerging at the

intersection of creative practice and technology and strives to push the boundaries of digital tools and formats to develop new ways of delivering insight. Since joining The Future Laboratory in 2014, she has worked with brands including UBS, Diageo, Google, LVMH and Design Hotels.

**Henrietta Thompson,
Editor at Large, *Wallpaper****

Henrietta Thompson is a design writer, editor, commentator and forecaster based in London. She is editor-at-large at *Wallpaper** magazine, co-founder of brand and communications agency Naked On The Piano, and her new venture, Harth, an innovative technology platform for interior design and art, has just launched in London. Henrietta writes a weekly design column for *The Telegraph* as well as the lead monthly trends column in British Airways' Business Life magazine. She regularly contributes to a variety of other publications including *The Guardian*, *Mr Porter*, and *Viewpoint*.

**Michael Ward, Managing Director,
Harrods & Chairman, Walpole**

Michael Ward began his career in chartered accountancy, training originally with Ernst and Young in 1980, before taking his first Group Finance Director position at Bassett Foods PLC in 1986. Retail beckoned, and in 1994 Michael took up the post of Managing Director of Lloyds Chemists PLC, later cementing a talent for the sector with retail roles at Celsio AG and Apax Partnership. Since becoming MD of Harrods in 2005, Michael has embarked on a programme of significant business development, growing Harrods into the unrivalled retail model it is today. Michael is also Chairman of Walpole.

**Gavin Williams, Director of Product
Development – Store of the Future, Farfetch**

As Director of Product Development for Store of the Future, Gavin leads his team in developing technologies for luxury brands and Farfetch retail partners to create an augmented omni-channel experience in-store, enhancing the customer journey by bridging the offline and online worlds. With over 20 years' experience, Gavin's previous roles include Head of Multichannel Transformation at Harvey Nichols and Head of E-commerce at Liberty.

**Lisa Yeates, Client Partner – Luxury,
Facebook**

As Client Partner Lisa is responsible for the partnerships Facebook has in the UK Luxury sector. Working closely with clients to develop strategy across the Facebook family of app to deliver business results and support clients in meeting their objectives. In the last year she has focused on helping retailers build omnichannel strategies by integrating instore sales data to their advertising campaigns. Prior to Facebook Lisa worked in media agencies, most recently at Dentsu Aegis for iProspect where she was responsible for Digital Performance marketing strategies across all digital channels.

WALPOLE SUMMIT AGENDA

8am
Coffee & Registration

8.35am
Walpole Welcome:
The Importance of the UK Luxury Sector
Michael Ward, Chairman & Helen Brocklebank, CEO, Walpole
Summit Introduction
Charlotte Keesing, Summit Director, Walpole

8.50am
British Luxury and UK Soft Power
Michael Ellis MP, Parliamentary Under Secretary
for Arts, Heritage & Tourism

9am
The Economic & Political Outlook for the Next 12 Months
Rosie Blau, Editor, *1843 magazine*, *The Economist*

9.20am
**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

10.15am
Coffee

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

11.15am
New Routes of Discovery, Communications & Engagement
Presentation: The Age of Discovery
Lisa Yeates, Client Partner – Luxury, Facebook
Panel Discussion: Misan Harriman, Founder and
Editor-in-Chief, What We See
Maureen McDonagh, Industry Head – Retail, Facebook
Tom Punch, Global President & Chief Creative Officer, Spring Studios
moderated by with Henrietta Thompson, Editor at Large, *Wallpaper**

12 noon
Presentation: Luxury Futures: 5 Trends for the Next 5 Years
Aleksandra Szymanska, Art Director, The Future Laboratory

12.30pm
Lunch

1.45pm
Ending the Creative Conspiracy
Kevin Chesters, Partner/CSO, Harbour

2pm
In Conversation:
How to Engage The Luxury Customer
Gillian de Bono, Editor, *FT How to Spend It* and Al MacCuish,
Creative Chairman & CEO, Sunshine, with
Helen Brocklebank, Chief Executive, Walpole

2.30pm
In Conversation:
Richard Carter, Director of Global Communications,
Rolls-Royce Motor Cars with Simon de Burton,
Contributing Editor, *FT How to Spend It*

3pm
Afternoon Tea

3.30pm
**Presentation: Five Thinks to Know About
Luxury in China to Stay Ahead in 2019**
Chloé Reuter, Founder & Chief Executive Officer,
Reuter Communications

3.45pm
In Conversation:
Kristina Blahnik, Chief Executive Officer,
Manolo Blahnik with Lydia Slater, Deputy Editor, *Harper's Bazaar*

4.15pm
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 with Charlotte Keesing, Summit Director, Walpole

5pm
Closing Remarks & Champagne Reception

Walpole would like to thank

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