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Walpole’s Mission

Our mission is to develop, promote, inspire and protect the British luxury industry, both at home and overseas.

Walpole’s History

Formed in 1990 by top tier British companies, including British Airways, Chewton Glen, Coutts & Co, DAKS Simpson, The Financial Times, The Savoy Group and William Grant & Sons, Walpole was founded as a community for the exchange of best practice ideas to drive business development in both the UK and export markets. For the first time, British excellence was given a collective voice in the increasingly competitive global market: through Walpole these companies aimed to promote, recognise and maintain the highest standards of British commerce and industry. In 2005, Walpole made a strategic decision to refine its mission statement from promoting British excellence to promoting British luxury on an international stage.

Walpole takes its name from the great statesman Sir Robert Walpole (1676-1745). A highly regarded commercial minister famous for his energetic promotion of overseas trade, he laid the foundations for an era of prosperity and peace in Britain. A great patron of the arts and architecture, he also contributed to a golden age of craftsmanship and manufacturing. Continuing this tradition, Walpole increases awareness of its members’ products and services, targets new customers in overseas markets and enhances Britain’s global reputation as a vibrant and dynamic commercial and cultural nation.
We are the UK’s only dedicated luxury industry organisation and represent over 160 luxury brands and associates.
We are a unique alliance of diverse businesses, who are unified by their commitment to British luxury providing the highest standards of materials, quality, style, design, craftsmanship, creativity, service and innovation.

Fashion & Apparel
Alexander McQueen
Alfred Dunhill
Burberry
Church’s English Shoes
DAKS
Edward Green
Ettinger
Gieves & Hawkes
Hackett London
Henry Poole & Co
Jaeger
Jimmy Choo
Johnston’s of Elgin
Lutwyche
Mulberry
Myla
Oliver Sweeney
Smythson
Silver Cross
Temperley London
Thomas Pink
Vertu

Jewellery & Watches
Asprey
Astley Clarke
Backes & Strauss
Boodles
Bremont
Garrard
Hamilton & Inches
Halcyon Days
Kiki McDonough
Solange Azagury-Partridge
W Napel

Food & Drink
Balvenie
Charbonnel et Walker
Chivas Brothers
Haig Club
Hendricks
Hilton
Glenfiddich
Glenmorangie
Hodgins
Recoco Chocolates
Royal Salute
Tanqueray
Walkers Shortbread

Interiors & Design
Cole & Son
David Collins Studio
Clive Christian
Dovecote Studies
Janine Stone
Linley
Savior Beds
Soane Britain
Smallbone of Devizes
Hartsholm Cabinet Makers
Fiona Barratt-Campbell
The Rug Company
Royal Doulton
Watford
Wedgewood

Retailers
Harrods
Fortnum & Mason
Selfridges

Chewton Glen
Cliveden
The Connaught
Corinthia London
Coworth Park
The Dorchester
Gleneagles
The Goring
Lucknam Park
The Savoy

Hotels & Restaurants
45 Park Lane
The Balmoral
The Berkeley
Bowery Castle
Brown’s Hotel

Lifestyle & Leisure
Abercrombie & Kent
Ascot Racecourse
Belmond
Debrett’s
Fitzrovia
Getty Images Gallery
Goodwood
Guard’s Polo Club
Holland & Holland
Home House
Mosimann’s
Purdey
Quintessentially
Roast
Scott Dunn

Cars, Yachts & Jets
McLaren Automotive
Redman Whiteley Dixon
Victor Private Jets

Fragrances
Clive Christian
Geo F. Trumper
Jo Malone London
Miller Harris
Ormonde Jayne

Media
The Economist
Elle Decoration
Esquire
The Financial Times
Harper’s Bazaar
Intelligent Life
Telegraph Luxury
Town & Country
What we do

- We advance the British luxury industry through our networks, shared knowledge and insights
- We amplify the voice of British luxury on the political stage and in the media
- We cultivate international growth opportunities
- We nurture the next generation of British luxury brands and leaders
Advancing British luxury through our networks, shared knowledge and insights

- We commission industry benchmark studies and research, providing definitive statistics on the British and pan-European luxury industries
- Annual forum on consumer shopping trends
- Seminars with expert speakers on topics such as Eastern Growth, Digital and Entrepreneurship
- Intelligence on regulatory and political developments in the UK and Europe
- Regular networking events, for member CEO & Creative Directors, Finance & Legal Directors, Marketing & Communications Directors and Women in Luxury
- Bespoke ‘Meet the Members’ networking events for more strategic and targeted Walpole member introductions
Amplifying the voice of British luxury on the political stage

∙ A trusted authority on the British luxury industry within government and the media, we give our members a collective voice to help them meet the unique challenges faced by British luxury brands and to maximise opportunities for growth.

∙ Our retained lobbying advisors work with members to identify key regulatory opportunities and threats and help deliver solutions.

∙ We have an on-going programme of engagement with governments, stakeholders and influencers in the UK and the EU.

∙ Our current lobbying priorities include: IP and copyright, the UK entry visa process, goods lost in transit and border controls, and sourcing sustainable skills to help British luxury maintain quality and continue to manufacture at home.

∙ As a co-founder of the European Cultural and Creative Industries Alliance (ECCIA), we work with our counterparts in France, Germany, Italy and Spain to ensure that the interests of member companies are recognised by the European Commission. Collectively ECCIA represents over 300 high-end businesses across Europe.

∙ As a founding member of the UK China Visa Alliance (UKCVA), we play a key role in the British government’s efforts to streamline the visa application process for high-spending Chinese visitors to the UK.
Amplifying the voice of British luxury in the media

- We retain leading PR agency Brunswick to help deliver our strategic communications and media programme to promote British luxury and our members, as well as amplify key government messages.

- We host the annual British Luxury Awards; a key event in the luxury calendar which showcases the incredible achievements of the luxury industry across 11 different categories, from Craftsmanship and CSR to Design and Digital.

- We provide opportunities for our members to participate in Walpole’s annual media events programme, including press conferences, media briefings and roundtables, and ‘Meet the Media’ events with Walpole’s media partners.

- We develop relationships with key editors on behalf of the industry.

- We provide key publications with data and research.
Cultivating international growth opportunities

Through Walpole’s membership and network of contacts we support members with their international networks and development. We also continue to develop our international activities and opportunities in order to promote our members. This includes:

- Curating the luxury content for GREAT Festivals of Creativity in Istanbul (May 2014) and Shanghai (Mar 2015) which brings together leading creative individuals, businesses and industries to promote business with the UK
- Partnerships with international events and conferences which include The FT Business of Luxury Summit (Global), The Hindustan Times Conference (India), The China Luxury Summit (China), Luxury Society (Global) and British Polo Days (Global)
- Building relationships with the FCO, UKTI and embassies in key markets, as well as international business organisations such as the China Entrepreneur Club and French Chamber of Commerce. As a co-founder of the European Cultural and Creative Industries Alliance, Walpole also has strong relationships with our counterparts in Italy, France, Spain and Germany
- Developing a programme of events in key markets including the US and Middle East over the next 12 - 18 months
- Promoting the British luxury industry in the international media
Nurturing the next generation

As part of our corporate social responsibility programme, Walpole connects with senior industry experts from within the Walpole membership to nurture and mentor the next generation of luxury businesses, craftspeople, and leaders by providing a broad range of one-on-one advice and training sessions.

Brands of Tomorrow

Walpole Brands of Tomorrow nurtures and supports the next generation of British luxury brands. Launched in 2007, the bespoke mentorship and coaching programme helps aspiring British luxury brands of the future to fulfil their potential and become global leaders in their field. The programme takes selected companies through a cycle of quarterly educational workshops and one-to-one mentorship meetings with some of the UK’s most experienced luxury entrepreneurs.

Crafted

Crafted was founded in 2009 to enable small craft companies to develop their business skills while connecting luxury brands with a new generation of skilled craftsmen and promoting the craft component in luxury in a contemporary and sustainable way. The programme provides mentoring and business advice for up to 12 carefully selected craft entrepreneurs each year, who also take part in a number of workshops on topics such as IP, PR, raising finance and digital.

Programme in Luxury Management at London Business School

Walpole has joined forces with the London Business School to nurture future British luxury leaders. The programme is available to a selected group of MBA students aiming to take up management positions in the luxury industry upon graduation. Walpole member companies and their senior executives provide the opportunity for students to gain real experience in successful luxury brands.

After completing their year of free mentorship, alumni from the Brands of Tomorrow & Crafted programmes are invited to join Walpole.

Current Brands of Tomorrow and Crafted members:

Charlotte Olympia
Demarquette Chocolates
Gentlemen’s Tonic
GQFT Fashion
Gillies Jones
Josephine Home
Katherine Elizabeth Hats
Lily & Lionel
Little Venice Cake Company
Lucas Hugh
ME+EM
Method Studio
Mr Hare
Mungo & Maud
Orloar Brown
Ormonde Jayne
The Real Flower Company
Timorous Beastsies
Trunk Clothiers
VICTOR
Vivien Sheriff
Walpole’s Chairman and CEO

Ben Hughes
Chairman
Walpole’s Chairman Ben Hughes is also Global Commercial Director and Deputy CEO of the Financial Times. He is responsible for all global advertising sales, production operations and print circulation, including How to Spend It magazine, and has overall responsibility for FT Conferences, including the FT Business of Luxury Summit.

Michelle Emmerson
CEO
Walpole’s Chief Executive Officer, Michelle Emmerson brings a wealth of management and strategic experience gained from board-level and senior roles at global British businesses including ASOS.com, BBC Worldwide and EMI Music.

Walpole’s Board of Directors

Jonathan Heilbron
President & CEO
Thomas Pink

Mark Henderson
Chairman
Gieves & Hawkes

Jo Malone MBE
Founder
Jo Loves

Dr Frederick Mostert
Chief Legal Counsel
Richemont

Jonathan Heilbron
President & CEO
Thomas Pink

Mark Henderson
Chairman
Gieves & Hawkes

Jo Malone MBE
Founder
Jo Loves

Dr Frederick Mostert
Chief Legal Counsel
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Jonathan Heilbron
President & CEO
Thomas Pink

Mark Henderson
Chairman
Gieves & Hawkes

Jo Malone MBE
Founder
Jo Loves

Dr Frederick Mostert
Chief Legal Counsel
Richemont
Funding

Walpole is a not-for-profit organisation. We are funded by a combination of annual member fees and corporate sponsorship. We secure valuable investment into the British luxury industry from corporate partners and sponsors who are motivated to connect with or be associated with the high-quality brands within the Walpole membership.
Corporate partners

Our corporate partners are top tier companies who have a strong British presence, can offer expertise and services of interest to our members across a range of professions and share our aim to promote British luxury.

Barclays
BDO LLP
Brand Union
Chalhoub Group
Charles Russell
Design Centre Chelsea Harbour
Global Blue
James Cropper
Leagas Delaney
Norman Broadbent
McKinsey & Company
McArthurGlen
Milligan Retail
World Gold Council

Sponsors

Our programmes are sponsored by leading companies. They bring Walpole membership valuable additional income to help fund our various initiatives.

Admirable Crichton
Coutts
Laurent-Perrier
Lloyds Banking Group
Mishcon de Reya
Swarovski
Vacheron Constantin
Associates

Our associates are Artistic, Cultural & Sporting organisations and representative bodies whose work and reputation complement what we do.

Asia House
BAFTA
BPI
Creative Industries Federation
Crafts Council
Design Museum
French Chamber of Commerce
Glyndebourne
Historic Royal Palaces
House of Britannia
Locate Jersey
London Business School
National Portrait Gallery
National Theatre
New West End Company
RADA
Royal Academy of Dance
Royal Opera House
Victoria & Albert Museum
VisitBritain
Welsh National Opera

International

This category is open to international luxury brands who would like to be associated with Walpole, network with members and attend our events.

International associates must have a strong retail presence in the UK, an international reputation and a minimum turnover of £2 million in the UK.

Moleskine
Tiffany & Co.
Raffles Hotels & Resorts
Summary of our membership benefits

- Continue to build your profile within the influential luxury market and be associated with Britain’s most prestigious brands
- Participate in Walpole’s public affairs and diplomacy work and become a part of the collective voice of the British luxury industry
- Represent the interests of luxury brands and businesses and lobby on issues such as streamlining visa Chinese regulations to encourage high-spending tourist shopper visits to the UK
- Utilise the PR & Marketing opportunities provided by Walpole’s industry profile-building work including our strategic communications programme, speaker opportunities, media events, monthly newsletters, website, annual Yearbook and social media channels
- Gain access to industry insight and market research conducted by Walpole partners such as McKinsey, Ledbury Research and Global Blue, and receive the Luxury Press Digest in your inbox each day
- Participate in our industry corporate social responsibility programme - including the acclaimed mentoring programmes Brands of Tomorrow, CRAFTED and the Walpole Programme in Luxury Management at London Business School
- Utilise Walpole’s strategic advice and support to develop relationships with senior luxury leaders and partner with luxury brands, corporate partners and cultural institutions to meet your brand’s specific objectives
- Receive invitations to Walpole’s programme of industry events including the Walpole Awards, Seminars, Workshops, Media Events, Meet the Members events and overseas initiatives, and receive introductions to Walpole’s member database of over 1000+ contacts
- Showcase your brand by hosting Walpole events – including Meet the Members events and senior membership lunches and dinners
Core Membership Criteria

Membership of Walpole is by invitation only. Candidates for full membership must demonstrate they fulfil the following criteria:

- The company’s origins should be British, but need not be British owned
- The company is primarily based in the UK and must have or be a brand with a British product, service or experience to offer
- The company is outstanding in its own particular field, and has a luxury brand or brands that exemplify the highest standards in terms of materials, quality, style, design, craftsmanship, creativity, service and innovation
- The company should have a brand or brands with an international reputation or aspire to promote through international channels
- The company is well established and has a minimum turnover of £1 million
- The company endorses the concepts of Walpole, shares the same objectives and will actively participate in pursuing Walpole’s aims

Membership fees

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Membership Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>£5,000 (turnover £1-5 million)</td>
</tr>
<tr>
<td>Member</td>
<td>£10,000 (turnover £5-10 million)</td>
</tr>
<tr>
<td>Member</td>
<td>£15,000 (turnover £10+ million)</td>
</tr>
<tr>
<td>Associate</td>
<td>£2,000</td>
</tr>
<tr>
<td>International Associate</td>
<td>£5,000 - £15,000 (based on turnover)</td>
</tr>
<tr>
<td>Brands of Tomorrow &amp; Crafted</td>
<td>£2,000</td>
</tr>
</tbody>
</table>
Walpole Calendar of Events 2014

January 2014
Chairman & Chief Executives’ Dinner
The Dorchester

February
Media Event on ‘Hotels & Leisure’
The Langham
Meet the Members hosted by Getty Images Gallery

March
Marketing & Communication Directors’ Dinner
The Savoy
Women in Luxury Lunch
The Connaught

April
Crafted Showcase & Launch
The Royal Academy
Crafted Media Briefing
The Royal Academy
Meet the Members hosted by Raymond Blanc and Smallbone of Devizes
TBC
China Entrepreneurs Club Briefing hosted by Harrods

May
Pre-GREAT Turkish Press Round Table
The Savoy
GREAT Festival of Creativity
The Seed, Istanbul
FT Business of Luxury Summit
Mexico City
Meet the Members hosted by Milligan Retail
TBC

June
CEO & Creative Directors’ Dinner.
Home House, Portman Square
The Goring
Meet the Members Event
Royal Ascot
By invitation only
Member HR Directors’ Dinner with Caspar Olyn QC
Brown’s Hotel
Member PR Breakfast for Entrepreneurs.
Recoo, Marylebone
Global Shopper Trends Forum with Global
Blue and Walpole British Luxury.
The Savoy
Walpole British Luxury Awards
Nominations Open

July
Best of British Showcase –
The Commonwealth Games.
Glasgow City Council Chambers

September
PR Briefing: ‘Made in’ & Emerging Markets
with Brooke Unger, The Economist
45 Park Lane
Member Financial and Legal Directors’ Dinner
with Lionel Barber, FT.
Mesmann’s
Meet the Members Event:
Fiona Barratt Interiors
TBC
By Invitation only

October
Walpole British Luxury Nominations Party.
The Savoy
Hindustan Times Luxury Conference
St. Regis Hotel in Mumbai, India

November
The Walpole British Luxury Awards
The V&A
Meet the Members Event: Scott Dunn
TBC
By invitation only
Glenfiddich Gallery Launch
ECCIA Ambassadors Roundtable
Brussels

December
BDO and Walpole Seminar: Structuring your
Business for International Expansion
BDO Office, Baker Street
Meet the Members: Soane Britain Whisky
Tasting Event
By invitation only
ECCIA Frontiers of Economics Launch
Brussels
Launch of the Economist Report in Luxury
The Economist, London
Walpole Calendar of Events 2015

January 2015
'Made in' Workshop
By invitation only
Brands of Tomorrow Launch Party
The Savoy Hotel
Walpole & Chalhoub Seminar
TBC
Chairman & Chief Executives’ Dinner
The Dorchester Hotel

February
Media Briefing, Hearst Magazines
TBC

March
GREAT Festival of Creativity
Shanghai, China
Women in Luxury Lunch
Claridge’s
Marketing & Communication Directors’ Dinner
TBC
Walpole, FT & French Chamber of Commerce
TBC

April
London Craft Week
TBC
Walpole Seminar: Middle Eastern Growth
BAFTA, 195 Piccadilly
Scottish Member Press Trip
Scotland

May
HR Directors’ Dinner
TBC