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# Walpole – Helping Young Fashion and Design Brands

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## What is Walpole?

[Walpole](#) is the voice of British luxury and currently has more than 250 British brands inculcated into its beliefs and philosophy. Walpole is registered on Companies House as The Walpole Committee Limited with Company Number 02519655. According to the 31 December 2018 accounts, the entity has net assets of £191,758 and retained earnings reserves of £202,664.

The lobby group counts Alexander McQueen, Burberry, Mulberry, Harrods, and Net-a-Porter among its membership.<sup>1</sup> Benefits to members include targeted networking with the opportunity to develop relationships with senior luxury executives from other brands and various events.

## How Walpole Helps Young Brands

Brands of Tomorrow is a Walpole initiative founded in 2007. Brands of Tomorrow was set up for new-founded, small British brands. Those who are successful in the application process are offered a mentorship scheme. Twelve brands are chosen every year with 108 brands selected to date.

British luxury brands with a turnover of less than £5 million which are perceived as pioneering growth, creating employment, and driving innovation in luxury for the foreseeable future, are offered a 12-month programme of networking and mentorship. Brands of Tomorrow alumni include these familiar British brands and entities: Emilia Wickstead, Charlotte Olympia, Business of Fashion, Bremont, Flowerbx, Orlebar Brown and Astley Clarke.

Brands of Tomorrow is supported by Mishcon de Reya, a London and New York-based legal consultancy firm, and Coutts, a private banking and wealth management operation.

## Walpole Crafted

‘Walpole Crafted: Makers of the Exceptional’ programme was founded in 2007 to enable small businesses to develop their business skills. The programme connected a new generation of skilled makers with luxury brands, promoting the craft component of luxury in a contemporary and sustainable way through mentorship and a series of workshops. Walpole has ended this initiative in 2017. According to its website:

*“After 10 incredible years nurturing Britain's talented artisans, Crafted: Makers of The Exceptional will no longer run in its current format. We will announce our next initiative supporting the sector in due course.”<sup>3</sup>*

## **Walpole Programme in Luxury Management**

The Walpole Programme in Luxury Management at London Business School was established in 2013 to identify and nurture carefully selected MBA students who aspire to become the next generation of luxury leaders. The students attend a series of Walpole-organised workshops, designed to build their commercial acumen. Each student is also assigned a mentor – a senior executive from within the Walpole membership – who provides guidance throughout the year. In 2019, a total of 16 MBA candidates were inducted into the Luxury Management programme.<sup>4</sup>

## **Support and Awards**

Besides the networking and mentorship offered by the Brands of Tomorrow programme, brands are invited to nominate themselves for the awards in the summer months, ahead of the ceremony each November.<sup>2</sup> Notable recipients in selected categories include:

- 2008 Manolo Blahnik – Luxury Legend
- 2009 Bremont Watches - Emerging British Luxury Brand
- 2010 Paul Smith - British Luxury Brand
- 2011 Erdem - Emerging British Luxury Brand
- 2012 Mulberry - British Luxury Overseas
- 2013 Orlebar Brown - Emerging British Luxury Brand
- 2014 Nicholas Kirkwood - Emerging British Luxury Brand
- 2015 Bottega Veneta - International Luxury Brand
- 2016 Charlotte Olympia Dellal - Best Luxury Brand Ambassador
- 2017 Ralph & Russo - Outstanding Achievement in British Luxury
- 2018 MatchesFashion.Com - British Luxury Brand of the Year
- 2019 Manolo Blahnik x The Wallace Collection – Creative Collaboration

Trophy awards are presented during a ceremony held in top central London venues such as Banqueting House, The Victoria & Albert Museum and The Dorchester. The awards have no cash value or incentive.

In general, it appears that Walpole does not directly provide any of brands or its members with financial support or aid.

## References

<sup>1</sup> Walpole website - About: <https://www.thewalpole.co.uk/about-walpole/history/>

<sup>2</sup> Walpole website – Awards: <https://www.thewalpole.co.uk/awards/>

<sup>3</sup> Walpole website – Crafted: <https://www.thewalpole.co.uk/programmes/crafted/>

<sup>4</sup> Walpole website – Luxury Management:  
<https://www.thewalpole.co.uk/programmes/programme-in-luxury-management/>

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