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May Partnership Programme for the

British Luxury *Summit*

23.05.2022



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It's about so much *more* Than luxury

Walpole strives to be a positive force in the global Luxury sector, bringing brands together to create a strong community that represents the very best of British luxury. Walpole shines a powerful spotlight on the most memorable and exciting people and brands across the world of luxury, helping to shape the aspirations of millions of luxury lovers and consumers. Walpole promotes a more inclusive and sustainable future, inspires the next generation and celebrates outstanding talent.

Walpole fosters positive change in luxury by promoting inclusivity, opportunity and sustainability





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Introduction

Walpole is the official sector body for UK luxury. Founded in 1992 as a not-for-profit organisation, it counts more than 250 British brands in its membership and is recognised in both Westminster and Brussels. As the voice of British luxury, Walpole's purpose is to promote, protect and develop a sector worth £48 billion to the UK economy, and destined to become a world leader in sustainability.

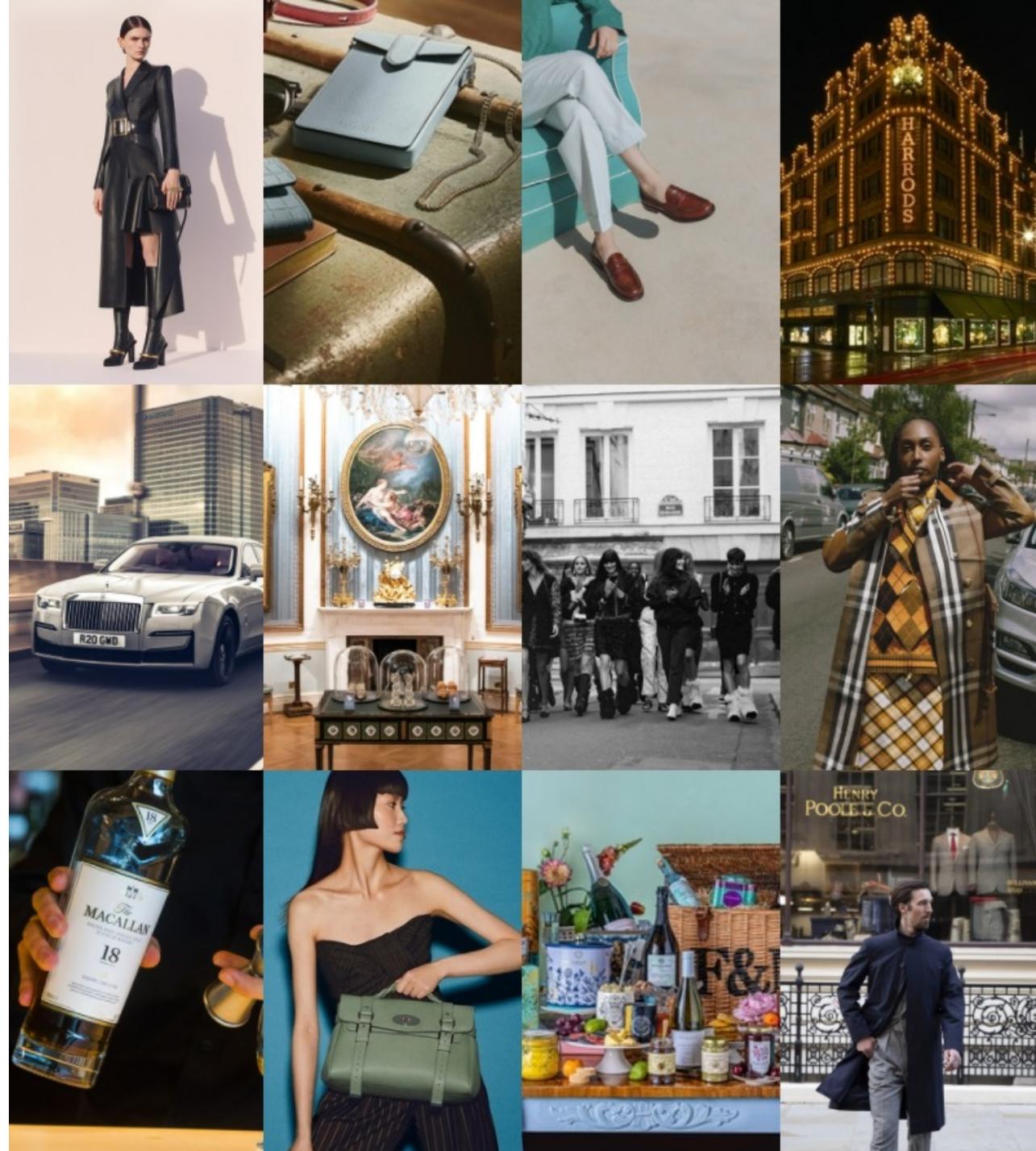
Formed in 1990 as 'The Churchill Group' by top-tier British companies, including British Airways, Chewton Glen, Coutts & Co, DAKS Simpson, The Financial Times, The Savoy Group and William Grant & Sons, the aim of the organisation was to promote British excellence, providing a community for the exchange of best practice ideas to drive business development. In 1992, The Churchill Group became Walpole, and in 2005, Walpole refined its mission statement from promoting British excellence to promoting, protecting and developing British luxury.

Walpole is the UK's only business organisation for luxury brands. Effective and influential, it speaks on behalf of more than 250 of Britain's finest and most famous brands across a wide range of sectors, collectively worth £48 billion to the UK economy, contributing 2.4% of the UK's GDP, and employing more than 160,000 people throughout the country.

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Walpole's Mission

Walpole's mission is to protect, promote and develop a sector that is the jewel in the crown of British business and a global calling card for British creativity, quality, entrepreneurship and sustainability, representing the very best Britain can do. Walpole achieves this by representing its members' interests at home and abroad, building networks and encouraging collaboration within our community, and providing members with knowledge, insight and expertise.



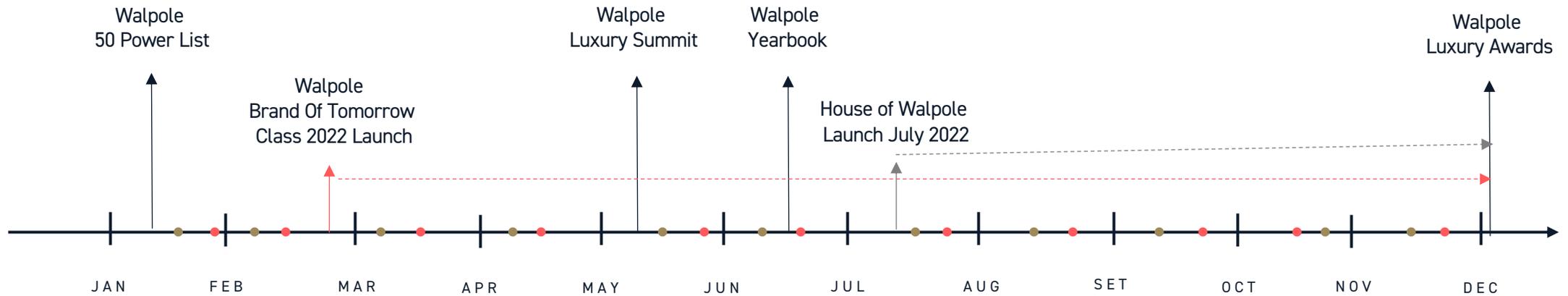
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What we do



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Walpole Events Calendar



- Walpole Members Socials
- Walpole Webinars / Round Tables / Discussion Panels

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Walpole Luxury Summit

The Walpole British Luxury Summit is the only thought leadership luxury event in the UK that joins the top opinion leaders and rising stars defining British luxury. This is an exclusive event that is open to members and non-members of Walpole.

- It's exclusive in the sense that it invites top leaders from within the luxury industry;
- it follows a hybrid format of content discussion, with individual presentations, corporate presentations and on-stage group discussions and talks;
- and the type of content is oriented to the industry leaders and members.

This year's edition will bring to its audience unique insights, exclusive analysis and cutting-edge research as well as compelling speakers, keynotes and panellists under the theme – A Radical New Vision for Luxury.





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Target Audiences

The Walpole has built an exceptional reach across the British luxury community, and globally, through its exclusive events, round tables, conferences, reports and webinars.

As a result, it has become an authoritative voice in the world of luxury industries and a curator of the ultimate luxury lifestyle.

For 30 years, Walpole has offered its members and partners to peerless networking, providing them knowledge, insight and expertise.

- Members
- Media
- Industry leaders and opinion makers

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Content Production

At the core of Walpole there is a powerful content engine that combines an in-house team of luxury experts plus a network of tastemakers, and also a huge network of local and international contributors and partners.

250 Members

Members, Partners and Friends

11 Sectors represented

Automotive, Aviation and Yachting; Beauty & Grooming; Culture; Fashion & Accessories; Food & Drinks; Hospitality & Services; Jewellery & Watches; Interior Design & Home Craftsmanship; Media; Property & Estates; Retail.

30,000 subscribers

+50,000

followers across social media

5+ Million

impressions across social media channels

+100

Though leadership events throughout several luxury industry areas

+1,000

articles published



Brands of Tomorrow

05 Oct 2021

The Deck and Turnbull & Asser launch four limited edition shirts

Women's tailor The Deck and Jermyn Street bespoke shirtmaker Turnbull & Asser have collaborated to release a new limited-edition collection of women's shirts by Savile Row. Turnbull & Asser is a Walpole member, and The Deck is a Brand of Tomorrow.

[Read more](#)



Walpole Summit

04 Oct 2021

Coherent Disruption by London Business School's Nader Tavassoli

Nader Tavassoli founded the Behavioural Research Lab at the London Business School and Walpole's Luxury Management Programme. In this hugely entertaining and stimulating session, filmed at Walpole's Future of British Luxury Summit at The Londoner in September 2021, Nader examined how certain brands stand out in the luxury market while their competitors simply copy each other. Here are five things we learned...

[Read more](#)



Member News

01 Oct 2021

Jo Malone London: It's more than a ribbon. It unites us.

Jo Malone London is supporting The Estée Lauder Companies' Breast Cancer Campaign with a special limited edition.

[Read more](#)



Walpole Programmes

05 Oct 2021

Regent's University London x Walpole Professorship | An interview with Andrew Maag, CEO, dunhill

Continuing our focus on the British luxury leaders who have become visiting professors at Regent's University London - as part of the Walpole x Regent's Professorship - we meet Andrew Maag, the CEO of menswear brand dunhill.

[Read more](#)



South Pole is a world-leading carbon project developer and climate solutions provider that has worked with major luxury brands on creating ambitious climate journeys. If you are considering developing a carbon offsetting strategy for your organisation, or want to understand how carbon compensation forms an important part of a net zero goal, read on...

[Read more](#)



Member of the Week

04 Oct 2021

Church's: The English shoemaker walking the world stage

Church's history can be traced back to 1617, when Anthony Church, a master shoemaker was handcrafting shoes in Northampton, England, a town renowned for producing fine footwear since medieval times.

[Read more](#)



Member News

04 Oct 2021

Rolls-Royce Motor Cars announces first fully electric car

Rolls-Royce Motor Cars has announced that, on-road testing of its first fully electric motor car is imminent. Here we share Chief Executive, Torsten Müller-Ötvös' statement announcing this seminal moment for the marque

[Read more](#)





Gareth Dunsmore

CHIEF MARKETING OFFICER, MCLAREN

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What our Members & Partners Say about us

“Why attend the Walpole Luxury Summit - for the cars we sell, the experience we deliver is more than just that. They are around this luxury experience that we’re providing to our customers. I wanted to listen and to learn from others, to see that we deliver that experience to people and to able to improve it for our customers day in day out.”

GARETH DUNSMORE
CMO, MCLAREN

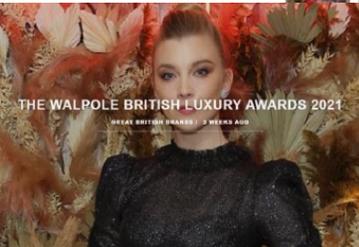
Media Coverage

FLASHBULB! Party pictures from around town

BY JOE SODMELY PHOTOGRAPHS BY JAMES PETERMAN



GOLDEN GIRLS, Solo
All that glitters was gold-fingered (and to celebrate the Annie's Eliza and Alice Trapestry collaboration, the launch of her new top at The Grande saw Amber Heard and Patsy Lett, among others, play and guess a phrase there and here in a colorful coupe - cheer!



THE WALPOLE BRITISH LUXURY AWARDS 2021
WALPOLE BRITISH LUXURY AWARDS 2021 - 1 WEEKS AGO

The Walpole British Luxury Awards 2021
Rita Ora missed seeing Richard Quinn after taking home the British Artists' Award during the evening presented by her boyfriend, Taika Waititi.



The year's most iconic of all about the future of luxury and what that looks like in a world that's being challenged by Brexit, the pandemic and climate change. The Best of British award was given to Dame Professor Sarah Gilbert with Barbours, championing her pioneering and life-saving work in the development of a globally recognized vaccination against Covid-19.
British Luxury Fashion Week, (Sponsored, with the 'Wag' in the UK, award, and for the 'Game Changer' award, McLaren Automotive was the top spot. Anya Hindemith was given the 'Visionary' award in part for being one of the Best British luxury entrepreneurs to put sustainability at the core of her brand and re-thinking retail through her art installation Relevance Hoyts Village (print).

COMMON DECEMY RELEASE!
Common Decemy
The style outfit-up with the Nishid to launch a new issue and open the hotel's club Common Decemy. The Law brothers looked great and the mag's editor, Lulu Day, got a midnight herby cake. Hip hip hooray!

EYES ON THE PRIZE, Maghair
The Walpole's annual Luxury Awards at the Dorchester drew 10,000 head to treasure. Rita Ora missed seeing Richard Quinn after taking home the British Artists' Award during the evening presented by her boyfriend, Taika Waititi.

FEATURED **autoevolution's Testing North**

McLaren Wins "Game Changer" Award for Design and Innovation in New Artura Hybrid Supercar

Home > News > Auto Events 16 Nov 2021, 21:58 UTC by Stephen Rivers

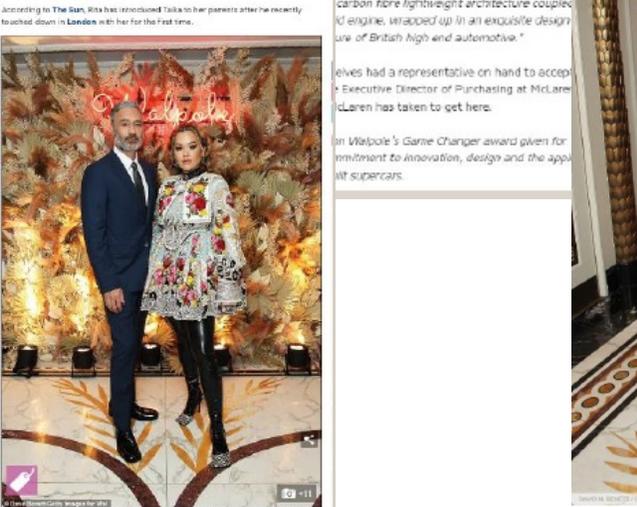
When McLaren unveiled the Artura, we knew it was going to push the brand further than ever. What we didn't realize is that it would be winning awards before anyone's even had the chance to review it.



Rita Ora, 30, wows in an embellished mini dress and thigh high boots as she larks around with Taika Waititi, 46, after 'introducing him to her parents'

Rita Ora put on a lived up display with her boyfriend Taika Waititi as they attended the Walpole British Luxury Awards at the Dorchester on Monday. The single, 30, looked incredible for the event as she struck a series of playful poses next to her film director partner, 46.

According to *The Sun*, Rita has introduced Taika to her parents after he recently touched down in London with her for the first time.



Couple: Rita Ora put on a lived up display with her boyfriend Taika Waititi as they attended the Walpole British Luxury Awards at The Dorchester on Monday

Londoner's Diary: Rita Ora's double act with Taika Waititi steals awards show



Londoner's Diary: Rita Ora's double act with Taika Waititi steals awards show. The couple stole the show at the Walpole British Luxury Awards 2021. Rita Ora, 30, and her boyfriend Taika Waititi, 46, were seen together at the event. Rita was wearing a floral-patterned dress and thigh-high boots. Taika was wearing a dark suit. They were both smiling and posing for the cameras.



Cat Decey pulls off a silk pyjama suit to perfection

The perfect outfit for the festive season



We quite often want to steal Cat Decey's chic and stylish wardrobe, but her latest look was even more elegant than usual.

The Walpole British Luxury Awards 2021

November 16, 2021. Last night over 300 industry creatives, leaders and influencers gathered for the annual Walpole British Luxury Awards to see the UK's best luxury brands and most talented individuals, rewarded for their exceptional achievements during a tumultuous year.



Rita Ora. Photo courtesy of Walpole

Held at The Dorchester and hosted by award-winning actor, **Nicola Byrne**, the ceremony was attended by **Rita Ora, Taika Waititi, Jason Fox, Giles Cooper, Benji, Emma Thynn**, Marchioness of Bath, **Nicola Baker, Yinka Abo and Richard E Grant**.

This year the awards looked towards the future, what it means to be the best and setting the bar high in a new post-Covid, post-Brexit world. As the only event dedicated to celebrating the very best of Britain, the Walpole British Luxury Awards recognise the contribution luxury and high-end businesses make to the UK.

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Keeping Good Company: Our Members

Harrods

RR

BY APPOINTMENT TO HER MAJESTY THE QUEEN
SUPPLIERS OF TOILET AND FINE TOILET PRODUCTS LONDON
MOLTON BROWN
LONDON

McLaren

FORTNUM & MASON
EST 1707

FARFETCH

SAVOY



The MACALLAN

ANABELA CHAN
JOAILLERIE

BURBERRY
LONDON ENGLAND

SELFRIDGES & CO

BY APPOINTMENT TO HER MAJESTY THE QUEEN
BY APPOINTMENT TO HER MAJESTY THE QUEEN
FLORIS
LONDON
BRITISH FAMILY PERFUMERS SINCE 1730

Mulberry

BOODLES
1798

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Walpole
Luxury Summit 2022

23.05.2022

THE LONDONER, LEICESTER SQUARE

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The 2021 Future of British Luxury Summit

2021 Summit was set firmly on the future: post-pandemic, the key message was that the luxury recovery will be fast, with the sector on the brink of a radical renaissance.

The Summit was designed to equip guests with some of the insights, trends and themes that will help their brands sprint out of the post-Covid starting gates in pursuit of luxury's next boom.

During the event, guests heard about the road map for luxury growth; digital transformation; China; and the changing face of luxury and a crucial focus on relevance. There were also sessions on culture and creativity, and sustainability, purpose and innovation. The day was intended to provide a robust toolkit of information, insight and inspiration to help brands take advantage of those opportunities ahead.

In 2021 we had:

- + 155 of our member brands attending
- + 25 luxury media
- + 90 CEO's, Directors and VIP from the luxury ecosystem.

Speakers included:

Anya Hindmarch CBE, Founder, **Anya Hindmarch**
Yana Peel, Global Head of Arts & Culture, **Chanel**
Gareth Dunsmore, Chief Marketing Officer, **McLaren Automotive**
Federica Levato, Partner, **Bain & Company**



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The Walpole Luxury Summit 2022

A Radical New Vision for Luxury

Join us in-person on the 23rd May at the capital's newest hotel, The Londoner, for the Walpole British Luxury Summit 2022.

Luxury is set for its biggest-ever bounce back: the global luxury market could reach €370 billion by 2025, an increase of €150 billion in 2020, according to analysts. But how can British luxury brands take advantage of that potential? Who will be the winners and the losers? And what lessons have been learned after the pandemic?

We will explore these questions, as well as the power, purpose and paradox at the heart of a luxury industry in flux, on Monday 23rd May at this year's Walpole Summit.

The event will bring together over 300 luxury professionals and expert speakers as we share unique insights, exclusive analysis and cutting-edge research – and take a detailed look at what's next for British luxury.

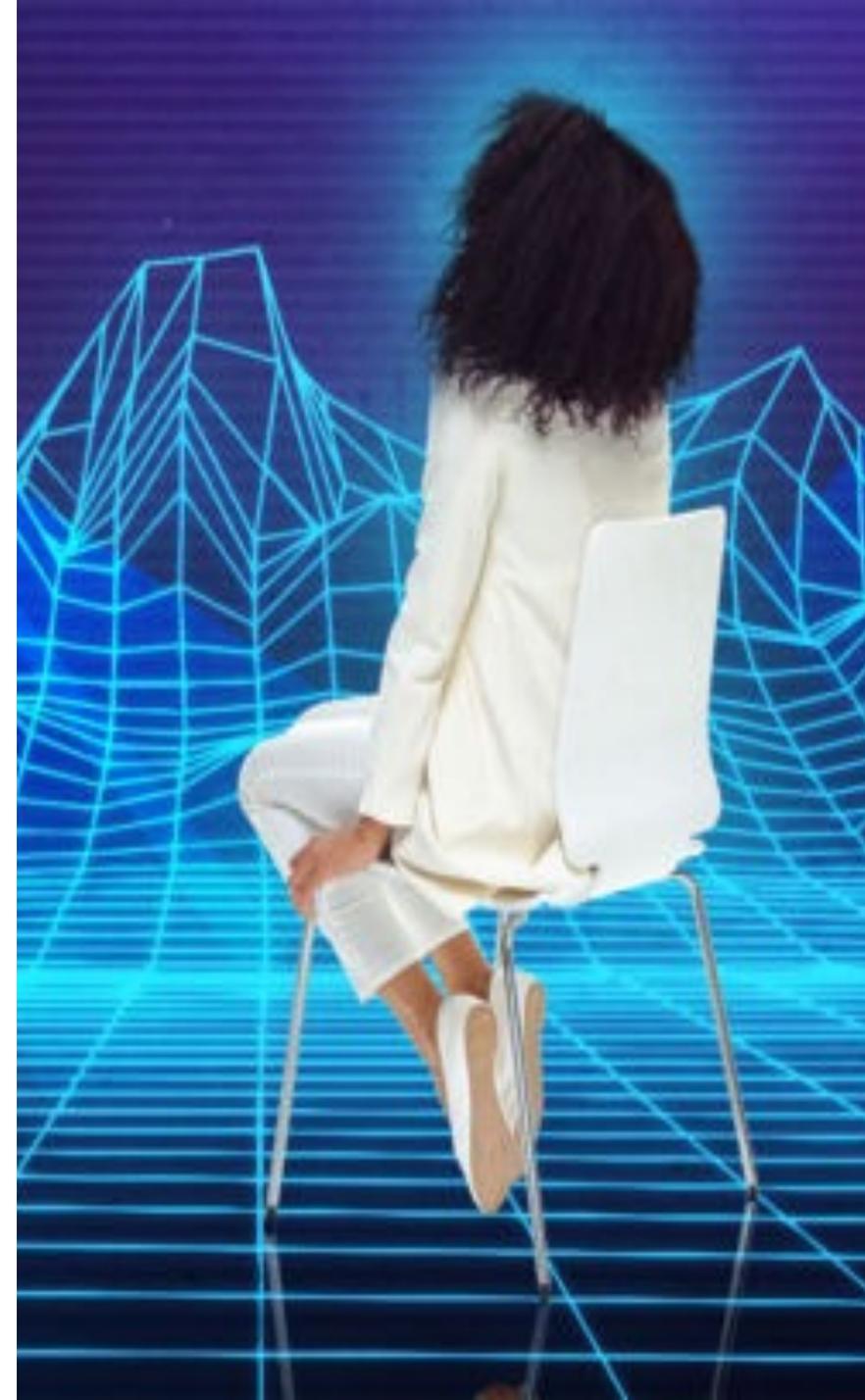
The Walpole Summit will be the place to hear and experience what the leading Luxury brands think of it.

Speakers include:

Brian Duffy, CEO **Watches of Switzerland**

Marie-Claire Daveu, Chief Sustainability Officer, **Kering**

Misan Harriman, Chair **Southbank Centre**, Photographer, Campaigner



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The Venue

Staggering, spacious and beguiling. The Londoner's centrepiece is an eye-catching statement of contemporary design, alluding to the theatres of the West End. A modern homage to the halcyon days of entertainment.

From arrival to departure, The Ballroom presents a beautiful and seamless journey for your guests. A state-of-the-art audio-visual spectacle for 350 people in one pillar-less room, featuring stunning pre-function areas.

This year we will have:

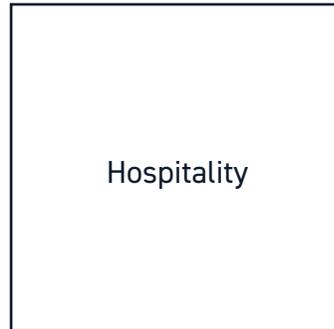
- + 200 of our member brands attending
- + 50 luxury media
- + 100 CEO's, Directors and VIP from the luxury ecosystem.



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Partnership Opportunities

Our Luxury Summit Partners, will enjoy a plethora of touch points opportunities that will able your brand to have a bespoke presence at the event.



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Visibility

At the Summit event, your brand will feature on all our marketing collaterals, including e-tickets, programmes, as well as media walls, keynote and press releases. Your brand's logo will also feature on stage set throughout the duration of the event.



OFFICIAL PROGRAMME



MEDIA WALL





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Activation

As our Partner, your brand will have multiple opportunities to engage with our members and guests. We are committed to working with you and come up with creative ways for your brand to reach out, communicate and engage with our audiences.

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Hospitality

As our Partner for the physical edition of the Walpole Luxury Summit 2022, you will receive invitations to our event accordingly to your involvement level. You will also be given the opportunity to acquire additional tickets at a discounted price.

There is no limit in numbers for your brand to bring along collaborators, clients or media. Our summit is the perfect occasion to network at the highest level and to showcase your products/services or brand.



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Content & PR

As our Luxury Summit Partner, your brand will benefit from a 4-month PR campaign by being included in press releases leading up to the Summit, social media posts leading up to the date of the event, and coverage during and post event.

Depending on the Partnership Tier, there are opportunities for your brand to be featured on our social media channels and website page.

Depending on the package, this can include:

- **Social media** (Instagram, Facebook, Twitter) posts and stories during the pre, during and post event
- Inclusion in the **highlights video** published worldwide after the event
- **Bespoke video** and **social media** content
- Inclusion in **articles** on the Walpole website



Walpole Partner Insight

27 Sep 2021

Capitalising on the Direct To Consumer opportunity in Asia's fast-growing economies By ESW

The 2021 Future of British Luxury Summit, held in September at The Londoner, provided a robust toolkit of information, insight and inspiration to help brands to navigate any challenges and take advantage of the opportunities ahead. Today we share the latest research from ESW, one of the Summit's partners, which takes a look at how businesses can capitalise on opportunities in the growing Asian markets.

[Read more](#)



Walpole Summit

27 Aug 2021

The Future of British Luxury by Kerry Golds, Managing Director, Abercrombie & Kent



Walpole Summit

11 Oct 2021

The Global Outlook for Luxury | By Federica Levato, Partner, Bain & Co.

Federica Levato is the co-author of Bain & Company's annual Luxury Goods Report, produced with Altgamma - Walpole's sister organisation in Italy - and a key source of market information for the sector. During September's Future of British Luxury Summit, Federica's shared Bain's insights and findings about the luxury sector's post Covid bounceback.

[Read more](#)



Walpole Summit

13 Sep 2021

The Five Things You Should Know About China by Adam Knight, TONG

The 2021 Future of British Luxury Summit featured numerous, actionable insights from expert speakers. Today we share the Five Key Things You Need To Know About China Right Now, as presented by Adam Knight from TONG.

[Read more](#)

Partnership Tiers

Tier 1 – Main Partner

For full visibility and maximum ROI

Tier 2 – Official Partner

For top visibility and opportunity to showcase your brand to the leaders of the British luxury industry

Tier 3 – Partner

A guaranteed presence at our summit with networking and brand awareness as a goal

Tier 4 – Supporter

To participate in the biggest luxury summit in the UK.

Fees will have a 20% discount for Walpole Members and Partners.

Summit Partnerships Tiers				
Assets	Tier 1	Tier 2	Tier 3	Tier 4
Naming	Main Partner	Official Partner	Partner	Supporter
Category Exclusivity	Yes	Yes	No	No
Branding & Visibility				
Logo size	100%	75%	50%	30%
Event Logo Vertical Lock-Up	*			
Logo inclusion in Marketing material				
Invitations	*	*	*	*
Programme	*	*	*	*
Menu	*	*	*	*
F1 Boards	*	*	*	*
Stage set	*	*	*	
Website - Summit Page	*	*	*	
Press Releases	*	*	*	
Highlight video card	*	*	*	
Speakers Panel Slot				
30 minutes slot	*			
20 minutes slot		*		
Activation Area				
2x2 sqm	*			
1x1 sqm		*		
Goody bag / Table drop	*	*	*	*
Hospitality - Tickets				
10 tickets + 3 Media tickets	*			
5 tickets + 1 Media ticket		*		
3 tickets + opportunity to buy 5 more at 50% discount			*	
2 tickets + opportunity to buy 5 more at 30% discount				*
Face to Face introduction to 5 Walpole Members	*	*		
Content & Digital & Social Media Campaign				
Instagram Posts at Walpole SM channels	*	*		
Content Piece at Walpole Website	*	*		
Dedicated Page on Website	*	*		

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The Walpole Team & Board

We're looking forward to working with you, and hope you can join us on this exciting journey into a truly vibrating world of the British luxury industry, please don't hesitate to get in touch.



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