

COMMERCE

Walpole appoints Harrods' Michael Ward as chairman

February 12, 2016



Image from Harrods' August Made With Love magazine issue

By STAFF REPORTS

British luxury alliance Walpole has named Michael Ward chairman of the group that counts Aston Martin, Burberry and Boodles as members.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Since 2005, Michael Ward has been managing director of Harrods, and he has been a member of the Walpole board since 2012. He succeeds Ben Hughes, deputy CEO of the Financial Times, who stepped down after a four-year tenure as chairman.

New leadership

Mr. Ward has previously held leadership roles in Walpole, having served as president of the European Creative and Cultural Industries Alliance from 2014 to 2016. He will take his new position within the alliance effective immediately.

In a statement about his appointment, Mr. Ward said, "I am delighted to take on the role of chairman at Walpole and I look forward to working closely with Walpole CEO Michelle Emmerson, the board and our members to continue to fulfill our mission to promote, protect and develop the British luxury industry both at home and overseas.



Walpole chairman Michael Ward

"On behalf of the board and our members, I would like to thank Ben for the significant contribution he has made to

the organization and for the passion and energy with which he has supported all that we do," he continued.

Walpole, which includes 170 brands, works to promote and protect the unique value proposition of British luxury, among them heritage, craftsmanship, design and innovation. Beyond an issue for brands alone, luxury activities represent a contribution of 32 billion pounds, or \$46 billion at current exchange rates, to the British economy, and they are a prime creator of jobs.

Preserving British luxury's identity is important, particularly as brands venture outside of the United Kingdom.

British brands looking to gain a foothold in the United States would do well to emphasize their "Britishness," according to panelists at "GREAT Britain on Madison Avenue" held on Nov. 5.

British identity is wrapped up into ideas of elegance, heritage and wit. Brands venturing out of the United Kingdom into the U.S. or other countries need to find ways to inform consumers not just of the brand but of the significance of its home country ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.