

MEDIA/PUBLISHING

Walpole yearbook pays homage to all-things UK luxury

February 16, 2017



Walpole's 25th anniversary promotional banner

By STAFF REPORTS

British luxury alliance Walpole has produced the 15th edition of its annual yearbook as it celebrates 25 years since its founding.

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Walpole's mission is to promote, protect and develop the qualities of United Kingdom-based luxury houses by lending its support to tradition, heritage and craftsmanship. The United Kingdom's luxury businesses, from apparel and jewelry to hospitality and automotive, contribute more than 32 billion, or \$34 billion at current exchange, to the country's economy as well as being a lucrative source of employment.

Paging through luxury

Walpole counts 170 of Britain's top luxury houses as its members including Burberry, Alexander McQueen, Rolls-Royce, Boodles, Harrods and Jimmy Choo.

For the last 15 years, Walpole has put together a member showcase to underscore not only their work but their importance to the U.K.'s heritage and economy. Walpole has entitled this year's edition as "A Sense of British Luxury."

This year's special-edition celebrates Walpole's 25th anniversary and includes editorial contributions from journalists well-versed in the alliance's dealings and British luxury.

A Sense of British Luxury 2017 includes passages by Dylan Jones, editor of British GQ, Michelle Ogundehin, editor in chief of Elle Decoration UK and Financial Times' columnist Nicholas Lander, among others.

In addition to essays, A Sense of British Luxury includes brand showcases of Walpole's members.



Walpole's A Sense of British Luxury 2017

The book, distributed by Freight Brokers and printed on paper by Walpole-member G.F. Smith Papers, will be circulated in the guest rooms at Fairmont Raffles hotels around the world.

Additionally, Walpole's A Sense of British Luxury will be placed throughout the private VIP lounges at London's Heathrow International Airport.

Copies will also be available on Walpole's new Web site going live in April. Walpole's 2016 edition, "The Allure of British Luxury," can be viewed [here](#).

Walpole recently appointed Helen Brocklebank as CEO. Ms. Brocklebank succeeded Michelle Emmerson who was Walpole's part-time CEO for four years.

Michael Ward, executive chairman of Walpole as of February 2016 ([see story](#)) said, "I'm delighted that Helen is on board. She brings immense experience within the luxury sector and truly understands the qualities of British luxury.

"On behalf of the board and our members, I would like to thank Michelle for the significant contribution she's made over the past four years," he said. "Under her leadership, Walpole has gone from strength to strength.

"As Walpole celebrates its 25th anniversary, Helen takes the reins at a time when a strong voice is needed to promote, protect and develop the interests of British luxury. I'm looking forward to working with Helen as she drives Walpole to the next level."

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