

MARKETING

## Walpole imparts wisdom on next-generation entrepreneurs

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*Walpole looks to a variety of experts in various fields for advice. Image credit: Walpole*

By BRIELLE JAEKEL

British luxury alliance Walpole is sharing knowledge and insights from the United Kingdom's most-innovative brand leaders, hoping to nurture the next generation of entrepreneurs.

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The Walpole 100 is the alliance's special new guide that shares 100 tips from the top British entrepreneurs. These insiders share their inspiration, lessons learned, the advice they were given and any other important insights learned along the way that can help a younger generation.

"Supporting the new generations of innovators and luxury entrepreneurs with its mentoring programmes is at the heart of Walpole does and this campaign recognises that," said Charlotte Keesing, Walpole's director of public affairs. "It is more important than ever that these fledgling brands are given the support they need to move onto their next stage of evolution.

"We believe that these programmes support the success and dynamic growth of this important industry through transference of skills, experience and know-how to ensure continued creative development and growth," she said. "They create mutually beneficial relationships between established and up-and-coming luxury brands and individuals, which not only allows the British luxury industry and the wider business economy to survive, but to thrive."

Encouraging future entrepreneurs

CEOs, innovators, entrepreneurs and powerful executives have assisted Walpole in its task to impart wisdom on future tycoons by offering advice detailed in its guide.



*Walpole experts come from a variety of fields. Image credit: Walpole*

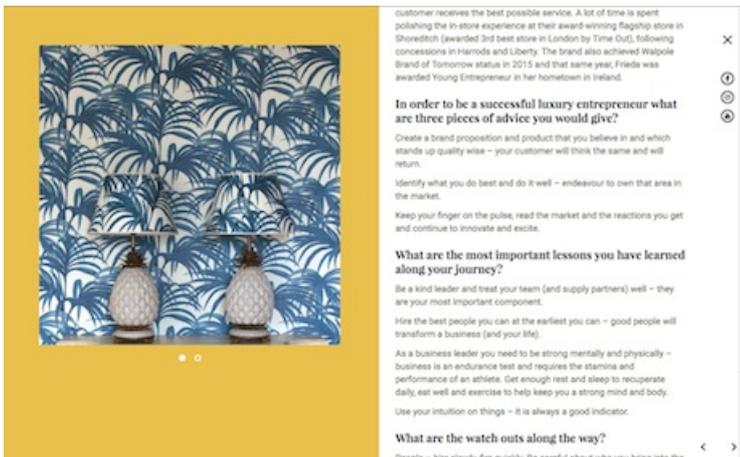
The Walpole 100, secrets of the entrepreneurs, packaged exactly 100 pieces of information and tips as an exclusive, insiders' guide. For instance, the first listed tip comes from Walpole's Brand of Tomorrow 2017 member and designer Alexandra Llewellyn, who says, "Try to maintain a sense of perspective."

Many are simple and strong such as Ms. Llewellyn's advice, but others are more specific such as Camilla Elphick's addition. Another member of this year's Brands of Tomorrow, Ms. Elphicks explains, "Remember to listen to your customer and move quickly to produce products that perform well it is too easy to become attached to designs you like!"

Walpole shares its guide with followers asking, "Ever wanted to know what it takes to launch a successful luxury brand? Or learn what inspires some of Britain's most innovative luxury leaders?" The alliance is offering guidance to these queries through its 100 points.

Categories of entrepreneurs featured in the guide span fashion and apparel, food and drink, fragrance and cosmetics, interiors and design, jewelry and watches, leisure and service and lifestyle.

While interested readers can download the guide with 100 tips, Walpole's dedicated site features more in depth information. Each entrepreneur who is featured on the guide has their own tab, where Walpole provides a Q&A for a better look at what advice the expert has to give.



*Walpole's Q&A. Image credit: Walpole*

Walpole initiatives

Earlier this year, the alliance produced the 15th edition of its annual yearbook as it celebrated 25 years since its founding.

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 ([see more](#)).

Walpole, which counts Aston Martin, Burberry and Boodles as members, also named Michael Ward chairman of the group last year.

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 ([see more](#)).

"The Walpole 100 - Secrets of the Luxury Entrepreneurs' is multiplatform campaign, which like Walpole's development programmes, brings together a wealth of knowledge from British luxury brands at many stages of development all entrepreneurial," Ms. Keesing said. "We are consistently impressed by the self-starting nature of the brands that participate in Brands of Tomorrow and extremely grateful to mentors that give their valuable time and experience to help guide and nurture the next generation.

"Luxury in the UK is an extremely collaborative industry - possibly out of necessity, as it doesn't receive government funding - so we're delighted that the participating brands felt compelled to share the secret to their success."

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