



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

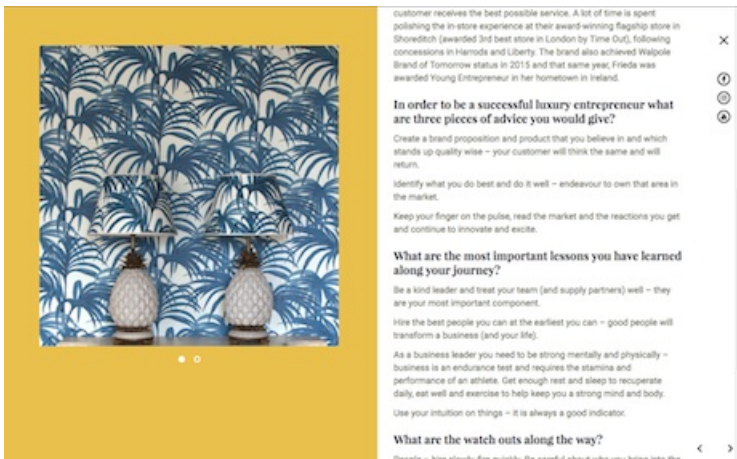
The Walpole 100, secrets of the entrepreneurs, packaged exactly 100 pieces of information and tips as an exclusive, insiders' guide. For instance, the first listed tip comes from Walpole's Brand of Tomorrow 2017 member and designer Alexandra Llewellyn, who says, "Try to maintain a sense of perspective."

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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