

MARKETING

Helen Brocklebank – Luxury Woman to Watch 2018

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Helen Brocklebank is chief executive of Walpole

By STAFF REPORTS

Helen Brocklebank

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Chief executive, **Walpole**, London

"In common with all British businesses, Brexit is the single biggest challenge"

What do you most like about your job?

I'm full of missionary zeal when it comes to British luxury. Nothing makes me happier than evangelizing about the extraordinary creativity of the sector and the talent that makes British luxury such a huge global success story.

What is the biggest challenge in your job?

In common with all British businesses, Brexit is the single biggest challenge.

Key issues for British luxury are around continued access to talent, free movement of goods in Europe and the enormous complexities of intellectual property legislation.

British luxury is resilient and innovative, and we're confident we will get through it, but there's a lot to do to make sure that the specific needs of the sector are heard during the negotiations.

What is your work priority for 2018?

British luxury is the jewel in the crown of British business. It's worth 32.2 billion pounds, or \$41.2 billion at current exchange rates, to the U.K. economy more than fashion and more than automotive and employs more than 120,000 people.

I'm determined to get the sector the recognition it deserves. I also want to take Walpole's Brands of Tomorrow program, which has helped British brands such as Bremont, Orlebar Brown, Charlotte Olympia and Nyetimber on their way to global success, to the next level.

What is your proudest achievement in luxury?

Bazaar At Work and Bazaar Art, the omnichannel brand extensions I launched at UK Harper's Bazaar, will always

give me a huge sense of satisfaction, but joining Walpole as CEO is the crowning achievement.

I'm so proud to be able to give something back to the sector in which I built my career, and to work to protect and promote its interests.

How do you see luxury evolving in 2018?

Three key trends will continue to grow in importance next year:

Emotion - the value of experience and the way a brand makes you feel has ever-increasing potency in a digital world.

Purpose - success with millennials, in particular, will depend on communicating a sense of social purpose and of doing good in the world, of a responsibility to people and planet.

Making - the allure of seeing the craftsmanship and extraordinary skill that goes into creating an exceptional object or experience really builds value.

A niche worth watching out for is wellness, an iteration of the experience/emotion trend. Harrods' new Wellness Clinic is a great example of where this trend will lead.

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