

GOVERNMENT

Walpole hopes for pro-business Brexit to save luxury brands

July 6, 2018



Helen Brocklebank CEO of Walpole makes a statement. Image credit: Walpole

By STAFF REPORTS

British luxury alliance Walpole has made a statement urging the U.K. government to protect jobs in the nation post Brexit.

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

The group is hoping to see a pro-business Brexit to protect the country's luxury business, which it says contributes 32.2 billion pounds, or \$42 billion, to its economy. Walpole states that British luxury brands are committed to keeping their businesses within the country despite fears of a hard Brexit.

"We urge the government, once famous for being the party of business, to deliver a pro-enterprise Brexit, enabling our members to protect jobs in the U.K. and continue to promote Brand Britain around the world," said Helen Brocklebank, CEO of Walpole, in a statement.

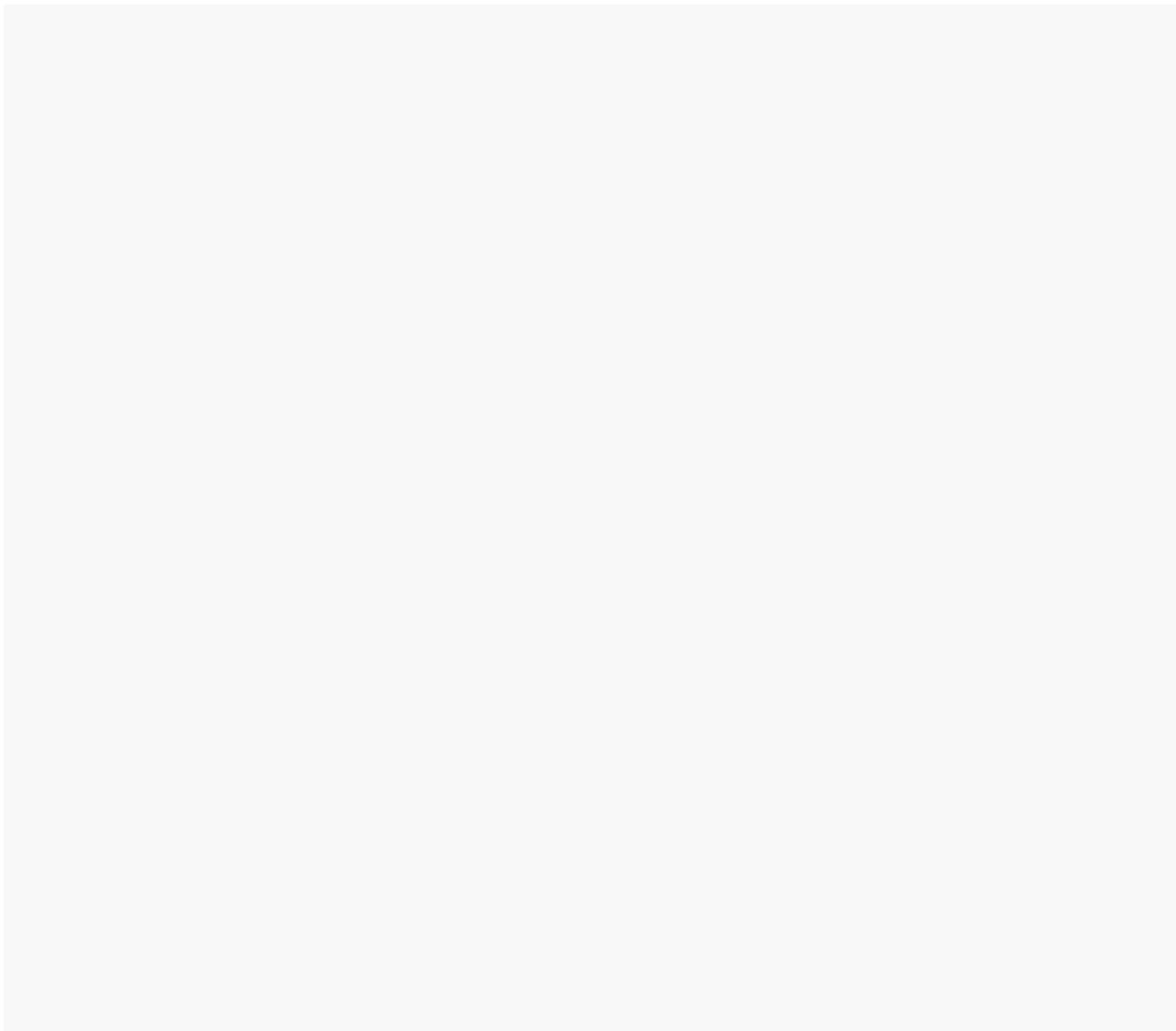
Brexit impact

Walpole's statement insists that the British luxury industry supports 25 billion pounds, or \$33 billion, of the world's economy.

Luxury in the U.K. employs 110,000 individuals throughout the country, which Walpole is hoping the government will work to employ.

"Britain's luxury companies are passionate about their country," Ms. Brocklebank said in the statement. "Their Britishness is a fundamental part of their customer appeal and these businesses are proud of their role in making Brand Britain famous around the world.

"However, for the small or medium businesses and entrepreneurs, the ramifications of a hard Brexit could be ruinous and poses a risk to the country's prosperity and the value of Brand Britain," she said.



The British luxury sector joins call for a pro-business Brexit: "We urge the government, once famous for being the party of business, to deliver a pro-enterprise Brexit, enabling our members to protect jobs in the UK and continue to promote Brand Britain around the world." - Helen Brocklebank, @walpoleceo. Read more on our website, link in bio.

A post shared by Walpole (@walpole_uk) on Jul 6, 2018 at 4:24am PDT

Walpole is not the only association that is urging the government to be careful with regulations post Brexit.

Prior to an E.U. Summit earlier this year, the European Automobile Manufacturers' Association shared the implications of a significantly damaged auto industry if sector-specific guidelines are not handled with care in regards to Brexit.

With 300 automotive production plants spread across Europe and many different countries involved in the assembly process of individual models, E.U. standards will have a big impact on the industry. The ACEA is focused on whether or not British-approved vehicles will be allowed to sell in the E.U. ([see story](#)).