

ARTS AND ENTERTAINMENT

Walpole, BBC StoryWorks to launch debut documentary series on British luxury

December 8, 2020



An estimated \$5.84 billion, or 4.5 billion, in luxury sales was generated last year by international visitors to the United Kingdom. Image credit: Walpole, Heathrow Airport

By LUXURY DAILY NEWS SERVICE

Walpole, the trade group for U.K. luxury, has partnered with BBC StoryWorks to produce a documentary series on British luxury.

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Titled "Love Letters from Britain," the BBC show will cast a light on the sector's brands and key players in the U.K. The national broadcaster's intent is to showcase the heritage, craftsmanship and creativity of the British luxury community and the series is set to air in the second quarter of 2021.

"The goal is essentially to help support our remit to promote British luxury," said Tania Pearson, a spokeswoman at **Walpole**, London. "BBC Storyworks is doing this in partnership with Walpole to produce beautifully crafted films that help tell the story of British luxury to a global audience."

Global audience sought

The series of films will be able to be accessed via BBC.com and will be distributed around the globe.

As part of the tie-up, Walpole will also support a marketing and social media campaign by BBC StoryWorks, which drives audiences to the films. The series will also include editorial content for the purpose of brand education.



Boris Johnson, prime minister of the United Kingdom, will oversee the U.K.'s separation from Europe on Jan. 1. The arrival of Brexit is expected to deal a blow to luxury brands. Image credit: 10 Downing Street

Knee-deep in research, journalists with BBC StoryWorks have reached out to members of Walpole, which include the likes of Bentley, Jo Malone and Waterford, to discuss the project and explore relevant themes. This part of the project is slated to take four weeks.

The full series requires funding to go ahead, for which Walpole partners and sponsors are being recruited.

A powerful lobbying group for the luxury industry in the U.K., Walpole is still protesting the British government's move to stop overseas visitors to the United Kingdom from obtaining a VAT refund on items they buy in the country and take home with them in their luggage.

The government will end the VAT Retail Export Scheme for tax-free shopping for visitors from all countries in the U.K. on Dec. 31. The move comes as the U.K. is set to make a clean break from the European Union ([see story](#)).

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