

RETAIL

## Walpole announces 2021 Brands of Tomorrow participants

February 24, 2021



Walpole announces 12 brands being featured in its 2021 Brands of Tomorrow program. Image courtesy of Walpole

By LUXURY DAILY NEWS SERVICE

British luxury trade association **Walpole** has announced the 2021 participants for its annual Brands of Tomorrow program.

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

The 2021 Brands of Tomorrow program will provide skills and support in navigating general market and COVID-19 challenges to 12 of Britain's most innovative luxury companies. Walpole launched its Brands of Tomorrow program in 2007 and aims to continue helping brands grow significantly.

"It is with great delight that Walpole welcomes a new cohort of creative entrepreneurs to the 2021 Brands of Tomorrow," said Helen Brocklebank, CEO of Walpole, in a statement. "This initiative was designed to help early-stage luxury brands drive their success, creating economic growth for the country.

"As we move beyond the pandemic, and forge a new vision of Global Britain, its role has never been so important," she said.

### What tomorrow brings

With many stores closed and in-person shopping profusely limited due to COVID-19, Walpole will promote the Brands of Tomorrow by launching its first virtual boutique. The Walpole Instagram account, @walpole\_uk, will act as a shoppable storefront, offering consumers the ability to purchase products from the 2021 Brands of Tomorrow.

The Walpole 2021 Brands of Tomorrow include Bramley, Eight Lands, Equi, ETO, Hancock, Harper Concierge, Marfa Stance, Motley, My Wardrobe HQ, Rothschild & Bickers, Sarah Haran and The Deck. Each brand will participate in a 12-month program that offers workshops on business development topics and partnerships with mentors who have senior leadership roles at luxury companies.



*Motley, an independent jewelry design brand, is one of Walpole's 12 Brands of Tomorrow for 2021. Image courtesy of Motley*

The 12 brands will also be given access to Walpole's membership of more than 270 of Britain's prestigious luxury businesses and cultural institutions. Walpole has partnered with Mishcon de Raya and moneycorp to also sponsor the event.

"Never has Brands of Tomorrow been more important or had more to offer," said Balthazar Fabricius, co-chairman of Brands of Tomorrow, in a statement. "From our fabulous mentors who give so generously of their time, to the experts and captains of industry who provide our workshops, together with the latest guidance and political insights from Walpole we're looking forward to supporting our brilliant brands."

Walpole continues to expand and innovate in adding to its network of brands.

British automaker McLaren Automotive recently joined the membership of Walpole, taking its place alongside esteemed brands such as Burberry, Fortnum & Mason and Claridge's. By joining Walpole, McLaren will further enforce its luxury brand positioning based on its pioneering technology, innovative design, performance and ownership experience ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.