

EDUCATION

Walpole, Regent's team for visiting professor partnership

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One of the flagship programs at Regent's is the M.A. in Luxury Brand Management. Image credit: Walpole

By LUXURY DAILY NEWS SERVICE

British luxury trade association Walpole is partnering with Regent's University London on a new educational endeavor.

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The Walpole Professorships will look to inspire tomorrow's luxury leaders by connecting influential senior figures from leading luxury brands directly with students. Regent's is an existing **Walpole** member, and more than 80 percent of its student body are from outside the United Kingdom.

"We're delighted to be partnering with Walpole to launch the Visiting Professorships program," said Professor Geoff Smith, vice-chancellor and CEO at **Regent's University London**, in a statement.

"By inviting the visiting professors to Regent's to share their wealth of experience with our students, the leaders of tomorrow, we have created a prestigious initiative as part of the future-facing, well-connected and entrepreneurial education that we promise," he said.

Luxury lessons

Both Walpole and Regent's share a strong emphasis on strengthening the talent pipeline in the luxury sector. This new collaboration is an outcome of this ideology.

The Walpole Professorships is launching this year with department store Harrods, McLaren Automotive, The Peninsula London and luxury goods brand dunhill.

"The future of British luxury is being shaped by the next generation; a generation that is entirely global in its mindset and shaped by our digitally interconnected world," said Michael Ward, managing director at Harrods and chairman of Walpole, in a statement.

"For Harrods, the partnership with Regent's University London provides their international students with real-world experience of a fast-paced environment, while allowing us to learn from this next generation of leaders from around the world," he said.



Participating brands include Harrods, McLaren, The Peninsula London and dunhill. Image credit: Regent's University London

Mr. Ward is one of the founding members of the new partnership, regularly inviting students to behind-the-scenes visits at Harrods and helping bring guest lecturers to the university's Central London campus.

Other inaugural Walpole Professors joining Mr. Ward include Mike Flewitt, CEO of McLaren Automotive; Sonja Vodusek, managing director of The Peninsula London and Andrew Maag, CEO of dunhill.

Regent's offers several academic programs focusing on luxury brand management and fashion, including a Master of Arts in luxury brand management, making the university a fitting partner for Walpole.



Helen Brocklebank and Geoff Smith. Image credit: Regent's University London

"The future of British luxury is now in the hands of the next generation and this exciting partnership with Regent's University London will certainly help our members get ahead of the curve," said Helen Brocklebank, CEO of Walpole, in a statement.

"But the real value of this partnership will be its benefit for all involved and I am so looking forward to helping to inspire the global luxury leaders of tomorrow."

Earlier this summer, Walpole shared the untold stories of some of the U.K.'s most renowned brands in a new series of short documentary-style films.

Produced for Walpole by BBC's content studio StoryWorks and supported by the GREAT Britain & Northern Ireland Campaign, the "Love Letters from Britain" series aims to inspire a global audience by showcasing the individuals and businesses who are innovating the \$66 billion industry ([see story](#)).