

RETAIL

New COVID-19 restrictions should not derail luxury shoppers: Walpole

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Boris Johnson, prime minister of the United Kingdom, announced new policies in response to rising Omicron numbers. Image credit: 10 Downing Street

By LUXURY DAILY NEWS SERVICE

British luxury trade association Walpole believes that new restrictions stemming from the Omicron variant of the COVID-19 virus will not discourage luxury shoppers this holiday season.

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In response to rising Omicron numbers, U.K Prime Minister Boris Johnson implemented "plan B" measures insisting people work from home when possible and that face masks would be a legal requirement in public indoor areas starting Friday. Starting next week, vaccine passports will also be required for people who are wishing to attend crowded venues, but Walpole believes these policies will not keep consumers from shopping.

Plan B

The Guardian reports that government experts are warning of an estimated 10,000 Omicron infections in the United Kingdom currently, which could rise to 1 million by the end of the month. This reportedly propelled the Prime Minister to action.

Walpole is not concerned with luxury shoppers halting their retail purchases, but instead apprehensive that continued restrictions will affect the hospitality sphere. Luxury retailers have enjoyed steady business from domestic consumers who have canceled travel plans and instead invested their money in physical products.

Several Walpole members are now directing their attention to the first quarter of 2022, forecasting a soft quarter, while confidence in Q4 2021 trading continues to be high.



Walpole promotes the interests of the \$66 billion U.K. luxury business. Image credit: Walpole

In July, Walpole debuted a new brand look and Web site, alongside a brand-new look for the organization, signaling the next phase in the development of the U.K. luxury lobby.

The debut of the new digital branding ran alongside the introduction of Love Letters from Britain, designed as a series of films produced for London-based Walpole by BBC Storyworks, underlining the modernity and innovation of the United Kingdom's luxury brands ([see story](#)).

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