



Membership Guide

Walpole



Walpole *promotes, protects and develops*
a membership community of British
luxury brands at home and abroad.





Walpole : the collective voice of UK luxury

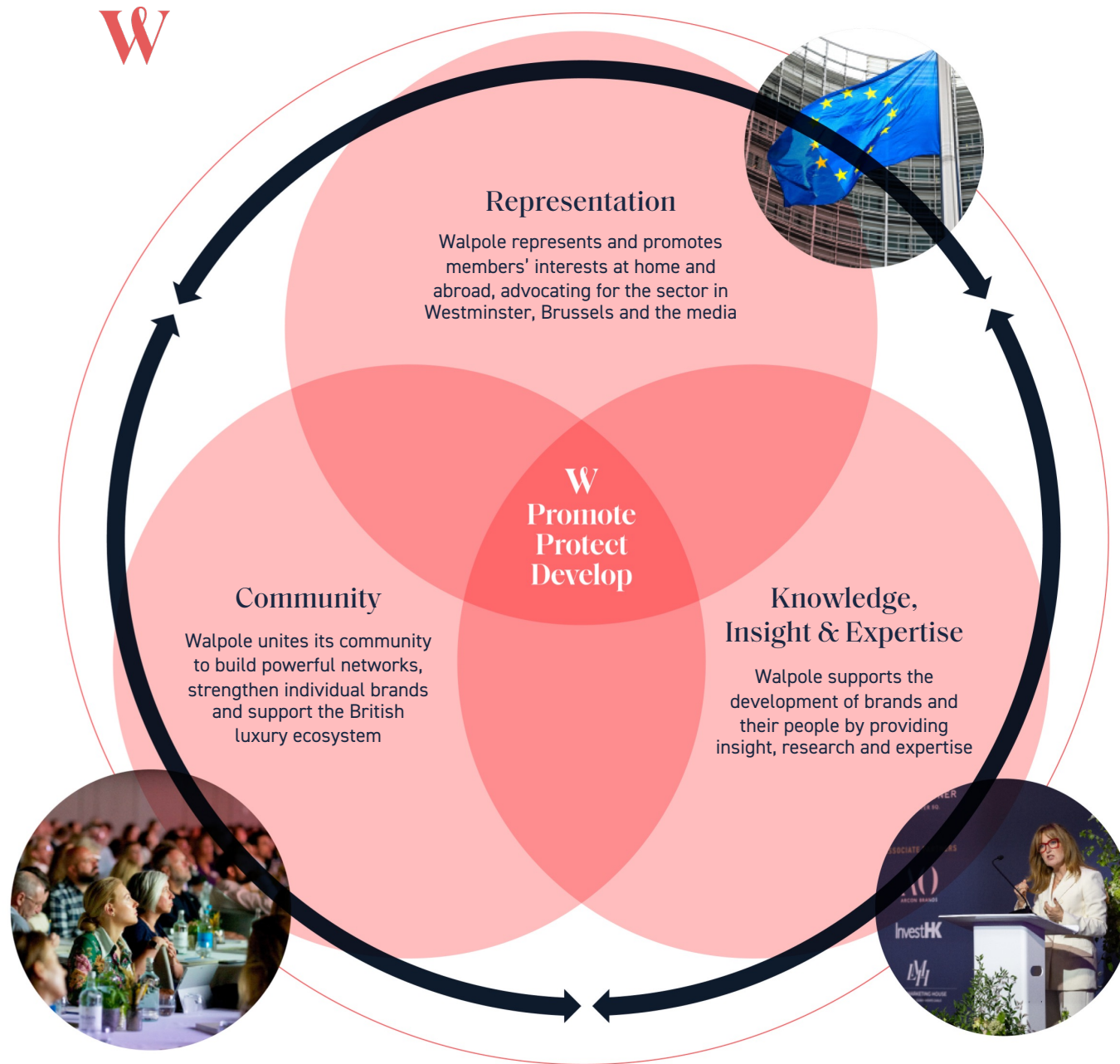
Our membership comprises more than 250 of the finest brands across a broad range of sectors: from retail to interior design & craftsmanship, food & drink to fashion, accessories to beauty, through hospitality, culture and the media to automotive and yachting. Walpole members are united by a common focus on discerning and affluent consumers and a shared mission to deliver world-class products and experiences. We achieve this by:

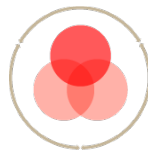
Representing our members' interests at home and abroad, building networks and encouraging collaboration within our *Community* and providing members with *Knowledge, Insight & Expertise*.

Discover more at thewalpole.co.uk

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What we do





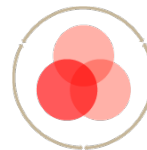
Representation

Walpole is the sector body for the British luxury industry which is worth £81bn to the UK economy, supports over 450,000 jobs and contributes 3.7% of the UK's GDP. A not-for-profit organisation, Walpole speaks on behalf of more than 250 of Britain's finest brands including Alexander McQueen, Aston Martin, Burberry, Claridge's, Fortnum & Mason, Glenfiddich, Harrods, Rolls-Royce Motor Cars and Wedgwood, and is recognised in both Westminster and Brussels.

With a mission to promote, protect and develop the business of luxury in the UK, Walpole brings its members together to collaborate and connect. Key events include the annual Walpole British Luxury Summit and the Walpole British Luxury Awards. It also provides a collective voice for luxury on key topics, commissions industry-leading research and works with government on issues affecting the sector.

Walpole runs the flagship 'Brands of Tomorrow' programme to develop new British luxury brands – alumni include Bremont, Emilia Wickstead, Nyetimber and Orlebar Brown – and works with the London Business School MBA programme to help develop the talent of the future with 'Luxury Leaders of Tomorrow'.

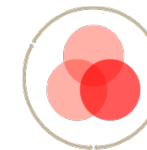
Walpole also spearheads the British Luxury Sustainability Manifesto, with the vision of making British luxury the global benchmark for luxury sustainability.



Knowledge, Insight & Expertise

We help our members to develop and improve the effectiveness of their brand and their people by providing knowledge, insight and expertise, with key topics covering the macro view for luxury, digital innovation, marketing best practice, diversity and inclusion, sustainability, international markets and growth opportunities.

Our members benefit from exclusive research and insight from our partners including Bain & Company, McKinsey & Company and London Business School as well as exclusive research and reports commissioned by Walpole. In March 2024 we published *Luxury in the Making*, our landmark study examining the economic contribution of the British luxury sector to the UK economy and the jobs and skills it supports, and in October 2025 we published the third *The State of London Luxury* report in partnership with Cadogan, a comprehensive study exploring London's status as a global luxury capital.



Community

Our members are stronger when they work collaboratively. We bring our community together and develop member networks, strengthening the brands and the ecosystem of British luxury.

We convene a dynamic community of brand leaders who come together through Walpole's channels to tackle common challenges and leverage the collective skills of the organisation to achieve their own business goals. We do this using a combination of larger flagship events, working groups, and intimate, curated gatherings.

We connect like-minded brands, promoting knowledge sharing, collaboration and brand partnership, as well as co-ordinating round tables and working groups around key topics like sustainability that unite members' interests.



Walpole

In numbers

250

Members & Partners

18

sectors

Automotive, Aviation & Maritime
Beauty, Fragrance & Wellbeing
Culture & Recreation
Design & Services
Education Providers
Fashion & Accessories
Food & Drink
Homeware & Interiors
Jewellery & Watches
Lifestyle
Luxury Hotels & Residences
Media
Property & Estates
Restaurants & Bars
Retail
Textiles
Travel & Tourism
Wine & Spirits

168

Brands of Tomorrow

Since 2007, including Bremont,
Orlebar Brown, Nyetimber,
Cubitts and House Of Hackney

47,000

digital following

Newsletter and social

For an up to date list of Members &
Partners, please visit the [Member List](#)
on the Walpole website

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Walpole

Events Calendar 2025

● Member Social - an informal drop-in held on the first Thursday of the month





Membership *Benefits*

Collaboration

- ✓ Access an exclusive community of luxury industry stakeholders across the UK, Europe and overseas territories
- ✓ Take part in working groups including Sustainability and Corporate Affairs
- ✓ Introductions to key contacts within fellow Walpole member brands to facilitate collaboration and partnerships
- ✓ Opportunities to share best practice via roundtable sessions with fellow Walpole members

Knowledge & Insight

- ✓ Mentoring opportunities
- ✓ Access to thought leadership from industry experts and key partners
- ✓ Access to Walpole proprietary research
- ✓ Access to a library of reports and past publications
- ✓ Assistance and research with specific issues
- ✓ Insight on brand positioning, key economic and consumer trends
- ✓ Invitations to luxury insights events such as *Meet the Media* and Insight Breakfasts

Events

- ✓ An invitation to the Walpole British Luxury Awards
- ✓ Access to the wider Walpole events programme
- ✓ Access to monthly Member Socials
- ✓ Access to webinars and previous recordings

Please note some of our events have limited capacity. The British Luxury Awards is one per member (CEO/ Founder). All advertised events are available at no additional cost, except the British Luxury Summit (available at member rate) and the biannual US trade mission.



Membership *Benefits*

Resource

- ✓ Access to job opportunities
- ✓ Subscription to the *Daily Luxury Digest*, Walpole's daily newsletter featuring luxury industry and member news

Promotional opportunities

- ✓ A profile on the Walpole website and a listing in the Member List
- ✓ A profile in the member index of Walpole's annual Book of British Luxury publication
- ✓ Speaking opportunities at events (subject to availability)
- ✓ Promote campaigns and content in Walpole's daily newsletter and across the website and social channels
- ✓ Opportunity to nominate your brand in a category at the annual British Luxury Awards
- ✓ Opportunity to nominate an individual/s for the annual Power List
- ✓ Promote job vacancies

Representation

- ✓ Campaigns and lobbying within Westminster and Brussels
- ✓ Presenting sectoral requirements to government
- ✓ Access to trade missions in key territories overseas
- ✓ Support with development of policy initiatives
- ✓ Practical guides and assistance with trading overseas

Discounts

- ✓ Discounted ticket price to the British Luxury Summit event
- ✓ Promotional offers at Member brands (subject to availability)
- ✓ Access to corporate rates at Hospitality partners (subject to availability)

Walpole



Core Membership *Criteria*

To qualify for Walpole Core Membership, applicants must demonstrate how they meet or exceed the following criteria:

- The Company is primarily based in the UK and must have or be a brand with a British product or service to offer.
- The Company's origins should be British but need not be British owned.
- The Company is outstanding in its own particular field and has a luxury brand or brands that exemplify the highest standards in terms of quality, style, design, craftsmanship, creativity, service, innovation and sustainability.
- The Company should have a brand or brands with an international reputation or aspire to promote them through international channels.
- The Company is well established, has been trading for no fewer than three years and has a minimum annual turnover of £5 million.
- The Company endorses Walpole's purpose, shares the same objectives and will actively participate in pursuing Walpole's aims on behalf of the luxury sector.
- The Company can demonstrate that they are taking action to prioritise sustainability within their business and sign up to our three sustainability commitments, which can be found in our Sustainability Manifesto.
- The Company can provide a reference from a current Walpole brand if asked to do so by the Walpole board.
- The Company has the capacity to designate a member of staff to champion the Walpole relationship.





Joining Process & Membership Fees

1. The Walpole membership team will discuss your application with you, as well as relevant membership benefits.
2. Once agreed, your application will be confirmed and a Membership Agreement contract sent to you for signature.
3. Membership renews automatically (Direct Debit), and fees will be reviewed annually.
4. Once payment is received, membership is confirmed within 30 days. The membership team will then:
 - Contact your designated representative to gather further details (such as member profile for the Walpole website), along with details of named contacts
 - Schedule your kick-off meeting
 - Announce your joining on the Daily Luxury Digest and provide details of all activities in which you can now participate
5. The membership team will schedule regular check-ins to ensure you are getting the most out of your membership.

Membership Fees 2025

Membership Tier	Company Revenue	Membership Fee
-	-	-
1	£5-10mn	£8,200
2	£10-20mn	£11,750
3	£20-40mn	£17,620
4	£40-100mn	£26,430
5	£100mn+	£42,290

New memberships are subject to a one-off joining fee of £3,000. All amounts are subject to VAT



Key Contacts

For general enquiries please email
membership@thewalpole.co.uk

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Head of Membership

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Helen Brocklebank CEO

Nick Carvell Head of Content and Editor-at-Large

Isobel Coombs Strategic Partner and Membership Executive

Jessica Day Head of Membership

Ed Dragusin Corporate Affairs and International Executive

Harriet Gilbert Savage Community Executive

Charlotte Keesing Director of Corporate Affairs and International

Olivia Lowdell Head of Events

Jon Marlow Head of Policy and Public Affairs

William Matthews Community Engagement Lead

Rowena Ratnam Consulting Brand Director

Madeline Somers Eve Head of Strategic Partnerships

Bethanie Summerfield Senior Events and Marketing Manager

Carly von Speyr Head of Communications

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Discover more at thewalpole.co.uk