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Press Release



Penrose Products Selected for the Walpole 2016 Brands of Tomorrow Programme.

Penrose Products A Family owned UK Natural Fibre Bedding Manufacturer based in Retford, Nottinghamshire has been selected as one of the 2016 Brands of Tomorrow to take part in this unique networking and Mentoring program within the luxury industry,

In 2012, entrepreneur and Dragons' Den regular Theo Paphitis selected the company for his coveted #SBS (Small Business Sunday) award on Twitter.

In 2013 Penrose was recognised by the Lincolnshire Sustain programme for its unique attention to detail in sustainability whilst producing Luxury Bedding

2013/2014 Penrose had Pillows Recognised as the Luxury Gift of the Year by the Retail Gift Association and following this House Beautiful Awarded Penrose with a Gold Award for their sustainable approach to Luxury Bedding in their annual awards.

WALPOLE ANNOUNCES ITS 2016 BRANDS OF TOMORROW: THE TASTEMAKERS OF THE FUTURE PAVING THE WAY IN LUXURY

Last night, in the Abraham Lincoln room at The Savoy, Walpole, in association with Mishcon de Reya and Sloane Partners, revealed the 2016 selections for its esteemed Brands of Tomorrow programme. The line-up announces those trailblazing innovators who have caught the attention of the world of luxury, considered to be paving the way for generations to come.

The programme provides the twelve chosen brands with bespoke learning and a year-long workshop schedule, under the mentorship of dynamic leaders from some of Britain's finest luxury brands [Thomas Pink, Harrods, Bremont, Rolls Royce and Alexander McQueen amongst others]. The selected brands are also given access to Walpole's established membership of over 160 brands, including Britain's most prestigious brands and cultural institutions.

- **Penrose Products:** *"With sustainability and quality at the heart of their operation, British Manufacturer Penrose offer luxury natural fibre bedding of unprecedented sustainability".*

Michelle Emmerson, CEO of Walpole, commented, 'What Brands of Tomorrow recognises is the trailblazing brands who are championing innovation in their sectors. Discovering and nurturing new talent is a leading priority for Walpole and our members, and as luxury industry leaders it is our responsibility to ensure the future success and sustainability of a sector which is forecast to be worth £51.5bn to the UK economy by 2019.'

Jonathan Heilbron, Chairman of Walpole Brands of Tomorrow, commented: ‘The Brands of Tomorrow Class of 2016 is one of the most exciting we have seen and they are eager to get to work alongside some of the luxury industry’s very best brains. In such a highly competitive global marketplace, these brands, designers and craftspeople are leading the way for the future of luxury.’

PENROSE PRODUCTS

Penrose Products is a British Manufacturer of luxury natural fibre bedding including Pillows, Duvets and Toppers from a range of UK produced natural fibres Alpaca and Sheep Wool. Penrose collects all its Alpaca fibre direct from UK Farms and only purchases Sheep Wool from farms in the Yorkshire, Northumbrian and Cumbrian Dales, the team at Penrose have built a unique mill facility that is dedicated to the traditional processes that help to produce the high quality of these hand crafted products. With quality and sustainability at the heart of their operation, Penrose offer a product after care service to complete their circle of economy.

www.penroseproducts.com



ABOUT BRANDS OF TOMORROW

Founded in 2007, Walpole’s Brands of Tomorrow initiative has helped develop and nurture over 75 emerging British luxury brands, and proudly seen them become leaders in their respective fields. It counts luxury British brands including Bremont, Charlotte Olympia, Shaun Leane, Orlebar Brown, Astley Clarke, The Business of Fashion and Miller Harris as alumni.

The class of 2015 [including Emilia Wickstead, Bionda Castana, Rachel Vosper, House of Hackney and Mulo] has already proved themselves worthy recipients of selection. Whether opening their first London flagship store [Bionda Castana] or delivering an outstanding ready-to-wear SS16 collection at London Fashion Week [Emilia Wickstead], 2015 saw last year’s alumni continue to demonstrate brilliance in each of their luxury domains.

More information can be found on the Walpole website (www.thewalpole.co.uk).

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