



British Luxury 2018

A report on the impact of Britishness and Royal endorsements on the US luxury market

October 2018

Foreword.



Alex Haigh
Director, Brand Finance

As the second biggest national market for luxury goods in the World after China, tapping into the US can sometimes seem like one of the ultimate prizes for UK luxury brands. With its shared culture and language, the presence of many family and business ties and the quality infrastructure for distributing and marketing products, the US is often seen as the best big market for UK luxury brands to expand in to.

Mark Harvey, Managing Director of Wines and Spirits at Chapel Down, believes it really is head and shoulders above the rest saying: “I think it’s sensible at this stage to think in the next 10 years, how many export markets are of interest, and I find it quite hard to look beyond the US.”

However, there are some fundamental shifts playing out in this market that brands need to be strong, in order to perform well.

Firstly, customers’ response to marketing and the products they buy is changing. The luxury experience is an ever-important part of the customer journey – particularly in the US where customers tend to be more interested in activities and excursions than products. The luxury industry has always been at the forefront of this trend - its small customer base and high margins on products making it easier to add value when purchasing than in the mass market – but increasingly customers are demanding even more of a closer relationship than before.

Michael Ward, Managing Director of Harrods and one of our contributors, summed up this point clearly: “Everything we do is about building these experiential links with our customers. I think in order to be successful now that’s what the luxury brands have got to do, so that it’s not just a simple purchasing decision, it builds a relationship with that customer. It’s that feel and touch that becomes part of the brand’s story that’s really important these days.”

Secondly, it is crucial for brands to embrace online, in particular in the distribution and marketing process. Burberry have been at the forefront of this sort of innovation, recently introducing in-store technology that allows you to try on clothes digitally using a 3D mirror. Burberry has the capacity to do this on a large-scale but investment in online is now not only a plus but a must for even smaller brands – Euromonitor expects 30% of luxury goods sales to be online globally by 2025.

Finally, consolidation in the US luxury market is putting pressure on smaller brands to differentiate. Michael Kors, who recently acquired Versace, and Coach, which has been on an acquisition drive including the likes of Kate Spade, are vying to create an American rival to the big European luxury conglomerates. UK brands, particularly small and independent ones, need to remain interesting, high quality and above all unique, if they are going to perform well in the US.

In fact this independent position can be and is used as point of advantage as Robert Ettinger, of G. Ettinger Ltd, states: “Brands such as ours that are slightly under the radar, I think we’re finding people are saying this is real luxury, it’s out there but not everybody has got it, and that’s helping brands such as ours slightly more niche, not everywhere, not on every street, not in every capital around the world.”

Nick English of Bremont, concurs saying: “The power of British, we are one of the few British brands in a sea of Swiss and so we differentiate ourselves that way.”

If a focus on differentiation, service and innovation is the name of the game then UK brands have two profound advantages over their competitors in other countries. The first is the affinity between the Americans and the British – 66% either love or like the country. The second is the Royal family and its potential for promoting British products – almost 50% say they would be more likely to buy jewellery worn or suggested by the Duchess of Cambridge for example.

Our research shows that the young Royals are overseeing a period of renewal in perceptions of the Royal family, the UK and British brands. In some categories, they can increase desirability by more than 50%. When combined with their ability to introduce products to a worldwide audience, the effect on individual brands can be immense.

British brands are in a unique position and will capitalise but in order to do so they need to leverage the associations more effectively; by educating and informing the market and by capitalising on the positive perceptions of Britain. Product showcases, new media and experience marketing are all key, and with a little bit of Markle Sparkle, at least some UK brands will begin (and continue) to shine.

About Brand Finance.

Brand Finance is the world’s leading independent brand valuation and strategy consultancy.

Brand Finance was set up in 1996 with the aim of ‘bridging the gap between marketing and finance’. For more than 20 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We pride ourselves on four key strengths:

- Independence
- Technical Credibility
- Transparency
- Expertise.

Brand Finance puts thousands of the world’s biggest brands to the test every year, evaluating which are the strongest and most valuable.

For more information, please visit our website:
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Executive Summary.

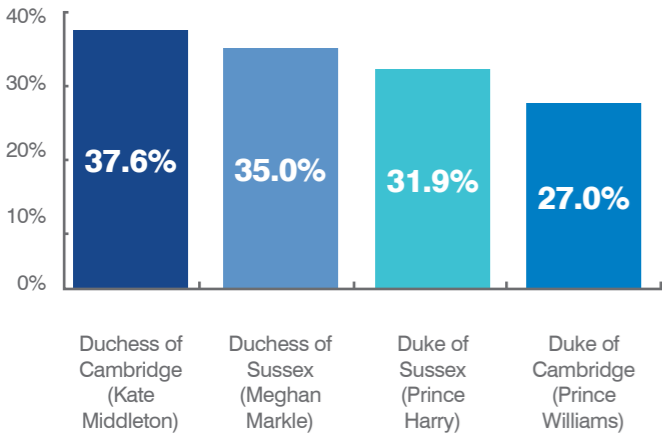
The Golden Touch

The Duchess of Cambridge, Kate Middleton, is the most powerful Royal influencer, according to our latest Brand Finance British Luxury 2018 research. When the young Royal wears UK products, it increases the desirability among 37.6% of the US population. Where the Duchess of Sussex, Meghan Markle, or her new husband Prince Harry do the same, it improves UK brands' prospects with 35.0% and 31.9% of US customers respectively.

The Monarchy is one of the most defining features of Brand Britain and the Royal impact on the desirability of British luxury brands cannot be overstated. Endorsement by any Royal, but particularly the Duchesses, is like the mythical golden touch and can transform a brand's performance overnight.

Alex Haigh
Director, Brand Finance

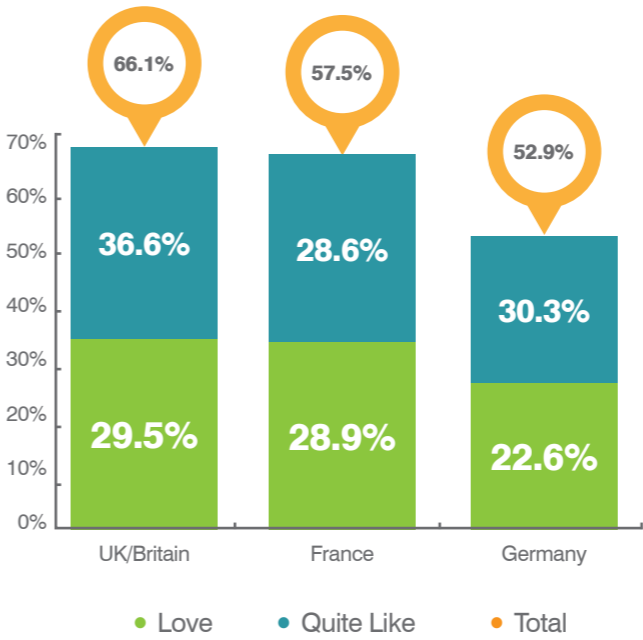
% of US population who are more likely to buy products endorsed by



Special relationship still going strong

UK brands also benefit from the special relationship which is holding strong with 66% of the US population saying they “Love” or “Quite Like” the UK, compared to only 56% for France and 53% for Germany. This can be attributed to the historic, linguistic, and cultural ties between the two nations.

Feelings towards European countries



In fact, a majority of the US population (53%) believe their country should join the Commonwealth – the organisation made up mostly of former British colonies – and 36% believe the UK should become the 51st state.

	Excellent, let's do it	Good idea/Worth considering	Not sure	Bad idea	Absolutely not
US joins Commonwealth	21.0%	31.8%	30.2%	7.7%	9.4%
UK as 51st State	17.7%	19.0%	27.1%	17.5%	18.8%

TV and Royal Wedding improving favourability for UK brands

Off the back of a string of successes for UK television – like Downton Abbey and The Crown – 36% of US people believe the UK leads the world in producing television series.

The impact of this inflow of British pop culture as well as recent events, in particular the Royal Wedding, are creating momentum in favour of the UK and its brands. Three quarters of Americans (76%) say they are more favourable towards the UK and 73% say they are more favourable towards UK products and brands now than they were 2 to 3 years ago.

The UK has always punched above its weight in terms of its influence on music, television and media. From Queen and James Bond to The Crown and Downton Abbey, over the decades British cultural icons have brought Britain closer to America. British brands today not only benefit from, but also reinforce this virtuous circle.

Alex Haigh
Director, Brand Finance

The Royal Wedding helped enormously. There was a huge amount of national coverage in the US – including the NY Times, the Wall Street Journal, the Herald tribune - speculating that Chapel Down was going to be the wine served at the wedding. The “Meghan Markle” effect was extraordinary. And that was a trigger point, the first time that somebody called our partners in the US and was actively asking for the brand, a massive moment.

Mark Harvey
Managing Director, Chapel Down

Americans between the ages of 25 and 45 are the most positive about the UK and the Royal Family. This segment

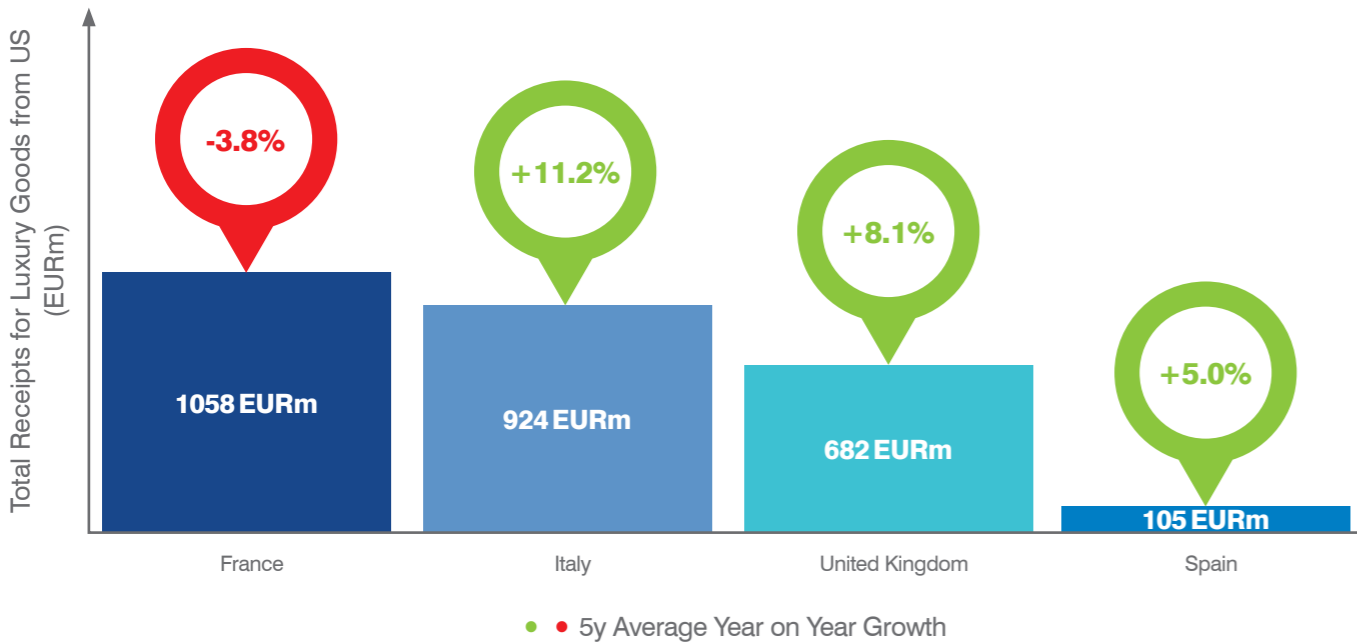
will have grown up with the young Royals – explaining the particularly strong feeling. Being both young and a high-spending demographic, they ensure future popularity of Britain and its exports. However, worryingly, those Americans younger than 25 are marginally less favourable towards the UK Royals than average.

Momentum for UK brands in the US market

The US is the second largest market for luxury products in the world, behind China. In recent years, many luxury brands – including those from the UK – have looked East. But with strong distribution networks, close ties, brand partnerships, and a favourable economic situation in the US, especially Italian (up 11.2%) and UK (up 8.1%) luxury exports to America are growing quickly.

For UK brands, old prejudices are dying hard. The UK is seen as a leader in both men and women’s fashion with 38% of the US population saying the UK brands are superior to other developed countries in women’s fashion and 33% saying it is superior in men’s fashion.

Size and Momentum of European Luxury Exports to US Source: Euromonitor



You only have to see whether it’s the Kate or the Pippa or Meghan effect with whatever they wear, especially if it’s a British designer, it has a massive impact.

Nick English
Founder, Bremont

Even with Food & Drink, a category not historically seen as the UK’s strength, 28% of US customers believe that the UK excels in the category.

Unfortunately for the UK’s key marques Mini, Jaguar, Land Rover and Aston Martin, Americans tend not to consider the UK a centre of excellence for cars yet with only 24% believing the country is strong in the sector. However these perceptions are visibly skewed between genders, with women much more negative.

For both the Duchess of Cambridge and the Duchess of Sussex, 39% of American women say they would be more likely to buy a car if it were used or suggested by those two Royals. Both Royals regularly use Land Rovers, Jaguars and Aston Martins and so, while the Royals refuse to be involved commercially, there are clearly ways that UK car brands could and should use or at least communicate their Royal connections more effectively.

Royal Warrants – the formal endorsement by the Queen and Prince of Wales

Nearly half of the population, 47% of American customers, believe a Royal Warrant shows that a product is high quality, leading to a 4% increase in desirability. Informal endorsements of the younger Royals – who are currently unable to give permission for their own Warrants – appear to be more impactful than the formal ones from senior Royals.

Younger Americans are much more likely to understand what they are and what they mean with over 30% of the 21 to 45 age group saying they “know a lot about them”.



Royal Warrants have a strong impact on customers in the US but many of them are not aware of what they mean. Royal Warrants are a sign of great quality and often stylish and timeless products. With better promotion and more awareness, US customers will benefit by getting access to amazing products and, in turn, brands with Royal Warrants will benefit from much higher sales.

Alex Haigh
Director, Brand Finance

US perceptions of the UK and UK Products.

Anglo-Saxon affinity and the benefits of the special relationship

The UK’s close relationship with the US as well Americans’ affinity for the Royal family offer a boost to UK luxury brands’ prospects in the US. The UK is the most liked (or loved) of the three major European countries and that feeling is improving.

Over 74% of Americans say they are more favourable towards UK brands and products than they were 2 to 3 years ago and 77% say their view of the UK as a whole has improved. It is no surprise that this has corresponded with better perceptions of the British monarchy – of which 76% say their view has improved – but a boon for brands nonetheless.

There is also a sizeable minority (17.5%) who feel very strongly that they are more supportive of UK brands. Having such an intensely supportive segment is helpful for UK brands, enabling them to create a beachhead with an audience receptive to messaging based around classic and modern British themes.

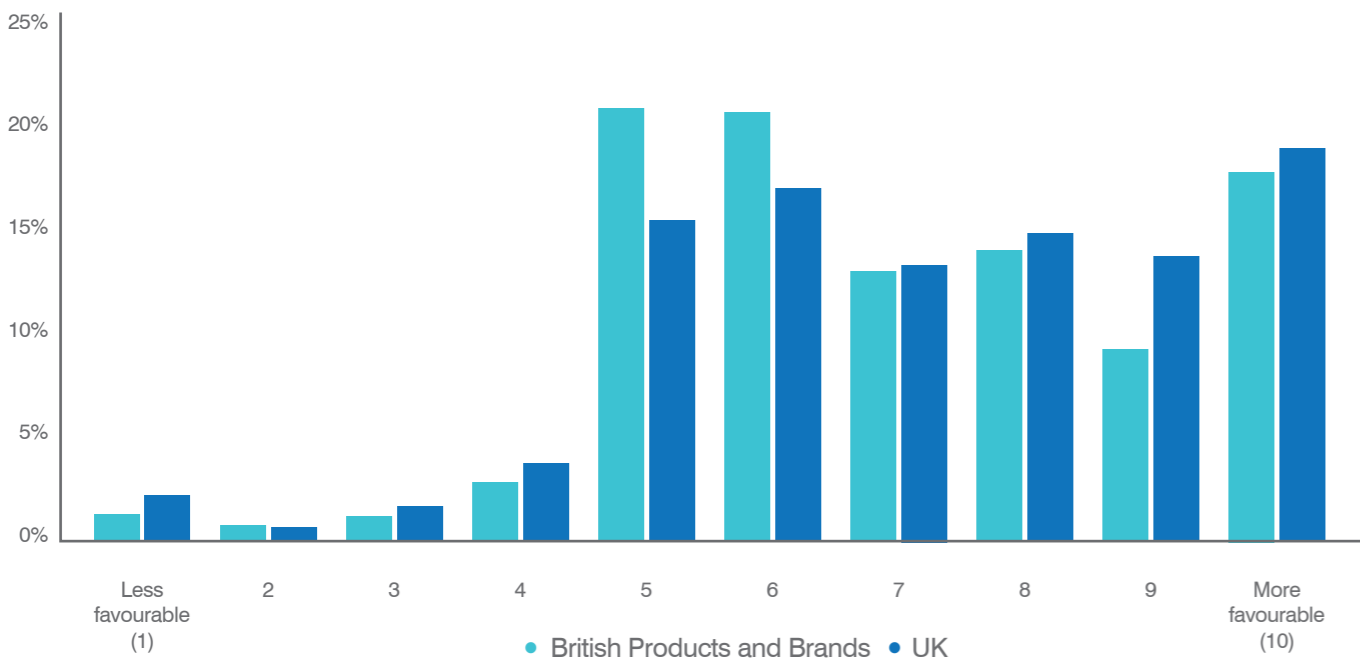
We are lucky we come from a country like Britain trying to market ourselves, compared to many other countries around the worlds, and it has a lot of brand equity and we’re very lucky for that.

Nick English
Founder, Bremont

Fashion and food are key strengths

However, Americans do have notions of the UK’s strengths. Bolstered by iconic British brands like Burberry as well as the annual London Fashion Week, it is perhaps unsurprising that the UK is seen by almost 40% as a leader in fashion. However, the performance of some sectors is more surprising. For example, British has traditionally not been seen as the premier cuisine. Despite that, our research suggests that almost 30% of Americans believe the UK is stronger in food and drink than other developed countries.

Over the last 2-3 years, how have your feelings changed toward the following?



It is clear that attitudes towards and perceptions of British brands are going through a gradual shift helped by a particularly American openness to new things.

There is a deep appreciation in the US of the history and tradition of brand Britain. But then equally there is a modernity and creativity in the areas of design, fashion and music. What’s appealing about brand Britain is that it is multifaceted, it’s a country with great history and heritage but also lots of pretty eccentric innovation, and it’s the combination of the two that is pretty powerful.

Mark Harvey
Managing Director, Chapel Down

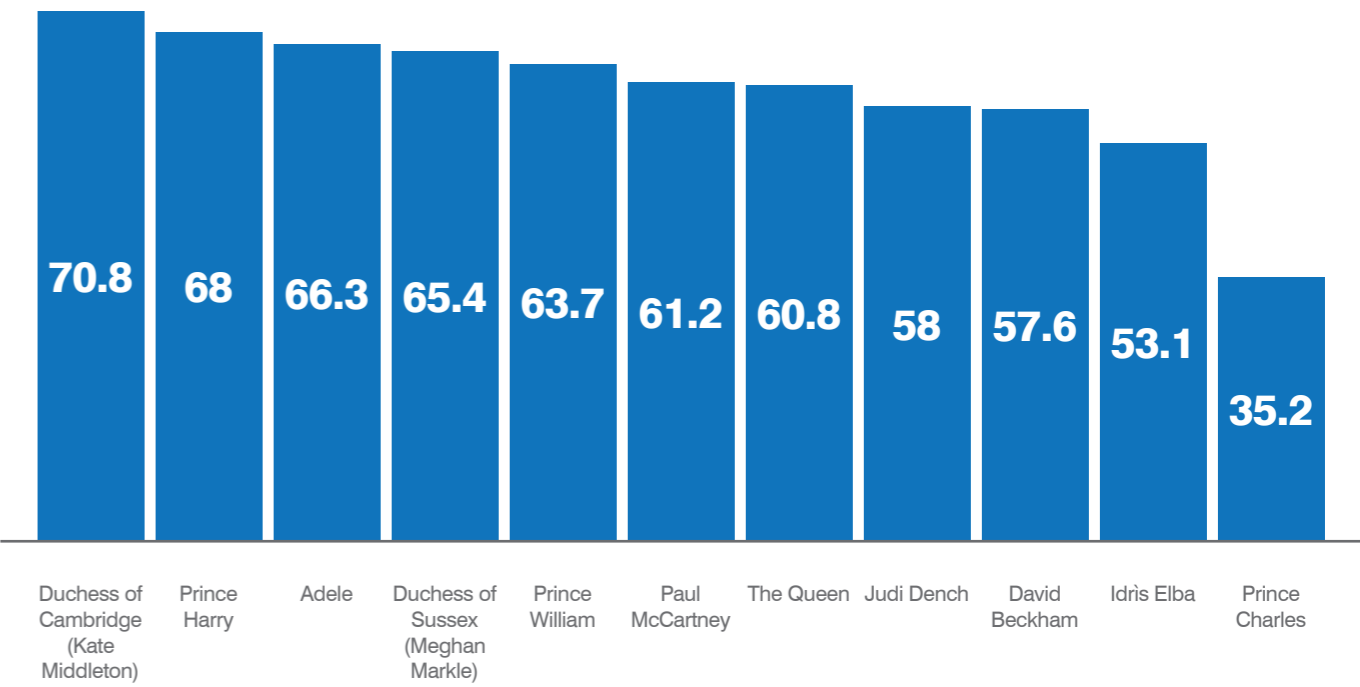
Cultural cousins: the UK icons bringing Americans round to Brand Britain

Every subsequent generation of British actors, musicians and statesmen have been making an impression on Americans – reinforcing and updating views on their country and its brands, as well as keeping it top of mind.

The Royal family has been a key part of this process, especially so given the current impact of the young Royals. Over two thirds of Americans say they either love or like the Duke and Duchesses of Cambridge and Duchesses of Sussex. In fact, the Duchess of Cambridge – Kate Middleton – and Duke of Sussex, Prince Harry, are liked even more than Adele – one of the most successful musicians of all time, globally.

The storm of Royal news over the last few years has helped to catapult the young Royals in to the popular imagination and usher in a windfall in demand for British products. With the two young new families growing and a number of family “firsts” close on the horizon, it seems likely that this sentiment will only continue to strengthen.

% who Love or Like each individual



Royal Endorsement and association:
Impact and Understanding.

There have been countless examples of dresses, coats and accessories going out of stock within a matter of hours of one of the Duchesses or their children wearing them for a public occasion. As well as introducing the brands to a wider audience, our research shows that the act of a Royal wearing or suggesting a brand makes brands considerably more desirable. However, the impact of the endorsement strongly depends on the Royal doing the endorsing. For example, Prince Charles does not have a strong impact but the Duchesses most certainly do.

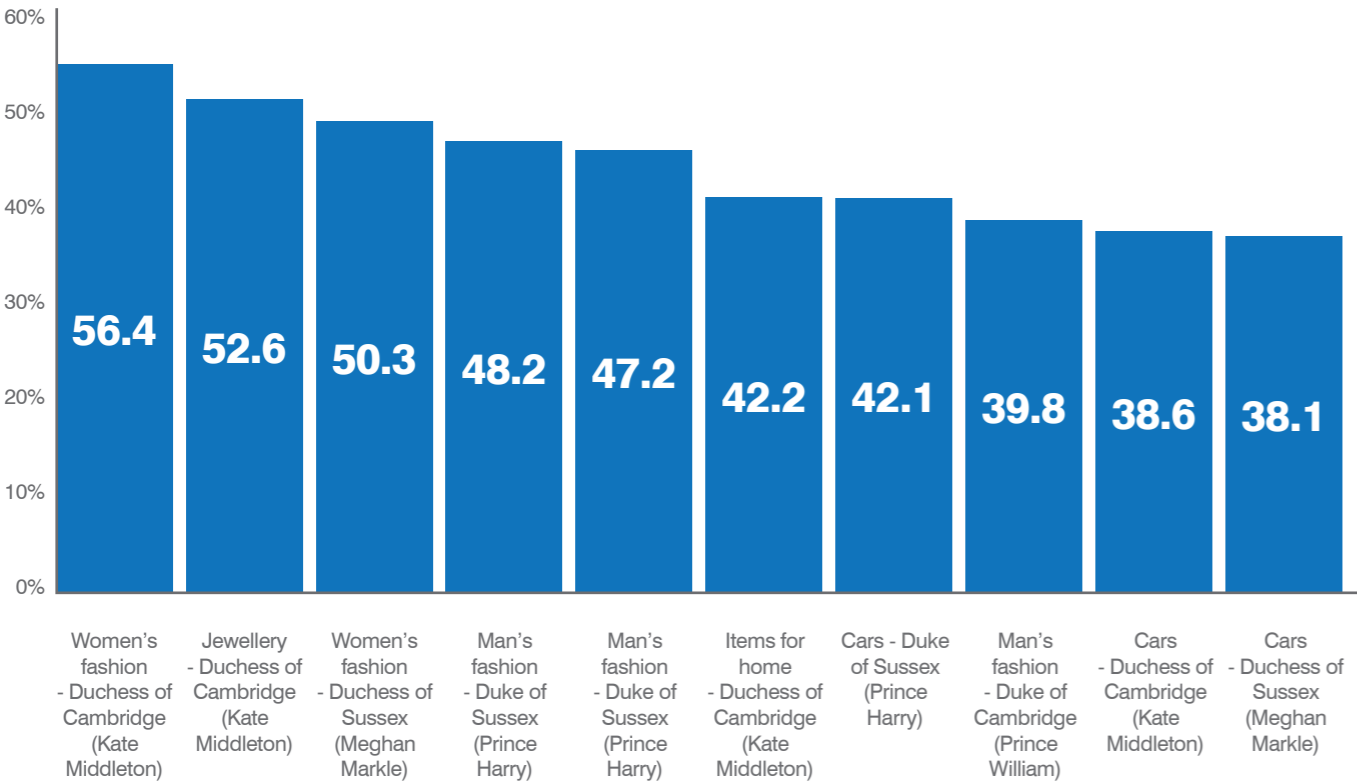
Maximising the opportunity from this effect means it is important to communicate whenever a Royal wears or associates with a brand's products. However, relations with the Royals requires brands to avoid using the endorsement in an overly commercial or showy manner.

The planets really did align for us when the Duchess of Sussex wore one of our dresses at Prince Charles’ birthday... all eyes were still on her. And people wanted to see the bride after the wedding, the impact for Goat was magnified simply because of the timing.

Kalpa Shah
Managing Director, Goat

This impact differs by sector, with Fashion, Jewellery and Cars being the “most affected” and “particularly affected” by the Duchesses. Given the UK’s perceived weakness in Cars, brands in the sector would do well to associate their brands more closely.

Top 10 largest impacts of Royals on desirability of product segments



The impact of formal endorsements:
“Royal Warrants”

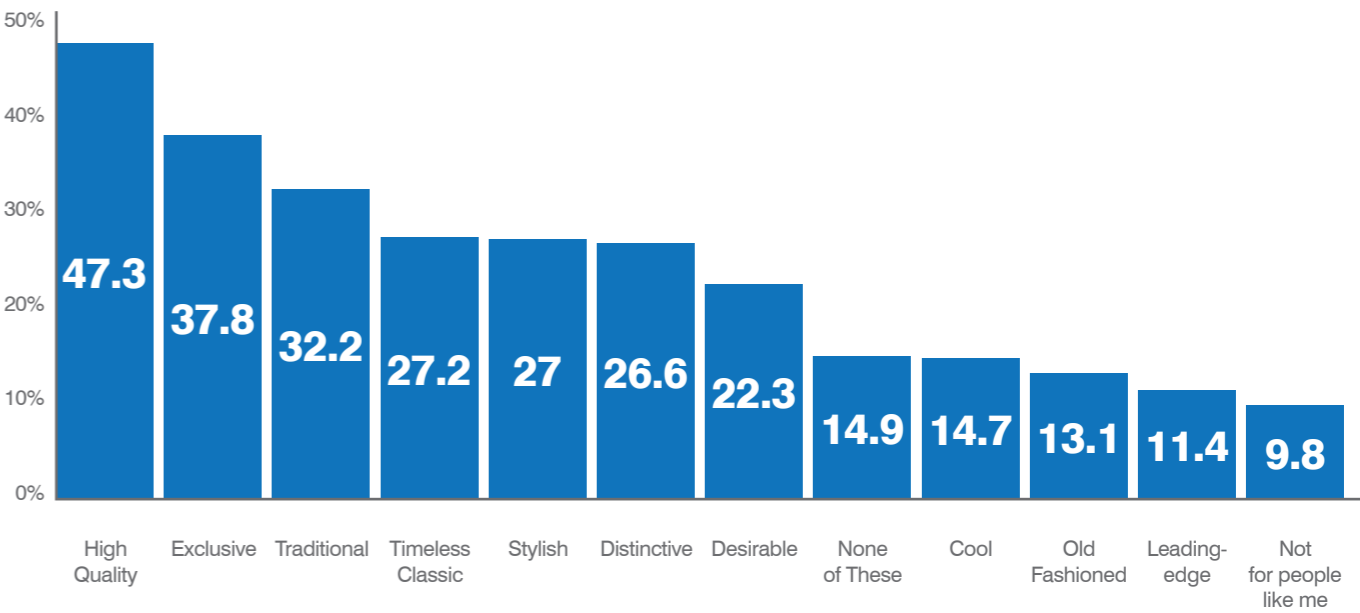
Royal Warrants act as proof that specific senior Royals use and endorse a brand as they are only provided to brands that supply to those senior Royals for a prolonged period of time. They grant the endorsed brand with the privilege of using the coats of arms of the relevant Royal on their branding for as long as the Royal continues to bestow the privilege.

These Warrants provide almost universally positive perceptions. Just less than 50% of Americans say they consider it to indicate high quality, and despite a large proportion (32.2%) saying it suggests it would be a traditional product, only 13.1% think this corresponds with being old fashioned.

Americans love Royalty and of course the Royal warrant which is a symbol of quality and trust, and I think that’s why it’s working for us, because even though [US customers] might not know our brand, if they see it and they see we have a Royal warrant they know it must be well made, it must be beautifully made... so that’s been a tremendous help.

Robert Ettinger
CEO, Ettinger

What does having a Royal Warrant say about a brand to you?





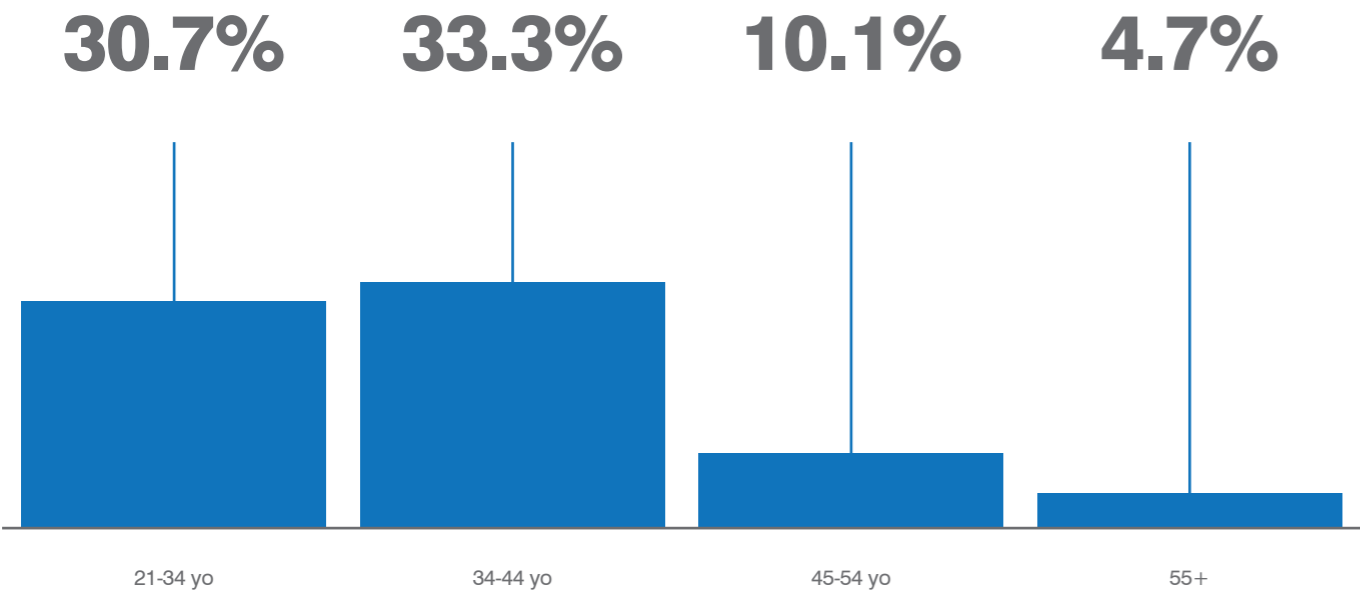
According to our analysis, these beneficial perceptions correspond with a 4% increase in potential demand. This figure represents only the impact of Royal Warrants from the Queen and the Prince of Wales – since they are the only Royals that can bestow them. Knowing what we do about the impact of the young versus the older Royals, this impact could easily increase as the Duke of Cambridge Prince William take over the throne.

The uplift is also what is seen across the whole market and includes even those unfamiliar with the concept of Royal Warrants. This is a large group with over 60% of Americans not even knowing “a little” about what they are.

There are promising signs for the future of brands with Royal Warrants in the USA since younger Americans are far more likely to know and understand what Royal Warrants are. However, over 40% of even the younger population still has no understanding of the concept.

The next big opportunity for UK brands is to expand that knowledge and capitalise on the perceptions of distinctiveness, quality and reinvention that Brand Britain and the Royal Family represent across the USA.

Younger Americans are much more familiar with Royal Warrants



Question: “How familiar are you with Royal Warrants?”
Respondents who answered: “I know a lot about them”

Methodology.

Brand Finance conducted an independent online survey among a total of 1,515 US adults.

Our sample had two components:

- 1. A ‘**Nationally-Representative**’ sample of 510 Americans aged 18 and over. This sample was designed to provide a snapshot of the views of a cross-section of the US population on issues such as ties to the UK and the Royal Family. The sample was controlled to be representative in terms of age, gender and region.
- 2. A ‘**Metro Upscale**’ sample of 1,005 Americans aged 21-65. This sample was selected to focus on those parts of the US population likely to be somewhat more relevant as a broad target for UK premium and luxury brands. We selected respondents from one of thirteen major metropolitan areas, and the median household income of the sample was around \$90,000.

All fieldwork was conducted utilising the online research panel of Toluna, drawing respondents from Toluna’s opt-in panel of over 4,000,000 US residents.

The cities selected were:

- ATLANTA
- BOSTON
- CHICAGO
- DALLAS
- HOUSTON
- LOS ANGELES
- MIAMI
- NEW YORK
- PHILADELPHIA
- SAN DIEGO
- SAN FRANCISCO
- SEATTLE
- WASHINGTON DC



Bremont.



BREMONT

Bremont is an award-winning British luxury watch making brand, created in 2002 by brothers Nick and Giles English. At the heart of the brand is a desire to reinvigorate British watch making, with all watches designed, manufactured and assembled on British soil. Bremont also has many high-profile partnerships with quintessentially British brands such as Jaguar and Martin Baker.

The British watch making company also has strong ties with aviation and military, as a result of the heritage of the company. Nick and Giles were inspired by their father Euan, who was an ex-RAF pilot and aeronautical engineer. Bremont's love of aviation has led to close partnerships with many military organisations around the world, creating bespoke watches for military personnel.

Bremont opened its first US stand-alone store in 2015 on New York's iconic Madison Avenue. The British watches are also stocked in close to 45 stores across North America and the Caribbean.

Whilst the brand has no official associations with the Royal Family, Prince Harry wore a Bremont watch during his 2013 "Walking With The Wounded" expedition to the South Pole. James Matthews also sported a Bremont watch on the day he married Pippa Middleton, the Duchess of Cambridge's sister.

As a whole, British luxury does play a big part internationally, there are so many wonderful British luxury brands that are still held in such high esteem.

Nick English
Founder, Bremont

Goat.



goat

Goat Fashion is a British luxury womenswear brand based in London. Founded in 2001 by Jane Lewis, Goat is a quintessentially British brand with chic, understated investment pieces. The clothing brand can be found in over fifty UK stockists, and has its own flagship store in London's Mayfair. Since 2015, Goat pieces have been sold both in-store and online at a variety of independent, boutique and online stores in the US and UK, such as Halsbrook and Matches Fashion.

The label now synonymous with understated luxury began life as a cashmere range and has since developed into a full ready-to-wear collection. Signature luxury knits have been complemented by a range of dresses and outerwear.

Goat clothing has fast become the go-to brand for stylish investment pieces which truly endure, thanks to classic tailoring, attention to detail and luxurious materials.

Goat clothing has been worn on several occasions by both the Duchess of Sussex and the Duchess of Cambridge. Notably, the Duchess of Sussex wore a Goat dress at Prince Charles' 70th birthday earlier this year.

We get an uplift straight away and it doesn't matter who it is, especially the Duchess of Sussex and Duchess of Cambridge, they have both been amazing at putting us on the radar of such a huge amount of people, because of their profile.

Kalpa Shah
Managing Director, Goat

Chapel Down.




CHAPEL DOWN

Chapel Down are an award-winning producer of sparkling and still wines, spirits, beer and cider. The Kent-based brand is a market leader in English wine and a major provider to leading companies across several sectors.

They're seeing particular growth and demand from their biggest export potential, the US market, since first launching across the US in 2016.

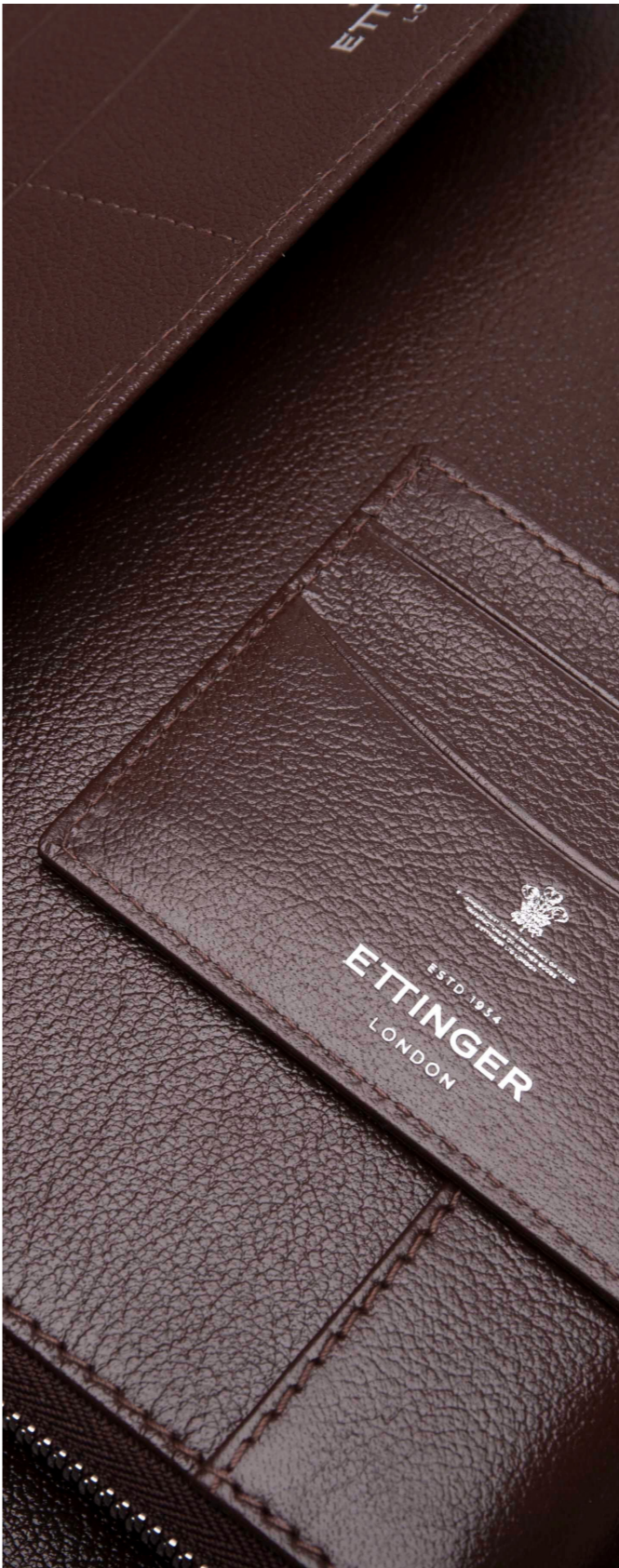
The country's expenditure on still and sparkling wine is looking to increase to \$45 billion by 2021, which is great news for Chapel Down, who are already a supplier of British icons and well-known chefs, such as the likes of Gordon Ramsay and Jamie Oliver.

Chapel Down has supplied renowned institutions such as the Royal Opera House and the Royal Ascot race as well as being the wine of choice served at the Duke and Duchess of Cambridge, Kate Middleton and Prince William's, Royal wedding. Chapel Down are also the official wine supplier to No.10 Downing Street. More than just a producer however, Chapel Down, is also attracting customers with its 'winery experiences' where customers can visit the winery and vineyards to learn the source of their drinks and all about how the brand has transformed itself into the UK's best-selling wine.

Brand Britain is revered and strong over in the US so British brands generally tend to be well received.

Mark Harvey
Managing Director, Chapel Down

Ettinger.



ESTD 1934
ETTINGER
LONDON

Ettinger, founded in London in 1934, by Gerry Ettinger is a family owned luxury leather goods brand, still run by son Robert Ettinger. It is one of the few remaining British luxury leather goods companies still manufacturing in the UK and it prides itself on designing and handcrafting only the finest leather products. In 1996, in recognition of the work carried out for the Royal Household, was appointed with a Royal Warrant to HRH the Prince of Wales. This helped cement their reputation internationally and the brand has since experienced significant global growth. Their craftsmen have a collective manufacturing experience of 600 years and pride themselves on the attention to detail they place on each of their products.

One market of growth for Ettinger has been from the United States where there is high demand for top quality goods. Ettinger currently sell their leather goods in 30 retail and department stores across 18 states, including California, New York and Washington DC.

The way of doing business in the US is very different than in the UK, so you have to go there with an open mind, and you have to be very committed on a long-term basis.... It is a concerted long-term effort that will really make anything work in the US.

Robert Ettinger
CEO, Ettinger

House of Garrard.



HOUSE OF GARRARD LONDON 1735

Established in 1735, the House of Garrard is the longest serving jeweller in the world. Its first royal commission came in its founding year from Frederick, Prince of Wales, and marked the beginning of a long and fruitful relationship with the British royal family, which reached its apogee in 1843 when Garrard was appointed the first official Crown Jeweller.

The House has since had the honour of serving every subsequent British monarch, as well as many other royal families around the globe.

Over these years, Garrard has handcrafted tiaras, necklaces, brooches and many more magnificent jewels that are still worn by the British royal family, including the Duchess of Cambridge's sapphire cluster engagement ring. Every piece is developed to achieve a balance between tradition and design so as to bring out the natural beauty of the stones.

The result is a quintessentially British hallmark of heritage, detail and craft.

Garrard saw an extremely positive impact in 2018 following the two British Royal weddings, where we saw our website traffic from the US increase by over 90% between April-September 2018 compared with the same period the previous year.

Joanne Milner
CEO, House of Garrard

New West End Company.



NEW WEST END COMPANY

New West End Company enjoys 200 million customers every year through their global partnership with 600 restaurant, retail, hotel and property owners across 74 London streets. They provide valuable insights, campaigns and programmes to ensure sale growth and the maintenance of their position as the global number one retail and leisure destination.

They're positioned in the City of London over the iconic Oxford St, Bond St and Regent St where they hold high-profile marketing campaigns that epitomises brand experience. Visitors are treated to interactive displays, art, fashion and luxury and over 40 galleries. This form of experiential marketing is crucial for tackling the American market, who focus heavily on service and are New West End's second biggest consumers in terms volume.

New West End Company works with several royal warrant holders, they have noticed this has helped boost the British luxury market. Royal Warrants are seen to bring credibility and authenticity to luxury goods.

There's a lot more spend on entertainment, there are 200 galleries in Mayfair, there's a huge US contingent coming here, say on our hotels and brands, and spend huge amounts on the art and gallery scene and that is a really important piece to us in Mayfair.

Jace Tyrrell
Chief Executive, New West End Company

The Value of Royal Warrants.



David Haigh
CEO, Brand Finance



Some companies can enhance their brand with an even closer association with the Monarchy. The Royal Warrant is granted on the recommendation of the Lord Chamberlain, to suppliers of goods or services who have had a trading relationship with the households of the Queen, the Duke of Edinburgh, or the Prince of Wales for at least five years. The award of a Royal Warrant allows the company or individual to display the Coat of Arms of the member of the Royal Family in question alongside their own Coat of Arms or the company logo.

The Royal Warrant Holders Association points to William Caxton as the first Warrant holder, following his appointment as the King’s printer in 1476. Tradesmen began displaying the Royal Arms in the late 18th century, but it was not until Queen Victoria’s reign that Royal Warrants gained the mass appeal and international renown they still confer today. Throughout her reign, the Queen has granted over 2000 Royal Warrants to companies that are still household names including Schweppes and Twinings.

The Royal Warrant is both a matter of prestige and a commercial benefit. It is the most direct connection to the Royal Family a firm can hope to achieve, highlighting both the enduring appeal of Royal associations and the use of heraldry in cementing them.

It is worth noting that this is highly dependent on both the sector and size of the brand. Originally, the Royal Warrant was seen as a guarantee of acceptable quality as well as an indicator of prestige. The former function may no longer be quite as relevant since the shop or supermarket where a product is sold may be a sufficient guarantor of quality for the consumer. Tighter regulations on product quality and manufacturing will have helped to raise minimum standards. Therefore, for product categories where display and status do not feature in purchasing decisions and functionality is paramount, the financial benefit of the warrant may indeed be relatively small. Examples include Boots and DHL, which hold Royal Warrants but do not frequently advertise the fact.

On the other hand, for brands that trade on values or activities associated with the Monarchy, the added value can be very significant. Brand Finance research indicates that some companies may earn up to 5% of their revenue as a result of the Royal Warrant.

Growing international demand for high quality British goods has contributed to a new surge of interest in the Royal Warrant. Firstly there is the recent surge in interest in everything to do with the British Royal Family, arising from the wedding of William and Kate and the Queen’s Diamond Jubilee in 2012. However, a second and longer term trend may be even more beneficial. Increasing Asian affluence in the 21st century has already boosted demand for luxury goods. Asian consumers are said to be particularly impressed by the Royal Warrant and this has contributed to a resurgence of British fashion brands, such as Burberry and Barbour, both of which display their Royal Warrants prominently.

Why Coats of Arms Matter to Brands.

Individuals, organisations, and companies are keen to associate themselves with the notions of duty, service, consistency, and heritage that the Monarchy conveys. The fact that the British Monarchy is still a working institution and that the College of Arms has such close ties to it, means a grant of arms is the most relevant and direct way for British and Commonwealth brands to associate themselves with such noble characteristics. The rigorous process conducted by the heralds at the College of Arms means that only those companies deemed to have sufficient standing will be awarded arms, so the public can have confidence that the desired associations are grounded in fact. A Coat of Arms is therefore a certification of a brand’s dependability and longevity, reinforcing consumer perception and boosting brand value.

The Brand Finance Coat of Arms

Brand Finance originally registered its Coat of Arms on its 10th anniversary in 2006. In 2016, we were able to apply for supporters. These are only granted to companies deemed highly reputable by the College of Arms. We have found that the usage of the Coat of Arms is helpful in our core Brand Finance business, particularly in the international market where the implied status is recognised, but also with regards to the Brand Finance Institute, Brand Finance Forums, and Brand Exchange.

All aspects of the full Brand Finance Coat of Arms have been specially created and have meaning related to our ethos and philosophy.

We distinguish between the use of a full and a simplified Coat of Arms depending on the application.

Simplified Coat of Arms

Due to the modern demands of an organisation’s logo, some sectors may not be able to maximise the use of a full and intricate Coat of Arms. A simplified Coat of Arms can be created from the full heraldic version to allow for much more flexibility in terms of application strategy.

The Brand Finance heraldic design was simplified to use it alongside our Brand Finance word mark – whilst still retaining its status as an official Coat of Arms.

Bridge

Symbolises the company’s mission:
Bridging the gap between marketing and finance.

Diagonal lines

The heraldic symbol for branding.

Circles

The heraldic symbol for finance.

Book

The heraldic symbol for knowledge.

Colours

Blue: Strength, truth and loyalty.
Gold: Understanding, respect, virtue and generosity.

Dragons

The heraldic symbol for strength and guardianship.



Brand Finance Coats of Arms Service.

Brand Finance is launching a new service to help companies and organisations apply for a Coat of Arms and to advise them how they can use it to their advantage. We can also assist companies and organisations with simplifying their Coat of Arms in order to facilitate their communications strategy.

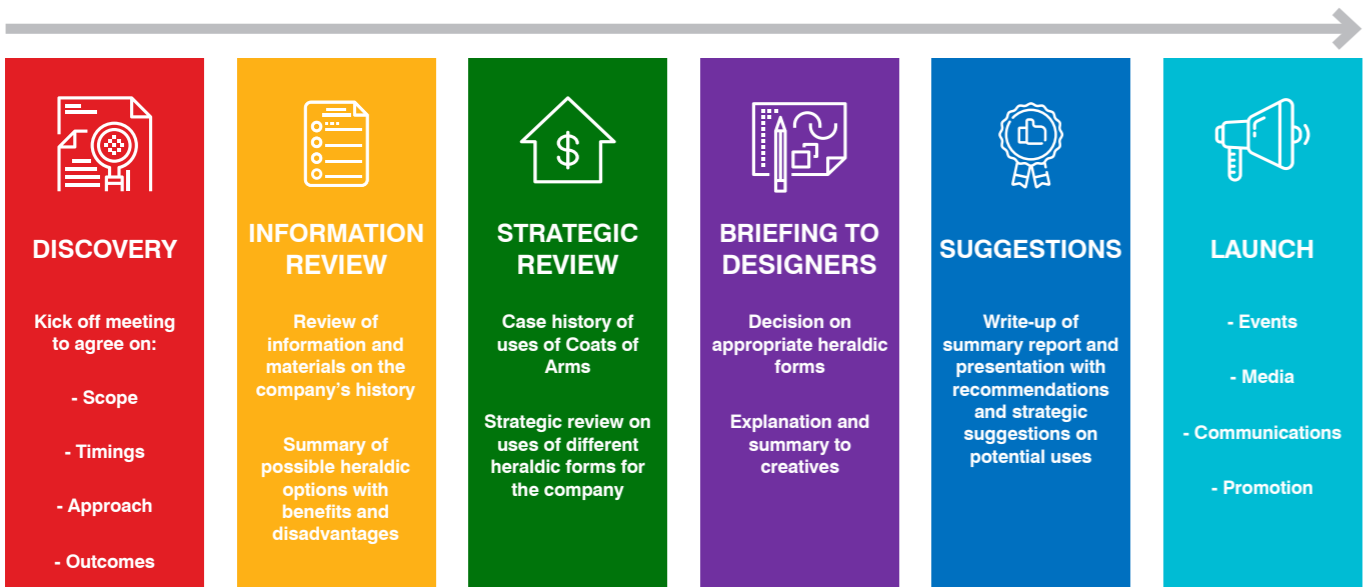
Brand Finance has developed a strong relationship with the College of Arms over the years and can collaborate with the College to recommend the correct Coat of Arms design for your company. We have also teamed up with creative and communications partners to assist with the creative expression and promotion of the Coat of Arms.

How we can help

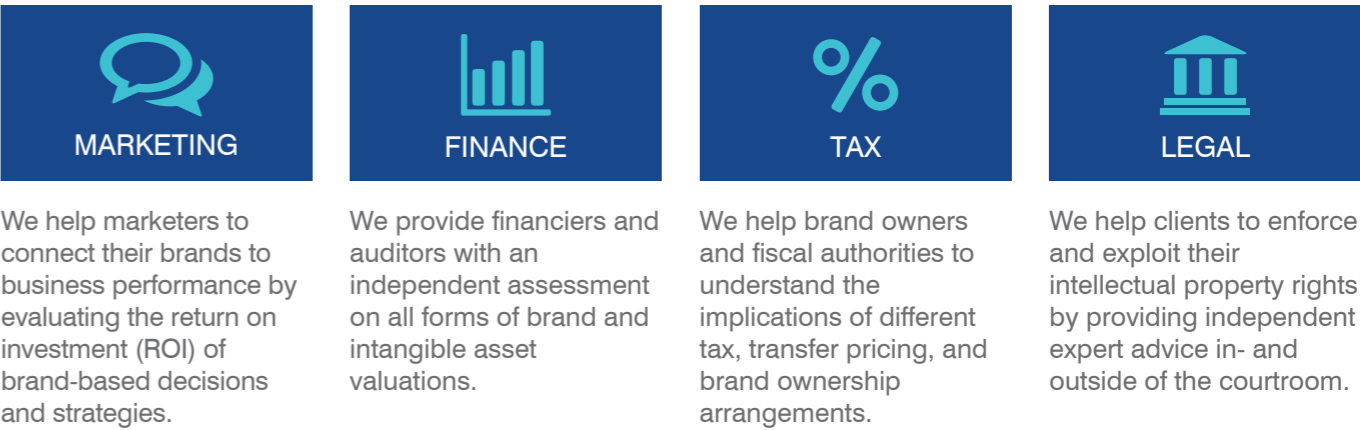
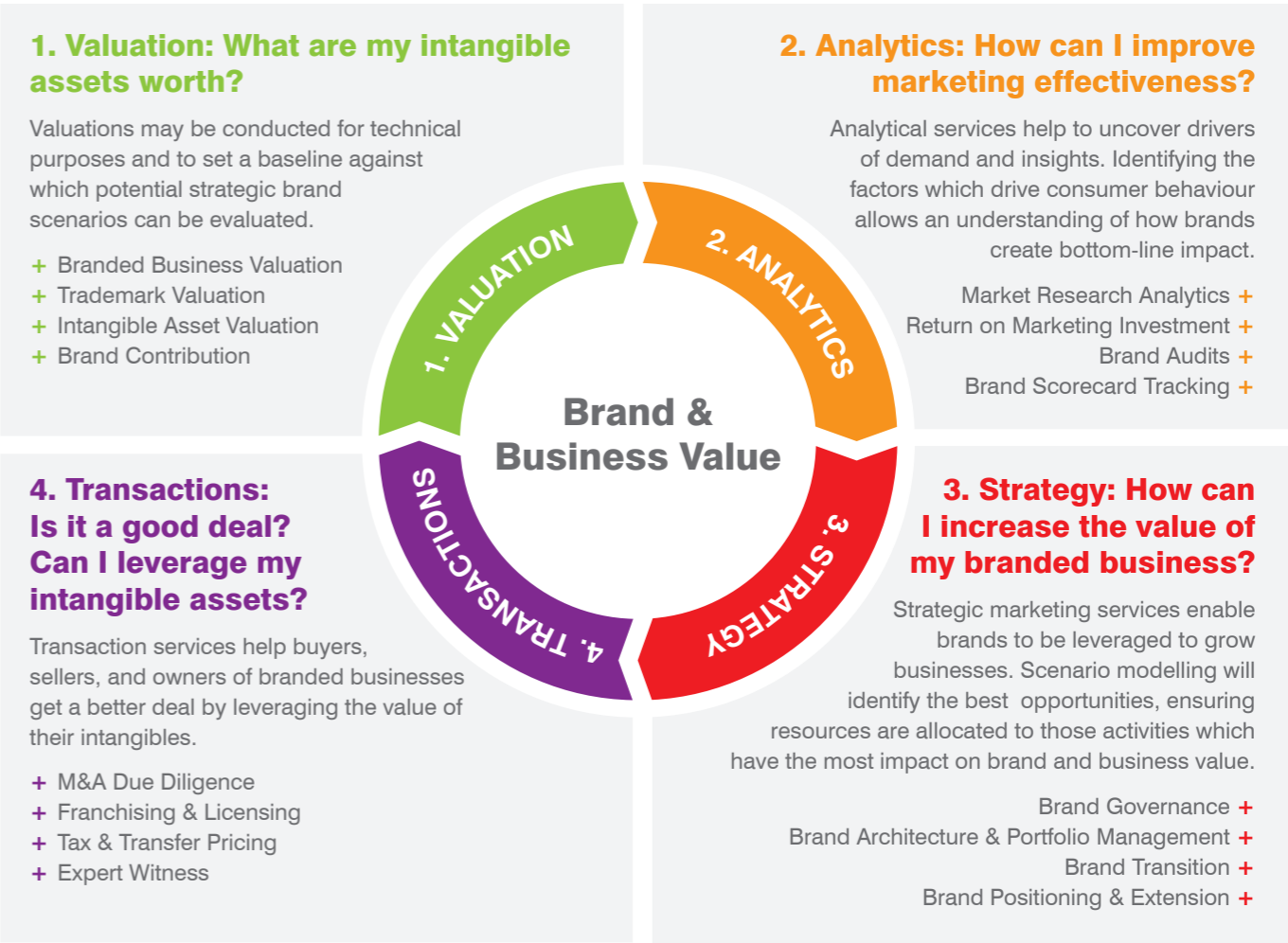
- + Research into an existing Coat of Arms
 - We can examine how a Coat of Arms can add extra value to your business.
- + Managing the application process
 - We are able to help you go through the application process with the College of Arms in order to register the Coat of Arms as a trademark.
- + Recommendations on designs
 - We have a unique combination of experts that can explain all the elements within the Coat of Arms and guide you to decide which design would be most suitable.
- + Recommendations on creative expressions and usage of Coat of Arms
 - In partnership with a creative agency, we will work with you to discuss the different creative expression options.
- + Promotion of Coat of Arms
 - We can help with the promotion of the Coat of Arms by communicating with the relevant stakeholders.

Our approach

If you are interested in this service, please contact us at enquiries@brandfinance.com.



Consulting Services.



Contact us.

The World's Leading Independent Brand Valuation and Strategy Consultancy

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