

W A L P O L E

British Luxury Awards 2018 Nomination Form

The Walpole British Luxury Awards celebrate and reward brands and individuals for their outstanding work in the luxury sector both in Britain and abroad.

The 2018 annual Walpole Awards, the highlight of the British luxury industry's calendar, will once again take place in the magnificent ballroom of The Dorchester, London, on Monday 19th November. The ceremony will honour those individuals and companies who have, in the views of the judging panel, members and industry experts, achieved the pinnacle of excellence across 10 categories in the past year.

The Judging Process

The winners of the 2018 Walpole British Luxury Awards are chosen by a panel of judges, all of whom are decision makers and innovators from the worlds of luxury and business.

Once all nominations are received, the judges will select a shortlist of five nominees in each category (except Luxury Legend and Emerging British Luxury Talent). The winning brand or individual from each category will be announced at the Walpole British Luxury Awards on Monday 19th November.

Walpole Awards – Your Nominations

YOUR NAME

COMPANY

JOB TITLE

TELEPHONE

E-MAIL

If you are a brand self-nominating, please include a brief supporting statement detailing your reasons for each category nomination; please submit your statement(s) as an appendix to this form along with any other supporting material.

The supporting statement(s) should be no more than 500 words, and should state clearly the reasons that you believe the company/individual is most deserving of the award(s) you are nominating them for. Where possible please provide supporting evidence such as: facts, figures, statistics, articles and any other relevant information in order to give the nomination maximum opportunity. If you are an individual nominating a brand you do not have to include a supporting statement unless you wish to do so.

**Please return your completed form and any supporting information to:
awards@thewalpole.co.uk by Monday 16th July.**

1. Luxury with a Heart

Awarded to the luxury brand, institution or individual that has consistently dedicated themselves to making the world a better place, either through sustainable or environmental initiatives, contribution to special causes, or in using the power of their voice to speak out on behalf of others.

- The social purpose of the brand or institution is aligned with and supports social issues in a way that is consistent with its unique culture, character and operations
- Nominees will be able to prove an on-going commitment to social responsibility/social purpose and that it is an inherent part of its business ethic and practice
- Nominees will be able to demonstrate how their social responsibility/social purpose strategy has positively impacted the local community within which it operates, the environment, its consumers or employees

I nominate:

2. Creative Collaboration

Awarded to the British luxury brands who have come together to create something unique.

- Nominees will have together created a new, unexpected or unique luxury product or experience
- Nominees should be able to demonstrate how brands working together can result in something innovative, with the key attributes of luxury at its core: craftsmanship, creativity, quality and desirability

I nominate:

3. Cultural Contribution

Awarded to the brand or individual who has made an impact on the cultural landscape of the UK, particularly when it comes to attracting overseas visitors.

- Nominees should have created a unique cultural experience with global appeal
- Nominees should be able to prove strong credentials in either:
 - Strong tourist and/or UK visitor engagement
 - Critical acclaim and press attention

I nominate:

4. Legend (formerly Lifetime Achievement award)

This award recognises outstanding individual achievement in, and contribution to, the success of British luxury.

- The winner will have dedicated their career to supporting and nurturing British luxury at the highest level. They will be an ultra-high achieving, globally recognised individual who is intrinsically linked to luxury and synonymous with Britain

I nominate:

5. International Brand of the Year

Awarded to the international luxury brand that has contributed the most to the UK luxury sector through brand presence, marketing activity, retail footprint and sales.

- Nominees must be brands that are not British-owned or of British origins
- Nominees will be able to demonstrate a commitment to and deep understanding of the British luxury market, this may include:
 - Store openings
 - Increased UK sales revenues
 - Culturally/geographically specific campaigns, launches and/or events within the UK

I nominate:

6. Luxury Leader

Awarded to an individual who has led the way in British luxury in 2018. and is a powerful advocate/ ambassador for British luxury in the UK or overseas.

- The winner will be an established leader with a significant track record of contributing to the luxury industry, with 2017 being particularly noteworthy in their achievements

I nominate:

7. British Luxury Overseas

Awarded to the British luxury brand that has excelled in exporting British luxury goods and/or services overseas.

- Nominees will be able to demonstrate at least one of the following:
 - Strong sales outside the UK
 - The successful launch of their business (or an aspect of) outside the UK

I nominate:

8. Brands of Tomorrow Award for Emerging Talent

Awarded to four emerging brands or individuals with the potential for outstanding global achievement in luxury.

- Nominations welcome from brands/individual in all sectors of the luxury industry
- Brands should be no more than 10 years old
- Nominees will be the emerging leading lights of British luxury and have shown exceptional potential for the future. At least one winner will be selected from Walpole's Brands of Tomorrow programme

I nominate:

9. Luxury Maker of the Year

Awarded to the British luxury brand that has demonstrated excellence in and a commitment to the development of craft/making skills through training, education, apprenticeships.

- Nominees will be able to demonstrate that they are the masters at making in their respective field AND be able to demonstrate a commitment to nurturing British skills, ensuring the transfer of craft skills through education programmes and/or training/apprenticeships
- The judges will give equal consideration to the quality of the craftsmanship and to the supporting training programme
- Training programmes and apprenticeships should be invested with capital and not unpaid internships

I nominate:

10. British Luxury Brand of the Year

Awarded to the British luxury brand that has had the greatest global impact or growth in terms of sales and exposure in the last year.

- The winner will be a globally recognised, luxury British brand with a strong consumer and media following
- Nominees must be able to demonstrate at least one of the following from the past year:
 - National sales and export revenue growth
 - A key consumer or corporate moment where the brand has demonstrated their dedication to British luxury
 - International brand exposure and influence
- Nominees must be based in Britain but do not have to be British owned

I nominate: