

Walpole
British
Luxury
Awards
2022

Awards Criteria & Nomination Form

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About

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

This year's edition of the awards will take place on Monday 21st November 2022.

The ceremony will honour those individuals and brands who have achieved the pinnacle of excellence across nine categories in the past year. As the highlight of our sector's calendar, winning a Walpole British Luxury Award is the ultimate accolade for any British luxury brand.

Of the nine categories, we would very much welcome nominations in one or more of the following five awards:

- ▶ Made in the UK
- ▶ Creative Collaboration
- ▶ Luxury Innovation
- ▶ Sustainable Luxury Brand of the Year
- ▶ British Luxury Brand of the Year

NB This process is open to both Walpole member and non-member brands. All nominees must be based in Britain but do not have to be British owned.

Criteria

Made in the UK

In association with the Department of International Trade (DIT)

Awarded to the British luxury brand that has demonstrated excellence in, and a commitment to, the making and development of British luxury goods and/or services, and has created an exceptional export business selling the best of UK luxury to the rest of the world.

Nominees will be able to demonstrate the following:

- ▶ A commitment to the development of British manufacturing, jobs and skills through investment, training, education and/or apprenticeships.
- ▶ Strong sales and expansion of the brand or business outside of the UK.

NB Demonstration of the above should be from no earlier than 1st October 2021. Brands will be required to provide supporting figures and evidence where possible.

Creative Collaboration

Awarded to a British luxury brand that has launched a collaboration with an individual, a brand or a cultural institution to create a new, innovative luxury product or experience.

Nominees will be able to demonstrate the following:

- ▶ The purpose and objectives of the collaboration.
- ▶ Why it is unique and/or unexpected, demonstrating creativity and innovation.
- ▶ How the collaboration has been executed and communicated.
- ▶ How the collaboration has built and/or connected to new audiences.
- ▶ The impact and outcomes of the collaboration.

NB The collaboration must have taken place no earlier than 1st October 2021.

Luxury Innovation

Awarded to a brand that has demonstrated clear innovation in either a product or service, and that has enhanced the experience of the luxury customer.

Nominees should provide evidence of the above, ideally with supporting statistics.

NB The nominated innovation must have been introduced after 1st October 2021.

Sustainable Luxury Brand of the Year

Awarded to the British luxury brand that has made sustainability an inherent part of its business, and has demonstrated significant progress in the past year towards applying sustainability best-practice to all aspects of its ecosystem.

The winner of this award will be able to demonstrate that its nomination takes into account the four pillars of [Walpole's Sustainability Manifesto](#):

- ▶ Leading the transition towards a circular economy.
- ▶ Safeguarding environment and natural resources.
- ▶ Guiding suppliers towards sustainable practices.
- ▶ Advocacy of equal and respectful working conditions.

NB Judges will consider both the progress made since 1st October 2021 and the future plans and goals as part of the business's sustainability journey.

British Luxury Brand of the Year

The British Luxury Brand of the Year award is not only a clear demonstration of excellence and achievement over the past twelve months, but also sets a new benchmark for distinction against which all other homegrown high-end marques should be judged.

The award is open to nominations for both products and services.

The recipient should exemplify the creativity, innovation, and social and environmental responsibility at the core of the luxury sector, as well as the far-reaching influence and appeal a British company can have on the international stage. In short, the winner of this award encapsulates everything it is to be a progressive, influential British luxury brand circa now.

Brands will be able to demonstrate the following:

Hallmarks of luxury:

- ▶ Industry-changing creativity, storytelling and innovation through marketing campaigns, engaging content and exceptional customer service.
- ▶ International appeal that sells Great Britain abroad.
- ▶ A clear commitment to the pursuit of excellence through design, quality and craftsmanship.

Business development:

- ▶ Investment in UK business and operations.
- ▶ Nurturing of skills, talent and craft practices. This could also include crafts of the future (eg. creators in the metaverse).
- ▶ Increase in sales, export and manufacturing (or equivalent if a hospitality venue).

Commitment to sustainability:

- ▶ A commitment to people, planet and responsible business growth.
- ▶ Consciousness of the issues your sector faces and how you have played your part in helping resolve them.
- ▶ How you are working to future proof your business when it comes to both people and planet.
- ▶ Commitment to embedding sustainable business practices and supporting local communities.

NB Brands wishing to nominate themselves for British Luxury Brand of the Year will be able to offer evidence of achievement in the areas above since 1st October 2021. Please include any relevant achievements and evidence that support your nomination.

Judging Process

All awards nominations will be reviewed by a panel of 20 luxury sector experts.

For two awards, Sustainable Luxury Brand and British Luxury Brand of the Year, there will be an additional stage in the judging process:

Sustainable Luxury Brand of the Year:

Here, a jury of sustainability experts with a strong understanding of what it means to be a sustainable luxury brand will evaluate a shortlist of the five strongest nominees to decide the winner.

British Luxury Brand of the Year:

The shortlist for British Luxury Brand of the year will go out to the Walpole Academy: 250+ Walpole Members, a hand-picked selection of luxury media and other luxury stakeholders. This new process brings an authoritative, peer-reviewed element to this flagship award. The breadth of experience within the Walpole Academy will mean that the definition of what constitutes 'best' will be judged by peers, experts and true connoisseurs of luxury.

How to Enter

Please complete the relevant form per award.

If you are a brand self-nominating, please submit your statement(s) along with any other supporting material.

With the exception of the British Luxury Brand of the Year nomination, the supporting statement(s) should be *no more than 750 words per category*, 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.

For British Luxury Brand of the Year there is no limit to the length of your submission, although you are encouraged to be concise. Awards nominations that have succeeded in the past have been won by brands that have supported their nomination with robust figures and strong supporting detail, and have clearly outlined how they've met the criteria.

Please note, you do not have to nominate across all categories. There is no charge to self-nominate your brand.

Please return your Awards nominations, including the required detail and any supporting information to: awards@thewalpole.co.uk no later than Friday 9th September 2022.

About Walpole

Walpole is the official sector body for British luxury, with a mission to protect, promote and develop British luxury at home and abroad. Founded in 1992 as a not-for-profit organisation, our membership now 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 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.

Walpole actively seeks out UK and international business opportunities, promoting growth in the industry. As founders of the European Cultural and Creative Industries Alliance (ECCIA), Walpole cements and champions relationships with Europe's luxury and creative sectors to deepen cultural and commercial connections.

Dedicated to creating a pipeline of growth for Britain's luxury brands, Walpole also runs the annual mentoring programmes Brands of Tomorrow and the Programme in Luxury Management at London Business School

If you are not currently a member of Walpole and would like more information about joining, please contact the membership team:

Tiago Restani, Director of Development and Memberships

tiago.restani@thewalpole.co.uk

Jessica Day, Senior Membership Manager

jessica.day@thewalpole.co.uk

Rebecca Mars, Membership Manager

rebecca.mars@thewalpole.co.uk

Made in the UK

In association with the Department of International Trade (DIT)

YOUR NAME

COMPANY

JOB TITLE

EMAIL

NOMINATED BRAND

Nominees will be able to demonstrate the following:

- ▶ A commitment to the development of British manufacturing, jobs and skills through investment, training, education and/or apprenticeships.
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PLEASE CONTINUE TO A SEPARATE SHEET IF NECESSARY.

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Creative Collaboration

YOUR NAME

COMPANY

JOB TITLE

EMAIL

NOMINATED BRAND

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Luxury Innovation

YOUR NAME

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JOB TITLE

EMAIL

NOMINATED BRAND

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Sustainable Luxury Brand of the Year

YOUR NAME

COMPANY

JOB TITLE

EMAIL

NOMINATED BRAND

The winner of this award will be able to demonstrate that its nomination takes into account the four pillars of [Walpole's Sustainability Manifesto](#):

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- ▶ Guiding suppliers towards sustainable practices.
- ▶ Advocacy of equal and respectful working conditions.

NB Judges will consider both the progress made since 1st October 2021 and the future plans and goals as part of the business's sustainability journey.

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British Luxury Brand of the Year

YOUR NAME

COMPANY

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NOMINATED BRAND

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YOUR NOMINATION DETAILS CONTINUED

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