

ENTRY GUIDE



Positive Luxury AWARDS 2025

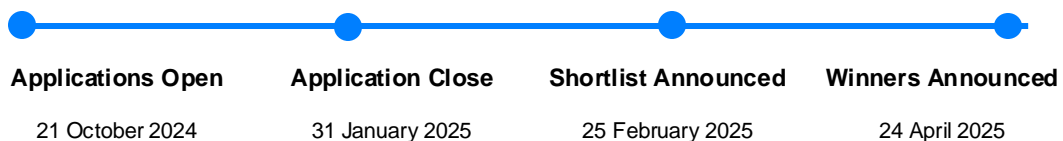
RESPONSIBLE LUXURY
BUSINESS OF THE YEAR

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This award is for the luxury business we deem to have achieved more than any other reshaping its business model toward a fully sustainable one in the last 12 months. Sustainability is embedded end-to-end in the business operations and is apparent in all aspects of the business – from product design to supply chain, packaging to ethical social practices.

| CATEGORY QUESTIONS | CRITERIA |
|--|---|
| What actions has your company taken in the last 12 months to lead real change in the luxury industry? | <ul style="list-style-type: none"> • Clear description of actions within the last 12 months and evidence to illustrating the impact |
| Describe how you have embedded sustainability into your business model, highlighting specific innovations or changes you have adopted in the last 12 months | <ul style="list-style-type: none"> • Clear explanation of sustainability within the business model • Specific examples of innovations and/or changes adopted in the last 12 months |
| What has been the measurable impact of implementing sustainability? Please include reference to the positive impact on society, nature and commercial performance | <ul style="list-style-type: none"> • Clear explanation of how sustainability has been implemented • Quantitative or qualitative evidence of the positive impact on society, nature and commercial performance |
| Please outline how you have communicated your sustainability efforts over the past 12 months to your stakeholders. Please include information on the public disclosure of your ESG performance metrics and mid-term targets | <ul style="list-style-type: none"> • Clear description of stakeholder sustainability communication in the last 12 months • Evidence and examples showcasing the different stakeholder communication in action |
| What plans do you have to meet higher and higher standards between now and 2030? | <ul style="list-style-type: none"> • Description of the company plans to continue achieving higher sustainability standards until 2030 • Clear targets and measurements until 2030 |

APPLICATION TIMELINE



For more information contact:

Natalie Worthington
Relationship Marketing Manager
Natalie.worthington@positiveluxury.com