

Positive Luxury AWARDS 2027

APPLICATION GUIDE



Celebrating Real Change.

CELEBRATING REAL CHANGE AND SUSTAINABILITY LEADERSHIP

Welcome to the Positive Luxury Awards 2027.

Every year, the Positive Luxury Awards shine a light on the luxury businesses that are proving sustainability and success are not competing priorities, but complementary ones. Since 2011, Positive Luxury has worked alongside brands, retailers and suppliers across the industry to raise the bar on environmental, social and governance standards – and the awards exist to celebrate those not only taking action but proving it.

2027 is shaping up to be a pivotal year for the luxury sector. Regulatory expectations are tightening, consumers are asking sharper questions, and the businesses that will thrive are the ones that can prove – not just promise – their impact and measurable action.

Whether you are a heritage house with decades of craftsmanship behind you, or an emerging label built on sustainability from day one, we want to hear your story. Our judging panel looks beyond claims to the evidence of real change, and we hope this year's entries will set a new standard.

The team look forward to receiving your applications and celebrating your achievements with the wider Positive Luxury community.

A handwritten signature in black ink, appearing to read 'Jamie Moore'.

Jamie Moore
Managing Director, Positive Luxury

**Entries are now open for
the Positive Luxury
Awards 2027.**

CATEGORIES

There are six industry-specific categories to enter, as well as the opportunity to be crowned Responsible Luxury Business of the Year. Plus, 2026’s Responsible Supplier of the Year category will return in 2027.

Find out more about each category by clicking “Apply now”.

CATEGORY	OPEN TO	APPLICATION
Beauty Business of the Year	Cosmetics, skincare, fragrance and wellness brands or retailers	Apply now →
Fashion Business of the Year	Apparel, footwear and accessories brands or retailers	Apply now →
Interiors Business of the Year	Furniture, homeware and interior design brands or retailers	Apply now →
Jewellery Business of the Year	Fine jewellery or watch brands or retailers	Apply now →
Premium Drinks Business of the Year	Spirits, wine or premium beverage brands or retailers	Apply now →
Travel Business of the Year	Hotels, resorts, tour operators and hospitality brands	Apply now →
Responsible Supplier of the Year	Finished goods or raw material suppliers	Apply now →
Responsible Luxury Business of the Year	All brands or retailers operating in the luxury sector	Apply now →

ENTRY CRITERIA

Applicants should meet the following criteria to enter the Positive Luxury Awards 2027.



Sector fit

The business operates within, or supplies into, the luxury goods, beauty, drinks, interiors or hospitality sectors.



Geographic & business scope

The awards are open to businesses of all sizes, from independent and emerging labels to global maisons, operating anywhere in the world.



Trading period

The business (or the initiative described) must have been operational for a minimum of 12 months prior to entry.



ESG action

Entries must demonstrate actions across all criteria detailed in Environment, Social and Governance.



Evidence-based

Entries must be supported by verifiable data, documentation or third-party evidence – claims without evidence are not accepted.

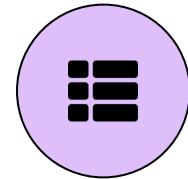


Butterfly Mark certification

There is no prerequisite for entries to be undergoing Butterfly Mark certification assessment or to have achieved Butterfly Mark certification.

APPLICATION PROCESS

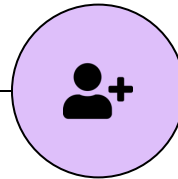
Four steps from choosing your category to submitting your entry.



01

CATEGORY SELECTION

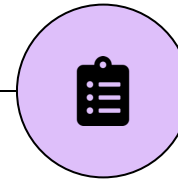
Select the category you want to nominate your business for.



02

REGISTER

Register to receive access to the Positive Luxury Awards application portal.

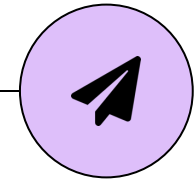


03

COMPLETE APPLICATION

Complete the category application form via the portal.

Upload or send all supporting evidence.



04

SUBMIT

Submit your application and supporting evidence by **29 January 2027**.

DEADLINE All applications and supporting evidence must be submitted by **29 January 2027**

THE JUDGING PROCESS

The awards are judged by an independent panel that represents a cross-section of experts, including academics, thought leaders and industry executives.

WHAT THE SHORTLISTING COMMITTEE AND JUDGES ARE LOOKING FOR

01

A clear description of the actions taken across Environment, Social and Governance, with specific attention to the highlighted criteria.

02

Clear, credible evidence and data behind the actions and claims.

03

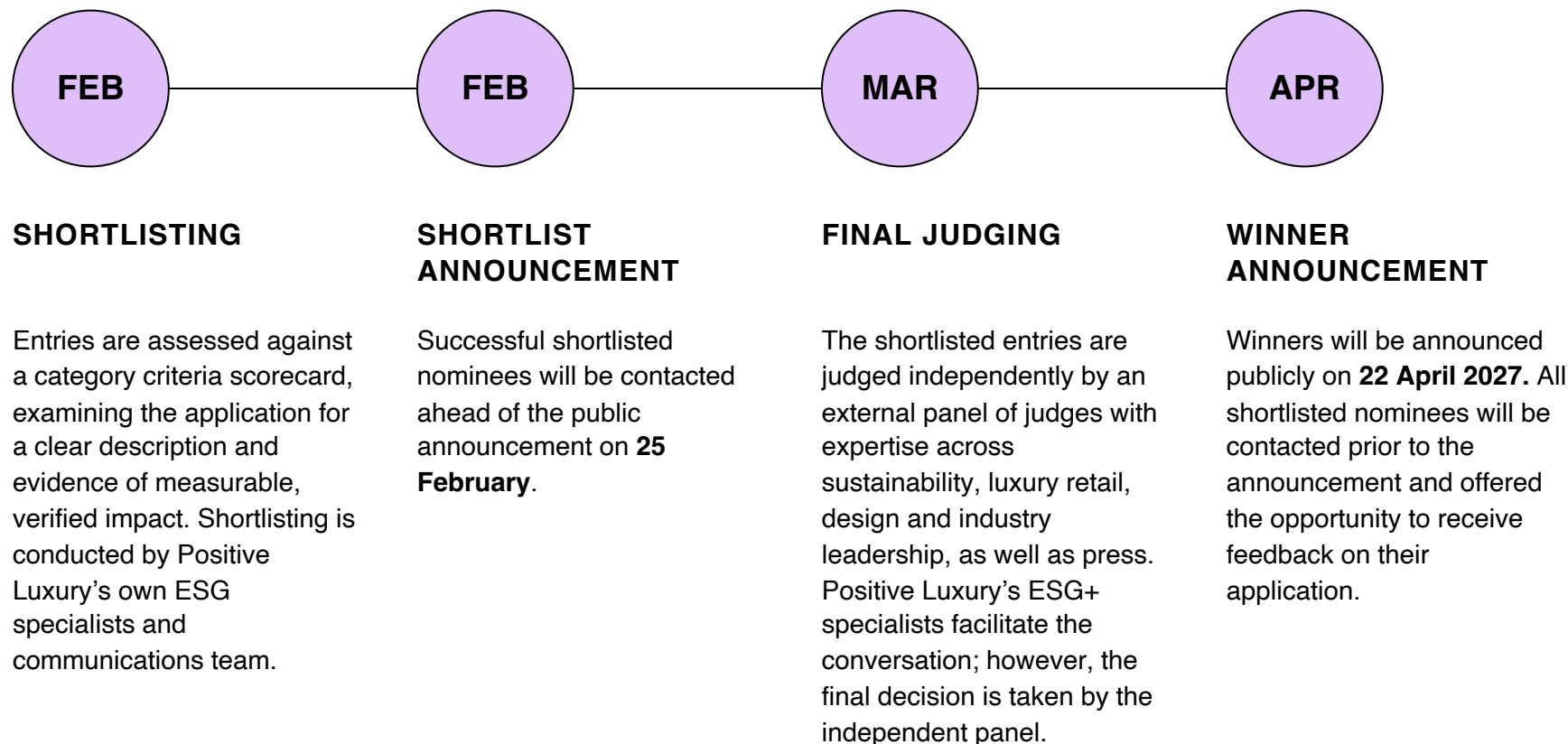
Ambition, and a credible plan for continued improvement with defined targets.

04

Transparency and communication across key stakeholders, with examples.

JUDGING TIMELINE

From shortlisting by Positive Luxury's specialists to the final decision by our independent panel.



Please note that all entry materials are treated as confidential and used solely for judging purposes.

We look forward to receiving your application.

If you have any questions or need assistance with your application, please contact Natalie Worthington on natalie.worthington@positiveluxury.com

ABOUT POSITIVE LUXURY

Since 2011, Positive Luxury have blended technical ESG expertise with luxury industry experience, empowering over 140 luxury brands, retailers and suppliers with impactful ESG solutions that optimise long-term profitability and sustainable growth. Through consultancy services, ESG+ assessment, Butterfly Mark certification and the new Good Supplier Programme, its team of experts give unrivalled support, helping companies across the globe meet higher and higher standards for people, nature and business.

If you'd like to find out how our comprehensive sustainability services can unlock value for you, contact our team on hello@positiveluxury.com.

- ✓ **Fast-track sustainability**
- ✓ **Prepare for legislative shifts**
- ✓ **Communicate with credibility**
- ✓ **Future-proof your business**

www.positiveluxury.com