

ENTRY GUIDE

Positive Luxury AWARDS 2027

FASHION BUSINESS OF THE YEAR

Celebrating Real Change.

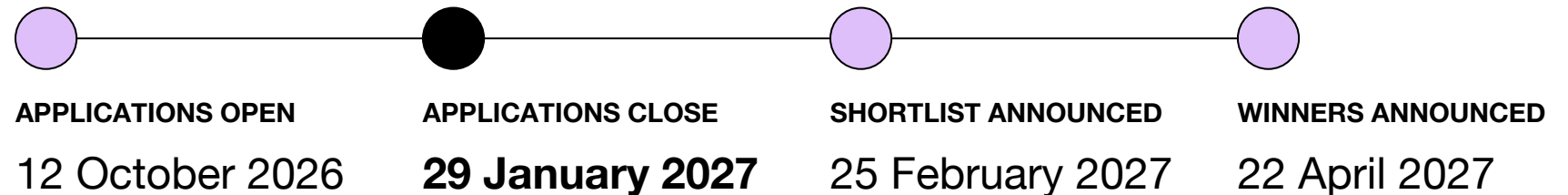


FASHION BUSINESS OF THE YEAR



This award recognises those luxury businesses with demonstrable actions to achieve higher and higher standards across ESG and inspire its peers in the luxury fashion industry to make real change.

APPLICATION TIMELINE



For more information contact: **Natalie Worthington** natalie.worthington@positiveluxury.com

CATEGORY QUESTIONS & CRITERIA

Your application should answer each question in full. The criteria set out what the shortlisting committee and judges will assess your response against.

	CATEGORY QUESTIONS	CRITERIA
01	What actions has your company taken in the last 12 months to lead real change within the luxury fashion industry?	• Clear description of actions within the last 12 months and evidence illustrating the impact
02	Describe your company's approach to sustainable procurement, actions taken and the quantifiable impact in the last 12 month	• Clear explanation of the approach to sustainable procurement • Qualitative and quantitative evidence of impact in the last 12 months
03	Describe your company's environmental strategy, achievements and future targets? Please include your approach to hazardous materials, biodiversity and climate	• Clear explanation of the overall environmental strategy, achievements and targets • Detailed description of the approach to hazardous materials, biodiversity and climate with evidence of positive impact
04	Describe your company's social strategy. Please include your approach to people management, human rights & modern slavery and health, safety and wellbeing	• Clear explanation of the overall social strategy, achievements and targets • Detailed description of the approach to people management, human rights & modern slavery and health, safety and wellbeing
05	What plans do you have to meet higher and higher standards between now and 2030?	• Description of the company's plans to continue achieving higher sustainability standards until 2030 • Clear targets and measurements until 2030
06	Outline how you have communicated your sustainability efforts over the past 12 months to your stakeholders.	• Qualitative information on the sustainability communication strategy in the last 12 months for each stakeholder group • Evidence and examples showcasing the communication in action

SAMPLE APPLICATION RESPONSE

Previous shortlisted and winning applications have structured responses, addressing all aspects of the questions and criteria detailed. Here is a sample response.

NB: this is a purely illustrative sample response, showing a best-practice structure and quantitative data. This structure does not guarantee your application will be shortlisted.

QUESTION What plans do you have to meet higher and higher standards between now and 2030?

SAMPLE RESPONSE

Our 2030 roadmap is structured in three phases against our SBTi-validated pathway, with independently verified checkpoints in 2026 and 2028 rather than a single 2030 commitment, so progress is auditable throughout.

Climate: *Scope 1 and 2 emissions currently down 39% against our 2021 baseline. Phase targets: 55% reduction by 2026, 75% by 2028, and 90% by 2030, with the remaining balance addressed through verified removals only after reduction levers are exhausted. Renewable electricity coverage rises from 61% today to 100% across owned sites by 2027.*

Supply chain: *55% of Tier 1 suppliers currently hold science-based targets. Target: 80% by 2027 and 100% by 2029, enforced through a supplier scorecard now tied to contract renewal terms as of this year.*

Materials: *Preferred and recycled materials currently represent 48% of total volume. Target: 70% by 2027 and 90% by 2030, backed by signed forward-supply agreements already covering 34% of 2027 volume.*

Circularity: *Resale and repair channels currently divert 6% of units sold from landfill/incineration pathways. Target: 20% by 2027 and 35% by 2030, supported by a take-back scheme expanding from 40 to all 210 stores by 2026.*

Governance: *20% of senior leadership variable pay is currently tied to ESG+ metrics. Target: 35% by 2027, with Scope 3 supplier engagement added as a standalone metric from 2026.*

APPLICATION CHECKLIST

Before you submit, check your application against the following.

	Company information	Have you provided responses to all the contextual company information questions?
	ESG action	Do your responses clearly demonstrate actions across all areas detailed in Environment, Social and Governance?
	Highlighted areas	Have you addressed the specific areas detailed in the application criteria?
	Evidence-based	Entries must be supported by verifiable data, documentation or third-party evidence – claims without evidence are not accepted.
	Supporting documents	Confirm the supporting documentation and evidence has successfully uploaded to the assessment portal. If not, please email documents to natalie.worthington@positiveluxury.com .

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