

ENTRY GUIDE

Positive Luxury AWARDS 2027

RESPONSIBLE LUXURY
BUSINESS OF THE YEAR



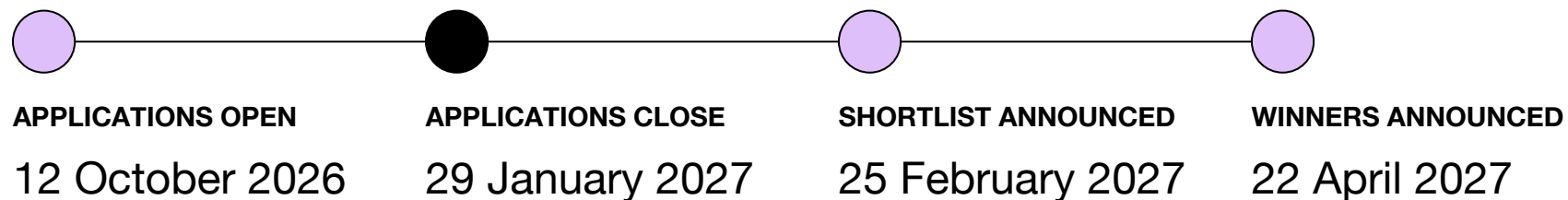
Celebrating Real Change.

RESPONSIBLE LUXURY BUSINESS OF THE YEAR



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.

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 industry?	• Clear description of actions within the last 12 months and evidence illustrating the impact
02	Describe how you have embedded sustainability into your business model, highlighting specific innovations or changes you have adopted in the last 12 months	• Clear explanation of sustainability within the business model • Specific examples of innovations and/or changes adopted in the last 12 months
03	What has been the measurable impact of implementing sustainability? Please include reference to the positive impact on society, nature and commercial performance	• Clear explanation of how sustainability has been implemented • Quantitative or qualitative evidence of the positive impact on society, nature and commercial performance
04	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	• Clear description of stakeholder sustainability communication in the last 12 months • Evidence and examples showcasing the different stakeholder communication in action
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

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 has been the measurable impact of implementing sustainability? Please include reference to the positive impact on society, nature and commercial performance.

SAMPLE RESPONSE

Sustainability sits within our core business model, not as a separate function: our Chief Sustainability Officer reports directly to the CEO, and 20% of senior leadership bonus is now tied to ESG+ targets, up from 0% in 2023.

Product & design: Launched a Circular Design Standard in early 2024, requiring all new SKUs to meet a minimum 70% recyclable or biodegradable material threshold. 340 SKUs (46% of the new season) now meet this standard, up from 12% a year earlier.

Supply chain: Shifted 55% of Tier 1 suppliers onto science-based emissions targets in the last 12 months, up from 18%, through a mandatory onboarding requirement introduced in Q1 2024.

Business model innovation: Introduced a resale and repair platform in September 2024, processing 2,800 items in its first six months and extending average product lifespan by an estimated 3.2 years. Repair revenue reached £410,000 in its first two quarters — a new revenue line, not a cost centre.

Commercial performance: Products meeting the Circular Design Standard carry a 4% higher average margin than legacy lines, and client research shows 61% of customers cite sustainability credentials as a factor in repeat purchase, up from 44% in 2023

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