



POSITIVE LUXURY 2024 AWARDS WINNERS REPORT

CELEBRATING REAL CHANGE

 Positive Luxury
AWARDS 2024

INTRODUCTION



Congratulations to all the exceptional luxury brands who have won at this year's Positive Luxury Awards. The luxury industry has a vital role to play driving positive change for the good of all, setting new standards and creating new norms. All our winning businesses are at the forefront of the global luxury industry, galvanising others to take serious, positive action, and we are confident their actions will continue to help shape a sustainable future for people, nature and business. The spirit of innovation demonstrated so clearly in the winning applications inspired me, the judges and the Positive Luxury team. Thank you to all six brands for exemplifying what true luxury looks like.

AMY NELSON-BENNETT
CEO, Positive Luxury



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THE SHORTLIST

Thank you to all the brands that applied to the Positive Luxury Awards 2024. With a record number of applications this year from within our Real Changemaker community and beyond, it is inspiring to see so many brands within the luxury industry driving innovation through the lens of sustainability. We would like to acknowledge your vital contribution to driving a more sustainable future and delivering real change.

RESPONSIBLE LUXURY BUSINESS OF THE YEAR

Drake & Morgan | Metropolitan Touring | Monica Vinader | Six Senses



FASHION BUSINESS OF THE YEAR

BAV TAILOR | Cleobella | Cult Mia | Lola&Lykke



BEAUTY BUSINESS OF THE YEAR

AYUNA | Medik8 | Molton Brown | Neal's Yard Remedies



THE SHORTLIST

JEWELLERY BUSINESS OF THE YEAR

Daniella Draper | Mejuri | Monica Vinader | Skydiamond



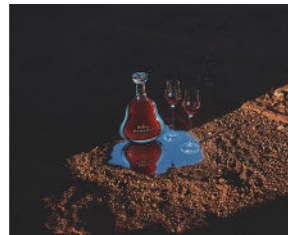
TRAVEL BUSINESS OF THE YEAR

Candacraig | Marbella Club Hotel | Room2 | Six Senses



PREMIUM DRINKS BUSINESS OF THE YEAR

Canned Wine Co. | Clase Azul Mexico | Hennessy | The Glenturret



INTERIORS BUSINESS OF THE YEAR

Alllect Design Group | Graphenstone Paint | MAIE | Studio Neon Attic





RESPONSIBLE LUXURY BUSINESS OF THE YEAR: SIX SENSES

This award is for the luxury business the Positive Luxury Awards judges deem to have achieved more than any other in raising the bar and demonstrating real change in the last 12 months. It recognises a business that has fully embedded sustainability into its end-to-end operations, demonstrating a measurable positive impact on people and nature – inspiring others and showing them what is possible.

CATEGORY SHORTLIST

Drake & Morgan
Metropolitan Touring
Monica Vinader
Six Senses

CATEGORY JUDGES

Lucy Harris
Mickey Alam-Khan
Ure Utah

“

SIX SENSES RESORT STANDS OUT AS THE EPITOME OF WHAT IT MEANS TO BE A RESPONSIBLE LUXURY BUSINESS IN TODAY'S WORLD. THEIR UNWAVERING COMMITMENT TO SUSTAINABILITY, COMBINED WITH INNOVATIVE PRACTICES THAT RESPECT AND ENHANCE THEIR LOCAL ENVIRONMENTS AND COMMUNITIES, IS TRULY COMMENDABLE. IT IS THEIR HOLISTIC APPROACH TO LUXURY, THAT PLACES EQUAL IMPORTANCE ON THE WELL-BEING OF THEIR GUESTS, THE ENVIRONMENT, AND SOCIETAL IMPACT, THAT SETS THEM APART AS THE WINNER.

– URE UTAH

Sustainability Pioneer & Founder, Bridge Synergy

BAV TAILOR



FASHION BUSINESS OF THE YEAR: BAV TAILOR

Born in London, Indian by origin, a nomad in spirit, BAV TAILOR, the founder and conscious creative of her namesake brand founded in 2013, upholds the tradition of her ancestors, sourcing materials from suppliers and tailors which encapsulate excellence in innovation, craftsmanship and respectful standards.

This award recognises the luxury business in the Fashion & Accessories industry that has demonstrated actions in the last 12 months to achieve higher and higher standards across ESG – inspiring others to make real change.

CATEGORY SHORTLIST

BAV TAILOR
Cleobella
Cult Mia
Lola&Lykke

CATEGORY JUDGES

Mary Fellowes
Rosalie Mann
Sara Kozlowski

“

WE SELECTED BAV TAILOR BECAUSE OF ITS HOLISTIC APPROACH TO SUSTAINABILITY AND ETHICAL PRACTICES, DEEPLY ROOTED IN ITS OPERATIONS. THE COMPANY'S COMMITMENT IS REFLECTED THROUGH ITS "360° CONSCIOUS MANIFESTO," WHICH GUIDES ALL BUSINESS DECISIONS AND INTERACTIONS, WITH RESPECT FOR THE BODY, MIND, AND ENVIRONMENT. THIS INCLUDES THE INTEGRATION OF ENVIRONMENTAL MANAGEMENT POLICIES FOCUSED ON KEY AREAS SUCH AS CARBON FOOTPRINT REDUCTION, ENERGY AND WATER CONSERVATION, WASTE PREVENTION, AND BIODIVERSITY PROTECTION. THIS COMMITMENT, COMBINED WITH THEIR RESPECT FOR CULTURAL VALUES AND CONTINUOUS IMPROVEMENT OF ESG+ SCORES, SETS A LEADING EXAMPLE IN THE LUXURY FASHION INDUSTRY.

– ROSALIE MANN
Founder & President, No More Plastic Foundation

MONICA VINADER



JEWELLERY BUSINESS OF THE YEAR: MONICA VINADER

Monica Vinader pioneered fine jewellery for everyday wear, designed by women for women. Because luxury is a feeling no longer defined by expense or exclusivity, but by expression and exceptional quality.

This award celebrates a luxury business which is fully embracing sustainability and setting higher standards for the Jewellery & Watch industry – from ethical sourcing and social practices, to innovative design and responsible materials.

CATEGORY SHORTLIST

Daniella Draper
Mejuri
Monica Vinader
Skydiamond

CATEGORY JUDGES

Iris Van der Veken
Mads Twomey-Madsen
Rebecca Butler

“

OF ALL THE FINALISTS, MONICA VINADER DEMONSTRATED THE MOST COMPREHENSIVE APPROACH TO SUSTAINABILITY WITHIN A LUXURY JEWELLERY BUSINESS. SUPPORTED BY AN IN-DEPTH SUSTAINABILITY REPORT, EVIDENCED ADVANCEMENTS TOWARDS ITS ONGOING MISSION, AND DETAILED GOALS FOR FUTURE IMPROVEMENT, THE BUSINESS SHOWS AN ACUTE UNDERSTANDING OF THE ‘WORK IN PROGRESS’ NATURE OF SUSTAINABLE ACTION IN LUXURY AND STRIVES TO CONTINUE IMPROVING YEAR-ON-YEAR – WITH PROVEN AND VERIFIED RESULTS. WITH A SOLID SOCIAL STRATEGY, I’M EXCITED TO WITNESS MONICA VINADER’S NEXT STEPS TOWARDS ITS 2030 TARGETS IN THE COMING YEARS.

– REBECCA BUTLER

Editor, Professional Jeweller UK & USA

Medik8

RESULTS WITHOUT COMPROMISE



BEAUTY BUSINESS OF THE YEAR: MEDIK8

Founded in 2009 by UK scientists and brothers, Elliot and Daniel Isaacs, Medik8 is an award-winning, age-defying skincare brand. Borne from years of clinical and consumer research, their mission was clear: to simplify the route to great skin (regardless of age) and deliver upon one simple customer promise: results without compromise.

This award recognises the luxury Beauty and Fragrance business that has transformed to more sustainable business practices and trailblazed new standards in the beauty industry over the last 12 months – considering environmental and social impacts, as well as innovation.

CATEGORY SHORTLIST

AYUNA
Medik8
Molton Brown
Neal's Yard Remedies

CATEOGRY JUDGES

Alexander Johnston
Lisa Oxenham
Millie Kendall

“

MEDIK8
DEMONSTRATED THEIR
COMMITMENT TO
SUSTAINABLE LUXURY
THROUGH A HUGE NUMBER OF
INITIATIVES WITHIN THEIR
ORGANISATION. THEY
CONTINUE TO INNOVATE IN
THE BEAUTY SPACE AND
THEIR PRODUCTS ARE BOTH
SUSTAINABLY PRODUCED AND
HAVE EFFICACY AND
CUSTOMER EXPERIENCE AT
THEIR CORE. A VERY WORTHY
WINNER.

– *ALEXANDER JOHNSTON*
General Manager, John Bell &
Croyden



ALLECT

INTERIORS BUSINESS OF THE YEAR: ALLECT DESIGN GROUP

The Allect Design Group consists of three brands: Helen Green Design, Rigby & Rigby and Lawson Robb. Allect's mission is to foster an unrivalled level of creativity, innovation and excellence, and it supports the creative development of all its brands whilst maintaining their individual identity, heritage and expertise.

This award celebrates the most inspirational Interiors & Living company over the last year. It rewards the company that innovated, prioritised and combined sustainability, creativity, quality and craftsmanship, evidencing their sustainability practices and subsequent positive impact.

CATEGORY SHORTLIST

Allect
Graphenstone Paint
MAIE
Studio Neon Attic

CATEGORY JUDGES

Angel Tan
Christian Bachler
Penny Sainsbury

“

ALLECT HAS CLEARLY AND METHODICALLY LAID A PLAN FOR ACHIEVING BOTH ROBUST SUSTAINABILITY GOALS AND ETHICAL BUSINESS PRACTICES. OVERALL, THEIR APPLICATION WAS DETAILED AND THE VOLUME OF SUPPORTING INFORMATION ENDORSED ALL OF THEIR RESPONSES. THEY HAVE A VERY CLEAR PATHWAY TO NOT ONLY MAINTAIN BUT GROW THEIR AMBITIONS IN THE FUTURE.

– PENNY SAINSBURY
Founder, Peridot PR



TRAVEL BUSINESS OF THE YEAR: SIX SENSES

Six Senses is a luxury hotel management company that operates 24 hotels and resorts globally with the vision of helping people reconnect with themselves, others, and the world around them. Six Senses focuses on local sustainability opportunities that create unique moments and experiences that enhance the health and wellness of their guests, the land, and surrounding communities.

This award commends the Travel & Leisure company that has integrated sustainable practices throughout its operations, demonstrating evidence of both environmental and social impact.

CATEGORY SHORTLIST

Candacraig
Marbella Club Hotel
Room2
Six Senses

CATEGORY JUDGES

Eloise Hanson
Glenn Mandziuk
Sue Williams

“

THIS LUXURY RESORT IS A BEACON FOR EVERY OTHER LUXURY RESORT AROUND THE WORLD TO REPLICATE IN THEIR OWN SUSTAINABILITY PROGRAMMES. FROM REDUCING THEIR ENERGY CONSUMPTION BY 30% IN 2022 TO INVESTING IN THE LOCAL COMMUNITY, AS WELL AS ITS REGENERATIVE WORK WITHIN THE SURROUNDING ENVIRONMENT, THE TEAM AT SIX SENSES IS FOCUSED ON HOLISTIC ACTION. THE RESORT'S SUSTAINABILITY PLANS FOR THE YEARS AHEAD ARE AMBITIOUS AND I BELIEVE THAT THEY ARE FULLY COMMITTED TO ACHIEVING THEM. A MOST DESERVING WINNER!

– *GLENN MANDZIUK*
CEO, Sustainable Hospitality Alliance



CANNED WINE CO

PREMIUM DRINKS BUSINESS OF THE YEAR: CANNED WINE CO.

Canned Wine Co. was founded to elevate thoughtful connections between people, planet and place, through the appreciation of wine. With quality and responsibility at the heart of the business, Canned Wine Co. showcases exciting single-varietal, vintage wines in smaller, recyclable formats.

This award is for the business that has demonstrated quantifiable responsibility and impact in material environmental and social areas, acknowledging the importance of craftsmanship, innovation and ethical business practices contributing to a more sustainable luxury drinks industry.

CATEGORY SHORTLIST

Canned Wine Co.
Clase Azul Mexico
Hennessy
The Glenturret

CATEGORY JUDGES

Chrystal Webster
Julien Lonneux
Tony Cleary

“

I WAS VERY IMPRESSED BY THE STRATEGY AND 360° VISION ON SUSTAINABILITY CANNED WINE CO. PRESENTED US. THEY HAVE REALLY EMBRACED SUSTAINABILITY AS THEIR MAIN COMPANY PILLAR AND ARE OFFERING IDEAS AND EFFECTIVE SOLUTIONS TO IMPROVE BOTH THEIR FOOTPRINT AND THAT OF THE DRINKS INDUSTRY. THEY ARE A DRIVING FORCE OTHER BUSINESSES SHOULD LOOK AT AS AN EXAMPLE.

– JULIEN LONNEUX
CEO, Vranken-Pommery UK

OUR JUDGES ON WHY THE AWARDS MATTER

“



Positive Luxury's work aligns closely with our mission to drive measurable positive change in the watch and jewellery sector. When we support initiatives with shared values we can amplify our collective impact. Together, we can inspire other luxury brands to embrace responsible practices and create a more sustainable future for all. We believe in collaboration, and we embrace SDG 17 Partnerships. No one can do this alone.”

– *Iris Van der Veken*

Executive Director & Secretary General, Watch & Jewellery Initiative 2030



“All business are looking to a future where quality products and sustainability need to go hand in hand. So, it is important that we recognise and celebrate companies that are leading the way in transforming luxury. I look forward to taking part in that”.

– *Mads Twomey-Madsen*

SVP Global Communications & Sustainability, Pandora



“I’m honoured to be a judge for this year’s Positive Luxury Awards. I believe that luxury businesses and those who lead them wield a powerful voice and influence. It’s important to acknowledge those who place sustainability at the core of their organisations, as they will inspire others to do the same and be instrumental in tipping the balance globally towards positive change and a better future for us all.”

– *Angel Tan*

CEO, The House Directory



“Luxury should inspire, not exploit. The Positive Luxury Awards resonates with my belief in the transformative power of connection to drive progress. This platform champions the luxury industry’s commitment to uplifting communities and nurturing our planet, a mission that inspires and excites me.”

– *Ure Utah*

Sustainability Pioneer and Founder of Bridge Synergy