

Walpole
British
Luxury
Awards
2026

ENTRY FORMS

About

The Walpole British Luxury Awards celebrates British brands and individuals for their outstanding work in the luxury sector both in the UK and abroad.

This year's edition of the awards will take place on Monday 9th November 2026.

The ceremony will honour those individuals and brands who have achieved the pinnacle of excellence in the past year. As the highlight of our sector's calendar, winning a Walpole British Luxury Award is the ultimate accolade for any British luxury brand.

We would welcome your nominations for the following categories:

- ▶ Made in the UK
- ▶ Creative Collaboration
- ▶ Luxury Experience
- ▶ WOLF Award for Future Legacy
- ▶ Sustainable Luxury Brand of the Year
- ▶ British Luxury Brand of the Year

NB This process is open to both Walpole member and non-member brands. All nominees must be based in Britain, but do not have to be British owned.

Judging Process

All awards nominations will be reviewed by a panel of luxury sector experts.

For three awards – WOLF Award for Future Legacy, Sustainable Luxury Brand of the Year and British Luxury Brand of the Year – there will be an additional stage in the judging process:

WOLF Award for Future Legacy

This award will be reviewed by a panel of opinion-formers who collectively understand the skills and talent needed to deliver outstanding luxury products. They will evaluate a shortlist of the strongest nominees in order to decide the winner.

Sustainable Luxury Brand of the Year

A jury of sustainability experts with a strong understanding of what it means to be a sustainable luxury brand will evaluate a shortlist of the five strongest nominees in order to decide the winner.

British Luxury Brand of the Year

The shortlist for British Luxury Brand of the Year will go out to all Walpole member organisations and a hand-picked selection of luxury media and tastemakers. This process brings an authoritative, peer-reviewed element to our flagship award.

How to Enter

Please complete the relevant form per award.

If you are a brand self-nominating, please submit your statement(s) along with any other supporting material. With the exception of the British Luxury Brand of the Year nomination, the supporting statement(s) should be **no more than 750 words per category**, and should state clearly the reasons that you believe the company/individual/organisation is most deserving of the award(s) you are nominating them for. Where possible please provide supporting evidence such as: facts, figures, statistics and any other relevant information in order to give the nomination maximum opportunity. (If you are an individual nominating a brand, you do not have to include a supporting statement unless you wish to do so.)

For British Luxury Brand of the Year there is no limit to the length of your submission, although you are encouraged to be concise. Awards nominations that have succeeded in the past have been won by brands that have supported their nomination with robust figures and strong supporting detail, and have clearly outlined how they've met the criteria.

PLEASE NOTE: Website links will not be accepted.

Please note, you do not have to nominate across all categories. There is no charge to enter your brand, however winners of each category may incur associated costs for their on stage presenter such as necessary travel, accommodation and styling expenses.

Please return your Awards entry forms, including the required detail and any supporting information to: awards@thewalpole.co.uk no later than Tuesday 28th July 2026.

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Awards Criteria & Entry Forms

Made in the UK

Awarded to the British luxury brand that has demonstrated excellence in, and a commitment to, the making and development of British luxury goods and/or services, and has created an exceptional export business selling the best of UK luxury to the rest of the world.

Nominees will be able to demonstrate the following:

- ▶ A commitment to the development of British manufacturing, jobs and skills through investment, training, education and/or apprenticeships.
- ▶ Strong sales and expansion of the brand or business outside of the UK.

YOUR NAME

COMPANY

JOB TITLE

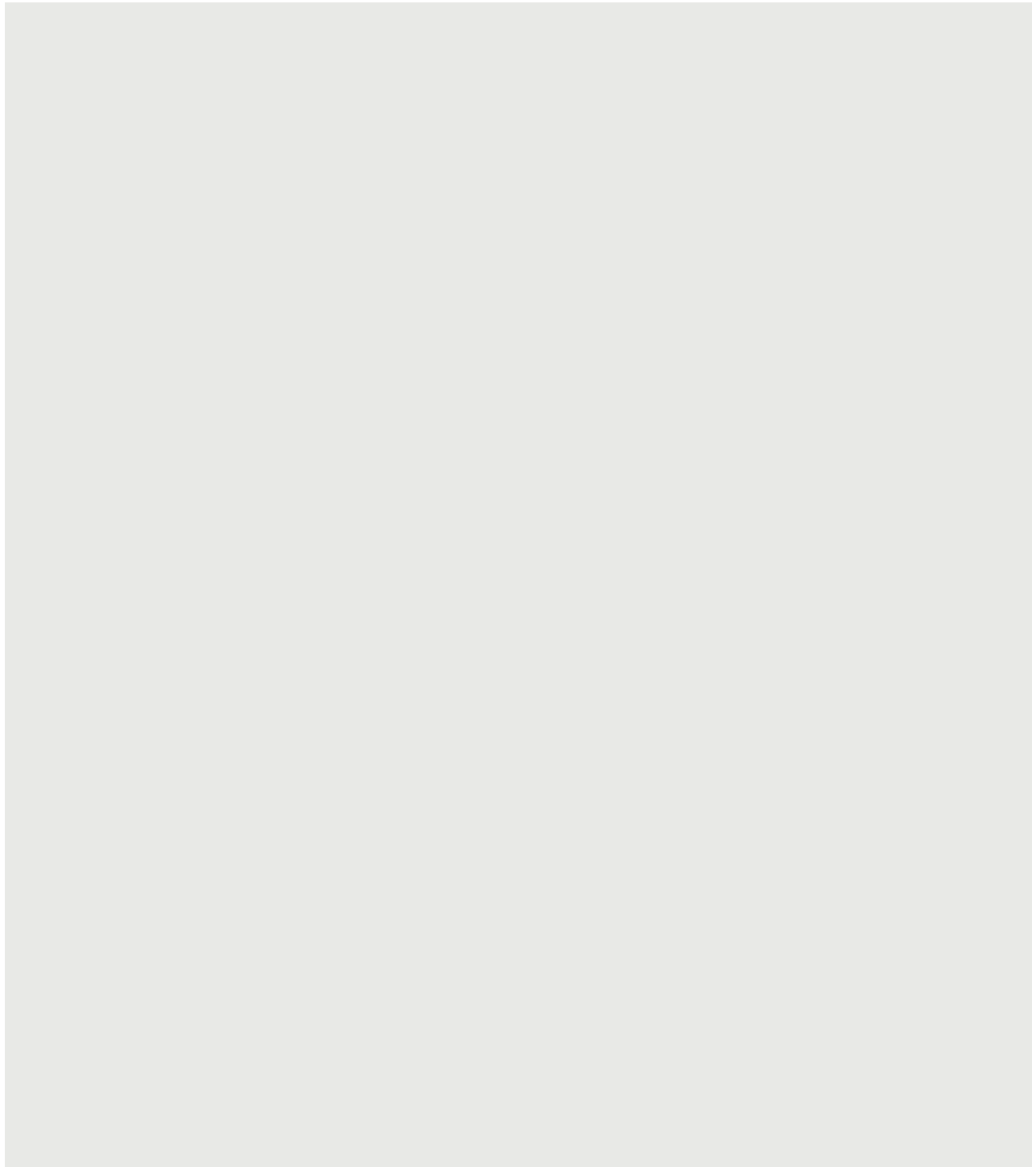
EMAIL

NOMINATED BRAND

NB Demonstration of the above should be from no earlier than 1st October 2025.
Brands will be required to provide supporting figures and evidence where possible.

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YOUR NOMINATION DETAILS (NO MORE THAN 750 WORDS)
PLEASE DO NOT INCLUDE WEBSITE LINKS
YOU MAY CONTINUE TO A SEPARATE SHEET IF NECESSARY



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Creative Collaboration

Awarded to a British luxury brand that has launched a collaboration with an individual, a brand or a cultural institution to create a new, innovative luxury product or experience.

Nominees will be able to demonstrate the following:

- ▶ How the collaboration has built and/or connected to new audiences.
- ▶ The purpose and objectives of the collaboration.
- ▶ Why it is unique and/or unexpected, demonstrating creativity and innovation.
- ▶ How the collaboration has been executed and communicated.
- ▶ The impact and outcomes of the collaboration.

YOUR NAME

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JOB TITLE

EMAIL

NOMINATED BRAND

NB The collaboration must have taken place no earlier than 1st October 2025.

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YOUR NOMINATION DETAILS (NO MORE THAN 750 WORDS)
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A large, solid grey rectangular area that occupies the central portion of the page, intended for the nomination details. It is completely blank and serves as a placeholder for the text.

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Luxury Experience

From transformative stays and curated journeys to extraordinary events and exceptional service that connects with customers in a new way, this award honours those brands that embody the very best of the UK's luxury hospitality and retail sectors through experiences that are dial-shifting and distinctive.

Please include evidence of any positive impact resulting from the experience. Supporting evidence could include guest or customer feedback, increases in enquires, bookings or sales, increases in brand engagement, PR or social media coverage.

YOUR NAME

COMPANY

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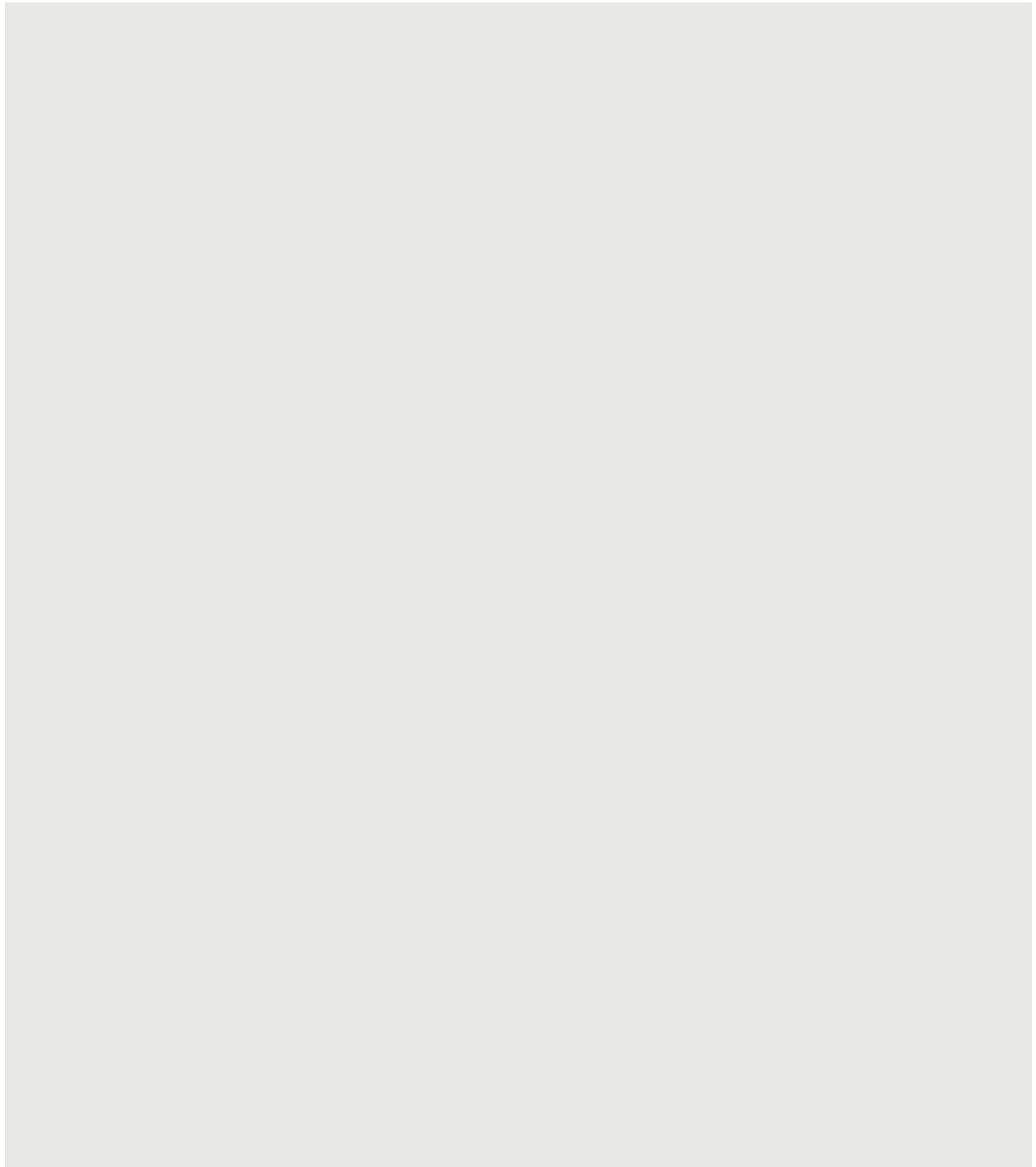
EMAIL

NOMINATED BRAND

NB If nominating a product or service, this must have been introduced after 1st October 2025. If an individual (or team), they must have been employed by the company since 1st October 2025.

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WOLF
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WOLF Award for Future Legacy

Awarded to the company or organisation that has demonstrated significant commitment to supporting, developing and preserving talent and skills in the UK.

This prestigious award will be presented to one (or more) of your company or organisation's skilled workers who have benefitted from this support, recognising the deep connection between luxury and highly skilled employment. The winning company or organisation will be devoted to supporting its people; helping them grow and develop the skills they need to thrive.

The panel of judges will give particular focus to those companies or organisations that have used innovative, sustainable techniques and processes to pass skills onto future generations, that have protected a unique and longstanding craft their business relies upon, or have invested in upskilling their workforce to meet the future needs of the business.

These skills may be those which have been used in your business for centuries, or they may be new skills that meet the changing climate we do business in. The judging panel are open to nominations from companies or organisations with a wide range of methods of training and development – the winning entry may be a formal scheme, such as delivering an apprenticeship scheme, or informal training.

This award will be given to a company or organisation, rather than an individual, however one or more case studies of individuals who have benefitted from your company or organisation's support will be an essential element of the application – and the strength of these case studies will be taken into account by the judging panel. Likewise, Walpole will expect a beneficiary of the scheme to be made available to receive the award at the ceremony.

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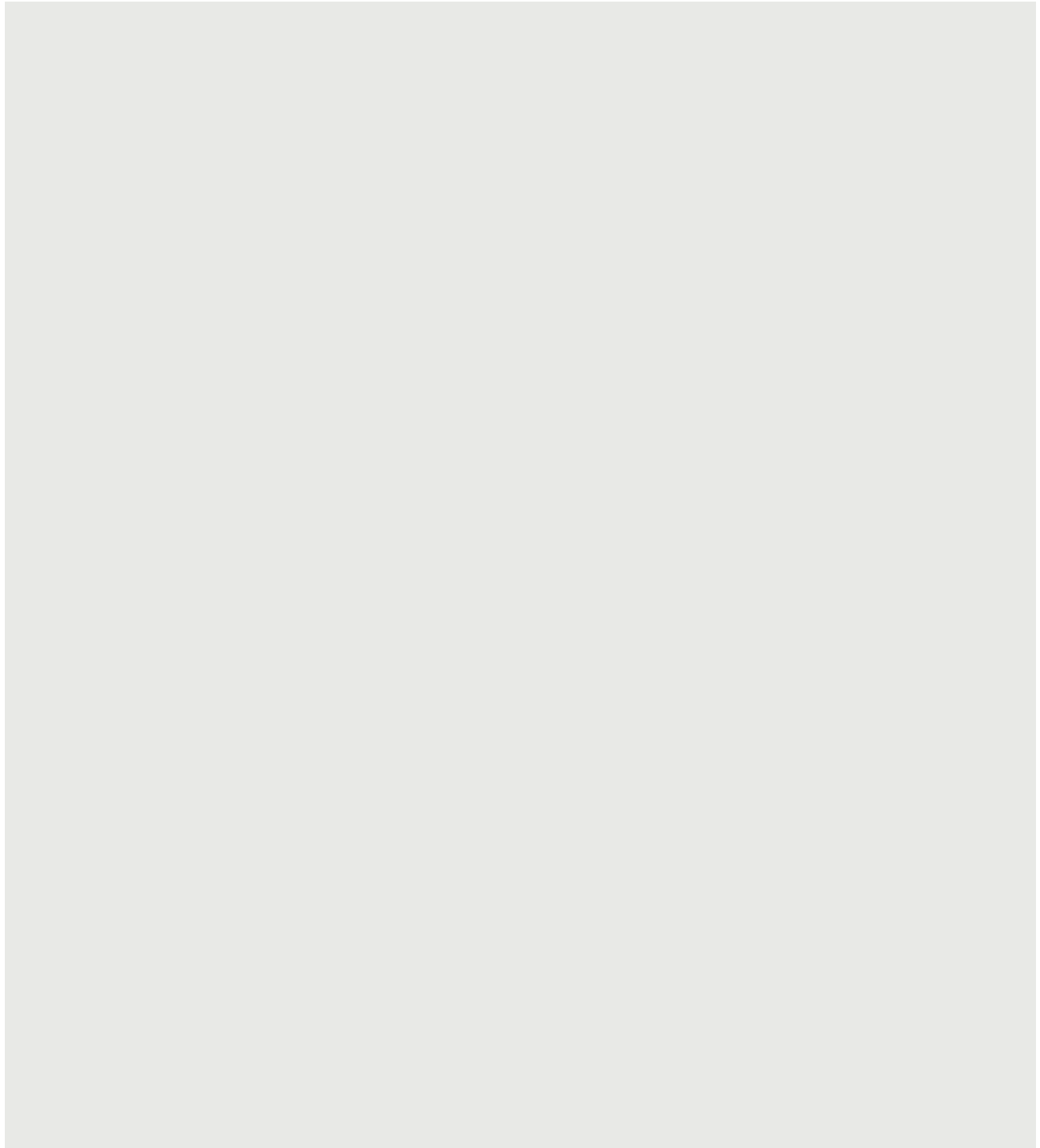
EMAIL

NOMINATED BRAND

NB Companies or organisations wishing to nominate themselves for the WOLF Award for Future Legacy will be able to offer evidence of achievement in the areas above since 1st October 2025. For the main application, please keep to no more than 750 words. Case studies of any length will be considered in addition to this. **Please do not include links to either your own or other websites.**

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YOUR NOMINATION DETAILS (NO MORE THAN 750 WORDS)
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YOU MAY CONTINUE TO A SEPARATE SHEET IF NECESSARY



Please return your Award entry form, including the required detail and case studies to:
awards@thewalpole.co.uk no later than Tuesday 28th July 2026.

Sustainable Luxury Brand of the Year

Sustainable Luxury Brand of the Year is awarded to the British luxury brand that has made sustainability an inherent part of its business, demonstrating significant progress in the past year alongside significant commitment for the future, not just in the context of its own business, but to the sector as a whole.

In recognition of the evolving role of sustainability in shaping the sector's future, the award honours brands that are embedding sustainability as a driver of growth, value creation and long-term resilience. This includes the extent to which sustainability is integrated into strategic decision-making, product and experience design, supply chain development and business models, recognising sustainability as a defining dimension of responsible luxury leadership and enduring business success.

The winner of this award will be able to demonstrate that its nomination takes into account the four pillars of [Walpole's Sustainability Manifesto](#):

- ▶ Leading the transition towards a circular economy
- ▶ Safeguarding environment and natural resources
- ▶ Guiding suppliers towards sustainable practices
- ▶ Advocacy of equal respectful working conditions

Application Criteria - please include the following

- ▶ Appropriate measurements and figures to support impact claims and strategic commitments
- ▶ Relevant people and planet reporting issued publicly
- ▶ Relevant certifications held

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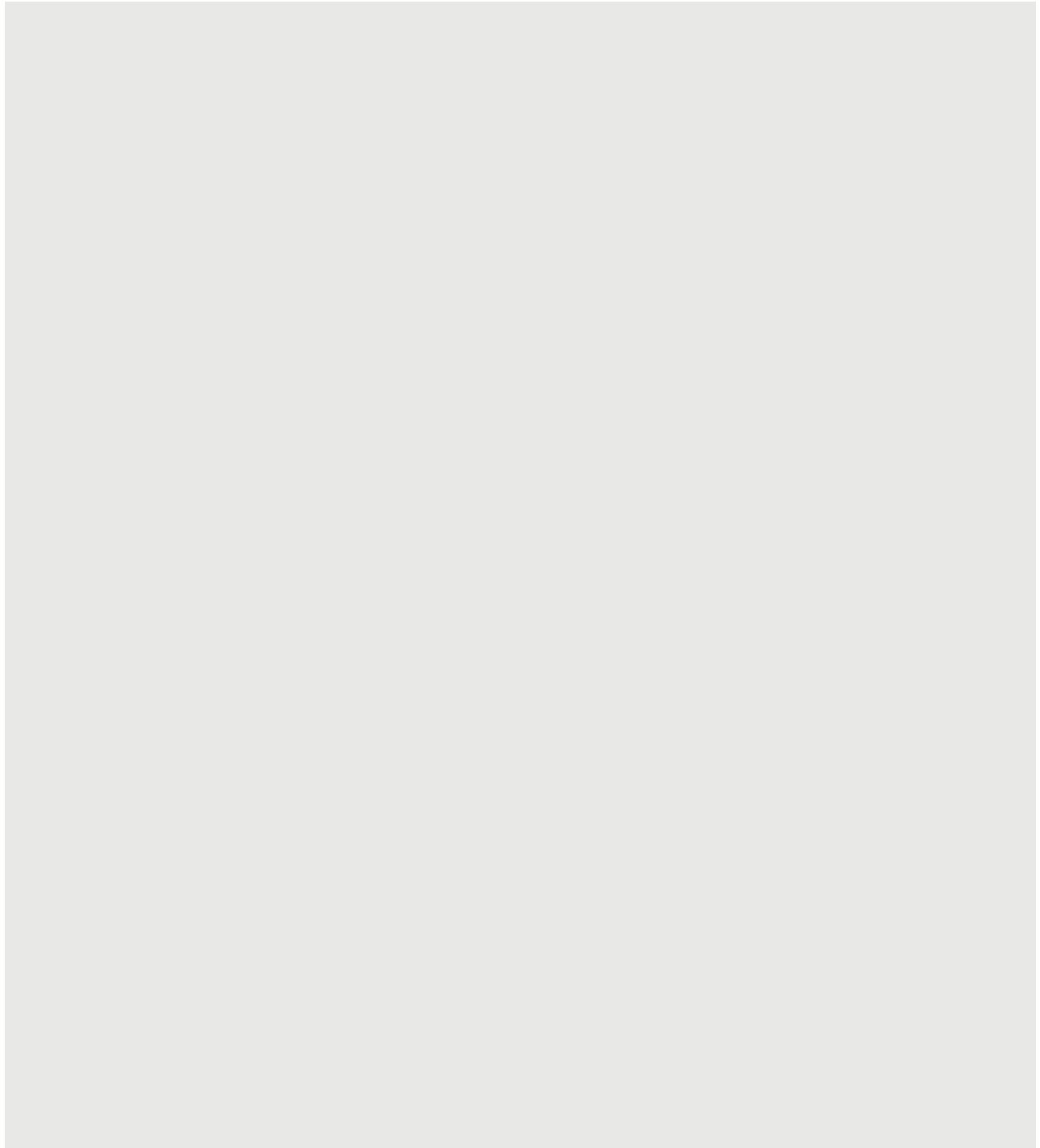
EMAIL

NOMINATED BRAND

NB Judges will consider both the progress made since 1st October 2025 and the future plans and goals as part of the business's sustainability journey.

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YOUR NOMINATION DETAILS (NO MORE THAN 750 WORDS)
YOU MAY CONTINUE TO A SEPARATE SHEET AND PROVIDE
ATTACHMENTS IF NECESSARY
PLEASE DO NOT INCLUDE WEBSITE LINKS



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British Luxury Brand of the Year

The British Luxury Brand of the Year award is not only a clear demonstration of excellence and achievement over the past twelve months, but also sets a new benchmark for distinction against which all other homegrown high-end marques should be judged.

The award is open to nominations for both products and services. The recipient should exemplify the creativity, innovation, and social and environmental responsibility at the core of the luxury sector, as well as the far-reaching influence and appeal a British company can have on the international stage. In short, the winner of this award encapsulates everything it is to be a progressive, influential British luxury brand in 2026.

Brands will be able to demonstrate the following:

Hallmarks of luxury:

- ▶ Industry-leading creativity, storytelling and innovation through marketing campaigns, engaging content and exceptional customer service.
- ▶ International appeal that sells Great Britain abroad.
- ▶ A clear commitment to the pursuit of excellence through design, quality and craftsmanship.
- ▶ In addition, you should be able to demonstrate you have grown revenues, for example by being able to share your percentage growth year-on-year OR by supplying other tangible success indicators. Above all, you should share a well-argued case for 'why this year?'

Business development:

- ▶ Investment in UK business and operations.
- ▶ Nurturing of skills, talent and craft practices. This could also include crafts of the future (eg. creators in the digital space). Please give specific examples of where you have invested in or developed people and skills, with particular emphasis on employment in the UK.
- ▶ Increase in sales, export and manufacturing (or equivalent if a hospitality venue), and what you have done to increase sales:
 - ▶ With *exports*, the percentage increase with reference to markets you've targeted and why, as well as anything you feel would be helpful for the jury to understand your special approach.
 - ▶ With *manufacturing*, if you are a brand that manufactures your own product or one which works with suppliers, please tell us anything new, special or different you've done this year which you consider pertinent to your success.

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- ▶ If you are a *hospitality* brand, please tell us instead your percentage increase in overseas visitors year-on-year - or if no overall increase, tell us which markets have been strong for you and why, and what, specifically, you've done to attract them.

Commitment to sustainability:

- ▶ A commitment to people, planet and responsible business growth.
- ▶ Consciousness of the issues your sector faces and how you have played your part in helping resolve them.
- ▶ How you are working to future proof your business when it comes to both people and planet.
- ▶ Commitment to embedding sustainable business practices and supporting local communities.

YOUR NAME

COMPANY

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EMAIL

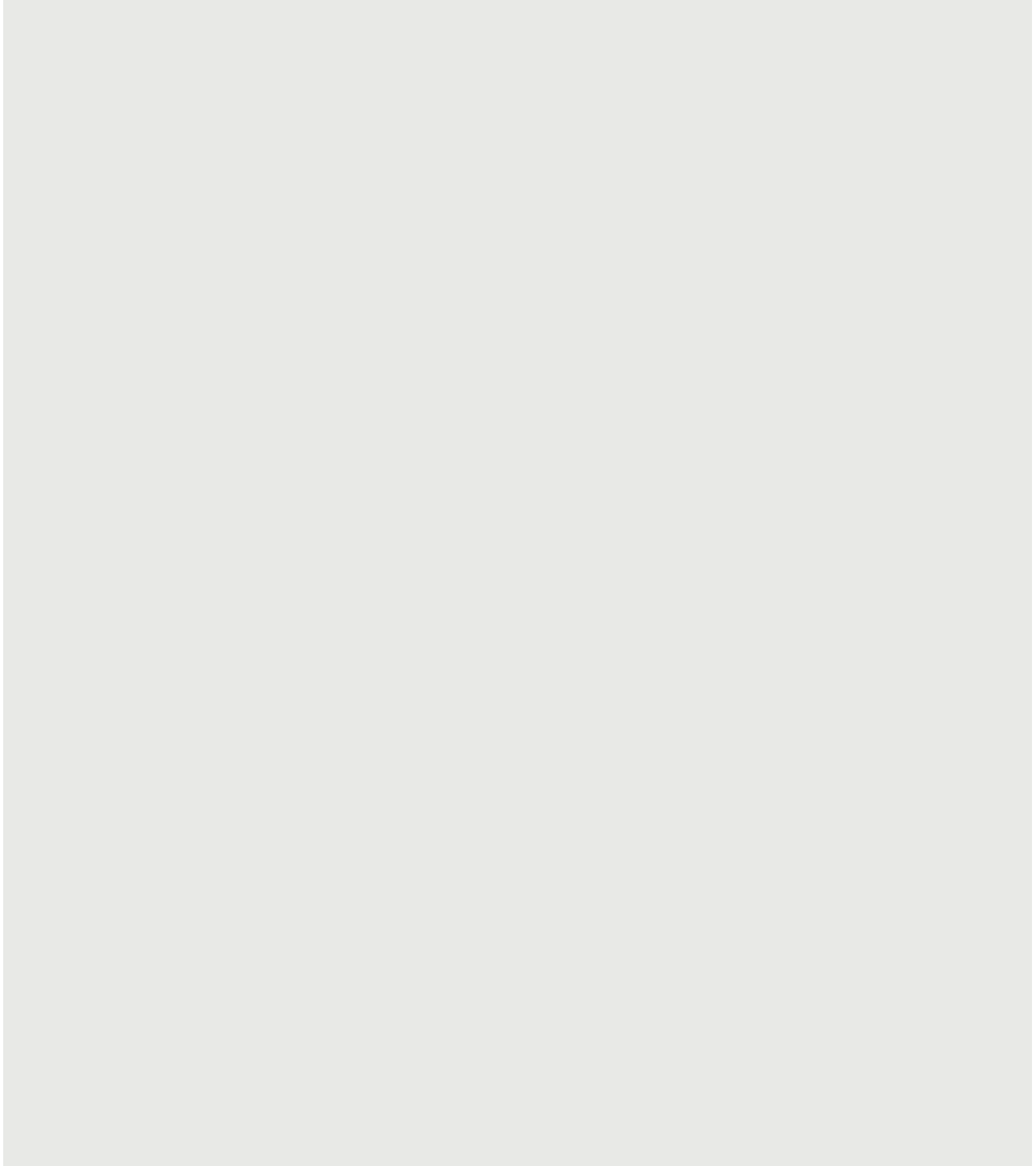
NOMINATED BRAND

NB Brands wishing to nominate themselves for British Luxury Brand of the Year will be able to offer evidence of achievement in the areas above since 1st October 2025. Last year the brands who offered specific, evidence-based responses were those who gained most traction with the jury. Please include any relevant achievements and evidence that support your nomination.

Please do not include links to either your own or other websites.

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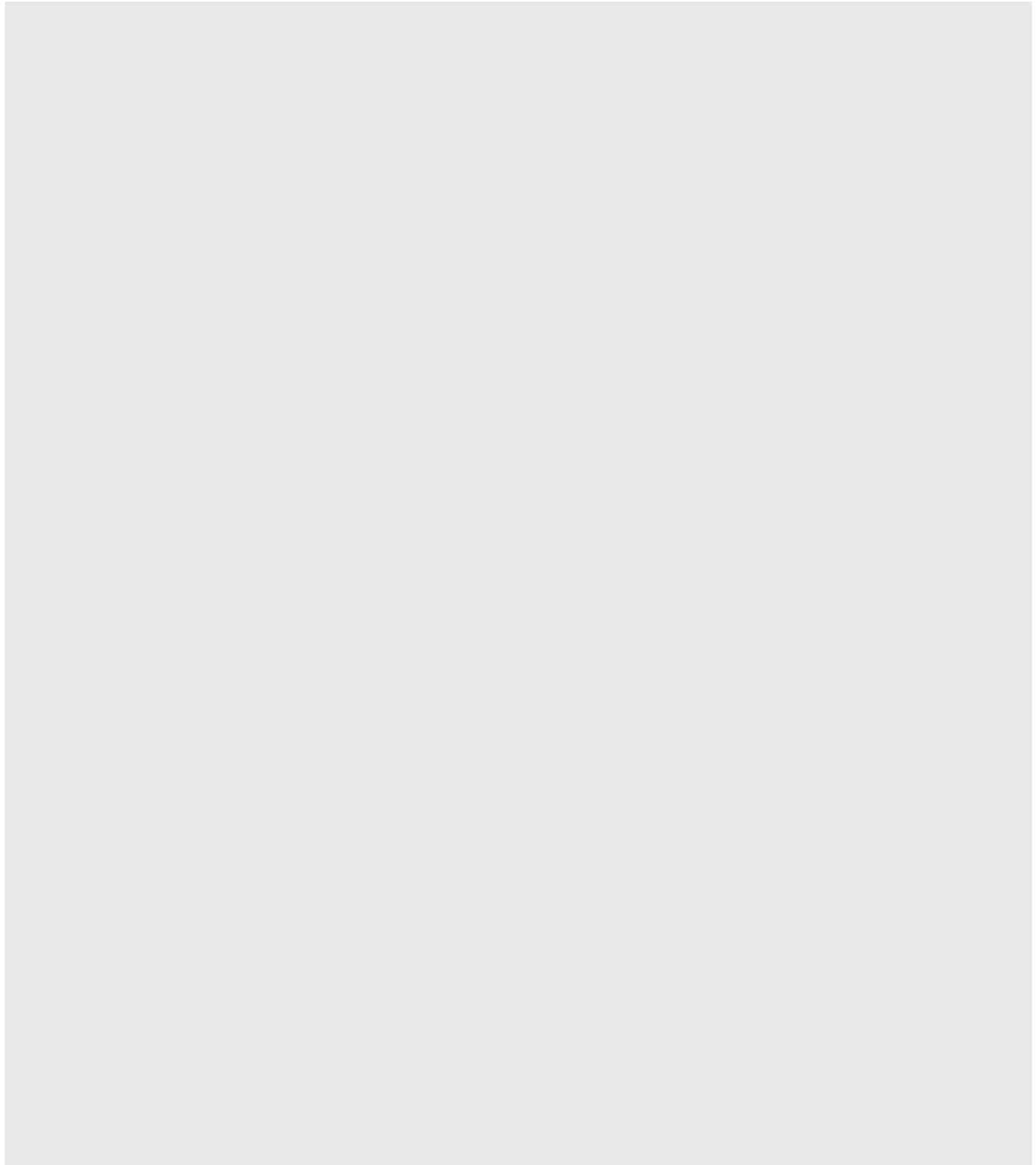
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YOUR NOMINATION DETAILS CONTINUED



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About Walpole

Walpole is the sector body for the British luxury industry, worth £81bn to the UK economy and supporting 454,000 jobs. With a mission to promote, protect and develop British luxury, Walpole gives a voice to over 250 members and is recognised in both Westminster and Brussels.

It is a convener for the sector, commissions industry research and hosts 70 events a year including the British Luxury Summit and British Luxury Awards.

Walpole also develops the industry and supports future growth through its Brands of Tomorrow incubator programme, leading trade missions to drive growth overseas and positioning brands for long-term success through its sustainability community.

If you are not currently a member of Walpole and would like more information about joining, please contact the membership team:

Rosie Mason, Head of Membership

rosie.mason@thewalpole.co.uk

William Matthews, Community Engagement Lead

william.matthews@thewalpole.co.uk

If you would like more information about partner and sponsorship opportunities, please contact:

Madeline Somers Eve, Head of Strategic Partnerships

madeline.somerseve@thewalpole.co.uk

Isobel Coombs, Strategic Partner and Membership Executive

isobel.coombs@thewalpole.co.uk