

Positive Luxury launches sustainable business awards

By Lucy Whitehouse [↗](#)

22-May-2019 - Last updated on 22-May-2019 at 07:17 GMT



The sustainability platform has announced that it is launching a set of sustainable business awards, with applications for entries open now.

The Positive Luxury Awards 2020 will be a global celebration of sustainability and innovation within the luxury industry, the organisers say.

The awards recognise companies or individuals that are working towards affecting positive change in businesses and our world.

Positive Luxury is a website and network of luxury brands that also awards its 'Butterfly Mark' to award products that make a 'measurable impact and commitment to sustainability.

The newly launched awards are an extension of these efforts.

CEO and Co-founder of Positive Luxury, Diana Verde Nieto, said "We are thrilled to be launching The Positive Luxury Awards 2020, that celebrates organisations embracing sustainability as a business strategy, beyond the supply chain.

"For that very reason, The Positive Luxury Awards will honour leadership in sustainability, awarding people and companies with unparalleled innovation that will affect positive and sustainable change in our world.

"I'm particularly proud to be working with the next generations of designers through a global competition with selected design schools awarding the winner with the privilege of producing the Positive Luxury Award".

How to enter & categories

Applications for the awards are open now via Positive Luxury's website, and will close on 1 September 2019.

The following are the categories:

- Brand of the Year
- Breakthrough Brand of the Year
- Positive Environmental Impact of the Year
- Circular Economy Pioneer of the Year
- CSR Campaign of the Year
- Innovation of the Year
- Better World Initiative of the Year
- Business Leader of the Year
- Lifetime Achievement Award
- Retailer of the Year

The judging panel consists of 12 global business leaders including American-British model and activist Arizona Muse, United Nations officer Simone Cipriani, author of The New Green Consumer Guide Julia Hailes, business writer and advisor John Elkington, author and Member of The British Fashion Council's Advisory Board Frances Corner, and Co-founder of Imagine and Chair of the International Chamber of Commerce, Paul Polman.

The winners will be announced in February 2020.

Positive Luxury invites all business within the luxury sector to apply. Applications cost £120 per category and full details are available [here](#).

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