

STRATEGY

Calling for nominations: Luxury Women to Watch 2015

September 9, 2014



Making a statement

By STAFF REPORTS

While more women are entering senior and decision-making ranks at luxury marketers, more work needs to be done to attract them to key marketing and retail positions in an industry that has shown its resilience in good times and bad.

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Luxury Daily

In this third annual list, Luxury Daily will honor 25 women who are set to make a difference next year in luxury advertising, marketing, media and retail. The list will result in an ebook honoring and showcasing profiles on these smart executives.

“Given the right opportunities, women have proved their mettle in positions of decision-making within the world of luxury,” said Mickey Alam Khan, editor in chief of Luxury Daily, New York. “The challenge is getting to that point of decision-making.

“These role models on the Luxury Women to Watch 2015 list can inspire women executives to not only raise their hands to play a pivotal role in luxury marketing and retail, but also encourage those on the sidelines to consider a long-term career with luxury brands,” he said.

Last year's honorees included executives from marketers such as Rosewood Hotels,

David Yurman, Bang & Olufsen, Lexus, FHRI Hotels and Resorts, The Ritz-Carlton Co., Savelli, Pratesi Linens, H. Stern, La Prairie, Estee Lauder Cos., Moët Hennessy USA and Michael Kors.

Women are often the face of luxury via advertising campaigns, fashion shows and ambassadorial roles.

But there are plenty of women behind the scenes, working on crafting campaigns, putting together promotions for store and other channels, handling corporate messaging, developing and implementing strategy and tactics, and running store, catalog, online and mobile units. Their work must be acknowledged and honored, and hence the Luxury Women to Watch list.

Guidelines

To kick-start this process, we welcome nominations of women marketers who represent the best that marketing has to offer – intelligence, ambition, customer focus and team spirit. Those nominees who make the cut will be featured in a Classic Guide produced later this fall called “Luxury Women to Watch 2015.”

Please email events@napean.com with a 100-word case for why that particular woman candidate was nominated, citing her key marketing or retail accomplishments and potential as role model. If the nominee is selected, then she will be profiled with a sketch of her job responsibilities and accomplishments, along with her photograph.

Some basic rules are thus.

Candidates cannot nominate themselves. Nominees must hold positions of responsibility. All nomination write-ups must be sent in a Word document, including the names, phone numbers and email addresses of the nominee and her direct superior and a client or colleague for interviewing purposes. The email itself should be headlined “Luxury Women to Watch 2015” in the subject header.

Also, nominees will make the cut based on shown prowess at work, career achievements and interviews with them, nomination supporters and industry peers. The editorial team’s decision is final.

All nominations must be in before Sept. 23. Only 25 executives will make it to Luxury Women to Watch 2015.

The idea behind this exercise is to get the women luxury marketing and retail executives out there to stand up and be counted. They must serve as role models for women from other industries to want to come and shape luxury’s future through smart marketing and retail.

[Please click here to download last year's Luxury Women to Watch 2014 Classic Guide](#)

