

STRATEGY

Calling for nominations: Luxury Women to Watch 2016

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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, retail, media and digital positions in an industry that has shown its resilience in good times and bad.

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Luxury Daily

In this fourth 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.

Last year's honorees included executives from Bentley Motors, Net-A-Porter, Four Seasons, Bang & Olufsen, Baume & Mercier, Swarovski, Christie's, Guerlain and Jaguar Land Rover North America.

Also honored were executives from L2, Ghurka, Shangpin, Savile Row Society, Backes & Strauss, LiveLux, .Luxury, Merkle, The RealReal, Martini Media, Pinkwater Select, Mode Design Group, CORE, UK Trade & Investment, Accessory2 and Fashionbi.

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, shaping media plans and buys, 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 2016.”

Please email news@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 2016” 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 2016.

The idea behind this exercise is to get the women luxury marketing, retail, media and digital 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, retailing, media and digital efforts.

[Please click here to download last year's Luxury Women to Watch 2015 Classic Guide](#)

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