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STRATEGY

Call for nominations: Luxury Women to Watch 2018

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Luxury Women to Watch is a prestigious honor bestowed on smart women luxury executives who are expected to make a difference in the year ahead

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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In this sixth annual list, Luxury Daily will honor 25 women who are set to make a difference next year in luxury advertising, marketing, media, retail and digital. The list will be published and archived by Luxury Daily, honoring and showcasing profiles on these smart executives.

Last year's honorees included executives from brands, retailers, publishers, ad agencies and market researchers.

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, retail, media and digital have to offer intelligence, ambition, customer focus and team spirit. Those nominees who make the cut will be in Luxury Daily in a special edition called "Luxury Women to Watch 2018."

Please email news@napean.com with a 100-word case for why that particular woman candidate was nominated, citing her key marketing, retail, media or digital accomplishments and her potential as a role model. If the nominee is selected, she will be profiled with a sketch of her job responsibilities and accomplishments, along with her high-res color jpeg headshot photograph (only files larger than 200dpi or larger). No black-and-white photos will be accepted.

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 2018" 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 June 23.

The idea behind this exercise is to get women luxury marketers 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 access last year's Luxury Women to Watch 2017 list

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