

LUXURY DAILY AWARDS

Luxury Daily Awards' 2017 winners: Tiffany & Co., Nordstrom, Cond Nast and YouGov

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Solid base for honors

By STAFF REPORTS

Luxury Daily has announced Tiffany & Co. as Luxury Marketer of the Year, Nordstrom as Luxury Retailer of the Year, Cond Nast as Luxury Publisher of the Year and YouGov as Luxury Researcher of the Year 2017.

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The 2017 honors will acknowledge outstanding consumer-focused strategic, tactical and creative thinking by luxury brands, luxury retailers, luxury-focused agencies, luxury publishers and luxury-oriented researchers for work done in calendar year 2016. The winners were announced in mid-December.

"The outstanding characteristic of luxury marketing, retail and media this year was the average luxury marketer's willingness to adapt to new marketing, retailing and communications trends, most of them consumer driven, while rivaling many non-luxury brands in their adoption of technology as the worlds of luxury bricks-and-mortar and digital learn to lean on each other with increasing comfort," said Mickey Alam Khan, editor in chief of *Luxury Daily*, New York.

All candidates selected by the *Luxury Daily* editorial team and from reader nominations had to have appeared in *Luxury Daily* coverage this year. Judging was based purely on merit.

And the winner is



In 2017, Tiffany & Co. harnessed the power of celebrity. Image credit: Tiffany & Co.

Tiffany & Co. is 2017 Luxury Marketer of the Year

Jeweler Tiffany & Co. is Luxury Daily's 2017 Marketer of the Year for its marketing makeover under newly installed chief artistic officer Reed Krakoff.

Tiffany won over first runner's-up Estée Lauder and second runner's-up Michael Kors. All three brands have shown a willingness to adapt to current consumer behavior, whether through enhanced digital touchpoints or revised retail strategies ([see story](#)).



Nordstrom's new magalog replaces its older traditional digital catalog. Image credit: Nordstrom

Nordstrom is 2017 Luxury Retailer of the Year

Department store chain Nordstrom is Luxury Daily's 2017 Retailer of the Year for its innovative take on how the physical store can keep up with the changing digital landscape of modern retail.

Nordstrom was named over the runners-up Neiman Marcus and Farfetch, with an honorable mention for Colette. Together, these three retailers exemplified the innovative new directions that retail is going as the business attempts to bridge the gap between ecommerce and bricks-and-mortar shopping ([see story](#)).



W Magazine was among Condé Nast's most successful publications of the year. Image credit: Condé Nast

Condé Nast is 2017 Luxury Publisher of the Year

Condé Nast is Luxury Daily's 2017 Publisher of the Year for its innovative approach to tackling some of the thornier issues facing the media industry this year, including the digital revolution and smart use of video.

Cond Nast won over runners-up Hearst Magazines and Meredith Corporation. In a time of uncertainty for media, with constant stories of layoffs, title closures and other media horror accounts, these three publishers have withstood the trials that 2017 presented with an eye toward innovation and capturing a youthful audience ([see story](#)).



YouGov's research in retail and international markets set it apart from competitors. Image credit: Neiman Marcus

YouGov is 2017 Luxury Researcher of the Year

YouGov is Luxury Daily's 2017 Researcher of the Year, selected for its sturdy analysis of the luxury business from a multitude of angles and perspectives, from the political to the cultural.

YouGov was named over runners-up L2 and Fashionbi. Together, these three market researchers painted a complex portrait of a luxury business undergoing cultural, economic, technological and demographic changes ([see story](#)).

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