

LUXURY DAILY AWARDS

Luxury Daily Awards' 2018 winners: Burberry, Nordstrom, Gucci, Cond Nast International, BCG and Farfetch's Jos Neves

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Solid base for honors

By STAFF REPORTS

Luxury Daily has announced Burberry as Luxury Marketer of the Year, Nordstrom as Luxury Retailer of the Year, Gucci as Luxury Digital Marketer of the Year, Cond Nast International as Luxury Publisher of the Year, BCG as Luxury Researcher of the Year and Farfetch's Jos Neves as Luxury Personality of the Year 2018.

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The 2018 honors acknowledge outstanding consumer-focused strategic, tactical and creative thinking by luxury brands, luxury retailers, luxury publishers, luxury-oriented researchers and luxury personalities for work done in calendar year 2018. 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



Burberry has undergone changes this year. Image credit: Burberry

British fashion house Burberry is *Luxury Daily's* 2018 Luxury Marketer of the Year for its thorough brand transformation under the direction of newly appointed chief creative officer Riccardo Tisci.

Burberry won over first runner's up Tiffany & Co. and honorable mention Chanel. All brands showed significant risk taking strategies in hopes to stay on top in the much more interactive, current luxury landscape ([see story](#)).



Nordstrom bolsters its growth with new promotions. Image credit: Nordstrom

Department store chain Nordstrom is *Luxury Daily's* 2018 Retailer of the Year for its innovative retail concepts and ability to evolve with consumers' shifting values.

Nordstrom was named over runner's-up Saks and honorable mentions Harrods and YNAP. These retailers introduced a new vision this past year to better serve shoppers in the highly connected, multichannel atmosphere of current retail ([see story](#)).



Gucci's spring summer campaign for 2018 features an interactive art gallery. Image credit: Gucci.

Italian fashion label Gucci is *Luxury Daily's* 2018 Digital Marketer of the Year for its ability to hold the short attention span of the current digital consumer.

Gucci won over first runner's-up Audi and honorable mentions Jaguar and Sephora. All these brands have dedicated their strategies to procuring sleek and engaging digital strategies to become leaders in their sectors ([see story](#)).



Cond Nast International is Luxury Daily's Publisher of the Year. Image credit: Cond Nast

Cond Nast International is Luxury Daily's 2018 Publisher of the Year for navigating the rough waters of the current media environment with not just engaging content, brand collaborations and more regional editions, but integrally shifting its business model to fit modern-day needs.

Cond Nast won over runner's-up *Robb Report* and honorable mentions Hearst and *Porter*. All four media groups and publications underwent risk-taking initiatives to withstand the turbulent changes in the industry including expanding to new regions, breaking down business silos and betting on digital ([see story](#)).



Affluent consumers are more apt to take part in loyalty programs. Image credit: Nordstrom

Boston Consulting Group is *Luxury Daily's* 2018 Researcher of the Year, selected for its innovation and ability to pinpoint new, unique trends, spanning numerous sectors.

BCG was named over runner's-up McKinsey and honorable mentions Fashionbi, Boston Retail Partners and Bain. Throughout the past year, these researchers have helped industry leaders better grasp the new consumer landscape and discover new insights into their behavior and more ([see story](#)).

Jos Neves is founder of Farfetch. Image credit: Farfetch



Jos Neves is founder of Farfetch. Image credit: Farfetch

Farfetch founder/CEO Jos Neves is *Luxury Daily's* 2018 Luxury Personality of the Year for his forward-thinking approach to high-end retail that has brought new categories and companies into the digital age.

Farfetch began in 2007 as a platform bringing merchandise from physical independent boutiques to a global

customer base, but in recent years the company has accelerated its vision and mission towards moving the broader luxury business in an omnichannel, data-driven direction. This year, Mr. Neves led Farfetch as it went public and pursued key acquisitions and partnerships ([see story](#)).

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