

LUXURY DAILY AWARDS

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Gucci continues to resonate with luxury consumers due to its ability to evolve its brand. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Luxury Daily honors Gucci, Saks Fifth Avenue, ForwardPMX, Cond Nast, Altiant and Jean-Christophe Babin as the winners of the 2020 Awards in their respective categories.

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The 2020 Awards acknowledge outstanding consumer-focused strategic, tactical and creative thinking by luxury brands, retailers, agencies, publishers, personalities and researchers for achievement in the calendar year 2020. The response to COVID-19 lockdown measures and how brands and retailers responded with their customer outreach played a key role in determining honorees for this year. Here are the winners:

2020 Luxury Marketer of the Year: Gucci

Italian fashion label Gucci is Luxury Daily's 2020 Luxury Marketer of the Year for its adaptability and continued creativity over the course of the COVID-19 pandemic.

2020 Luxury Retailer of the Year: Saks Fifth Avenue

Department store chain Saks Fifth Avenue is Luxury Daily's 2020 Retailer of the Year for its adaptability and successful digital advancements amidst the COVID-19 pandemic.

2020 Luxury Agency of the Year: ForwardPMX

Global brand performance organization ForwardPMX is Luxury Daily's 2020 Luxury Agency of the Year for its digital engagement and expertise in fast-growing markets, including China.

2020 Luxury Publisher of the Year: Cond Nast

Media group Cond Nast is Luxury Daily's 2020 Publisher of the Year for its empathetic response to the social causes emerging throughout the year as well as its activism during the COVID-19 pandemic, all while producing quality, engaging content.

2020 Luxury Market Researcher of the Year: Altiant

Altiant is Luxury Daily's 2020 Luxury Market Researcher of the Year for its development and presentation of valuable research and tools to help luxury brands navigate the COVID-19 pandemic.

2020 Luxury Personality of the Year: Jean-Christophe Babin

Jean-Christophe Babin, CEO of Bulgari, is Luxury Daily's 2020 Luxury Personality of the Year for his unwavering commitment to combating the COVID-19 crisis and for embodying the vision of responsible luxury.

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