Despite the immense sense of unpredictability and apprehension brought upon by the COVID-19 pandemic, luxury brands have expanded and adapted, looking to connect with consumers in both meaningful and new ways.

*Luxury Daily* is recognizing the organizations that led their sectors in 2021, through digital innovations, record-breaking sales, significant collaborations and more.

Here are the Luxury Daily Award winners by sector for 2021:

**Apparel and accessories: Gucci**

In 2021, Gucci reached younger consumers in myriad ways through digital and video game efforts, mystical campaigns true to brand and collaborations. The label's presence was widely felt throughout the year, through shows, a dramatic feature-length film about the house's history and meaningful marketing.
Automotive: Bentley

Bentley Motors experienced a historic year, posting record sales and profits in the first half of 2021 and increasing retail sales by 50 percent from 2019. The automaker further positioned itself as a symbol of sustainability in the sector, renewing its carbon neutrality certification for operations.

Food and beverage: Hennessy

Hennessy experienced a year of substantial partnerships, from tapping superstars like Gabrielle Union and Harry Shum Jr to fostering its relationship with the National Basketball Association (NBA) for entertaining campaigns and community initiatives. The brand continued its efforts regarding conservation and sustainability.

Fragrance and personal care: Este Lauder

Este Lauder placed an immense focus on sustainability, from developing the group’s first widely recyclable paper bottle to earning an A on the CDP’s annual “Climate A List” ranking. The group saw sales increase at several points throughout the year, and with all regions and product categories increasing in net sales in the first quarter of fiscal year 2022.
Renowned designer Celerie Kemble collaborated with Chairish to offer consumers exclusive products, design tips and more. Image credit: Karyn Miller

Home furnishings: Chairish

Chairish dominated the home-design space with curated collections from design experts to releasing eye-opening research regarding the surging secondhand market. With its colorful campaigning and international expansion, Chairish continues to thrive.

Jewelry: Tiffany & Co.

Few brands had bigger names represent their products this year than LVMH-owned Tiffany & Co. With arguably the most famous couple in the world, Jay-Z and Beyoncé, lending their talents to Tiffany campaigns, the brand continued to reach new heights and audiences.

Media/publishing: Cond Nast

Cond Nast led several initiatives this year in showcasing its talent and diversifying the industry. The publisher also navigated internal leadership challenges and provided immersive experiences both in-person and digitally.
Saks split up its ecommerce and physical retail businesses. Image credit: Saks Fifth Avenue

Retail: Saks

Saks embraced a multi-faceted approach to reaching and supporting customers, with pop-up shops at malls, seamless ecommerce offerings and thorough customer service options. The retailer also announced that Saks the ecommerce business and Saks Fifth Avenue the physical retailer will operate separately, while still existing under the same organization.

Wheels Up continues to expand its membership benefits. Image credit: Wheels Up

Travel and hospitality: Wheels Up

Wheels Up showed just how dedicated they are to travelers in a year of constant offerings, expanding member benefits and providing skiing, golf and other experiences. The organization began the year by becoming a publicly traded company in a deal worth more than $2 billion.