

TRAVEL AND HOSPITALITY

# Six Senses wins top 2024 Positive Luxury Award

April 26, 2024



*The luxury hospitality brand has earned a major nod from the industry organization and a panel of independent judges. Image credit: Six Senses*

By LUXURY DAILY NEWS SERVICE

The **Six Senses** hotel brand is gaining industry recognition for its sustainability efforts.

The hospitality label has earned a major nod from the 2024 Positive Luxury Awards, which honors “the brands, retailers or suppliers at the forefront of innovation taking serious, positive action” across the supply chain. Six Senses takes home the title of “Responsible Luxury Business of the Year,” also attaining a “Travel Business of the Year” accolade, both due to the prioritization of environmentally friendly practices.

“Congratulations to all the exceptional luxury brands who have won at this year’s Positive Luxury Awards,” said Amy Nelson Bennett, CEO of **Positive Luxury**, in a statement.

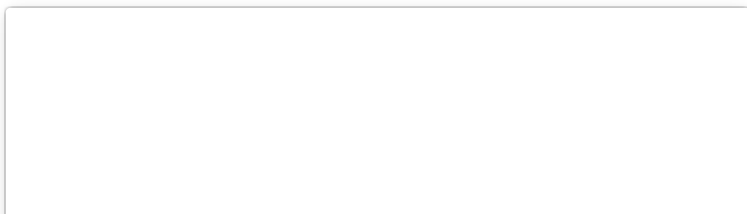
“The luxury industry has a vital role to play driving positive change for the good of all, setting new standards and creating new norms,” Ms. Bennett said. “All of our winning businesses are at the forefront of the global luxury industry, galvanizing others to take serious, positive action and we hope their actions continue to help shape a sustainable future for people, nature and business.”

“The spirit of innovation demonstrated so clearly in the winning applications inspired me, the judges, and the Positive Luxury team.”

## **Positive impact**

Granted to the luxury business deemed by the organization to have achieved more than any other in raising the bar and demonstrating real change in the last 12 months, Positive Luxury has given Six Senses its top honor.

The update was announced on April 25. Besides winning “Responsible Luxury Business of the Year,” the global hotel brand joins the five other maisons that were acknowledged under category-specific conditions.



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A post shared by Positive Luxury (@positiveluxury)

An independent panel of industry executives, experts and academics chose the winners, which included Monica Vinader, Bav Tailor, Medik8 and Canned Wine Co., among others.

All luxury brands, retailers and suppliers in beauty and fragrance, fashion and accessories, jewelry and watches, premium drinks, travel and leisure and interiors and living were considered. Shortlist spots for each award were also available.

Other high-end hospitality brands, such as Sofitel Hotels & Resorts ([see story](#)), are embracing sustainability as demand for eco-friendly accommodations rises.

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