

EVENTS/CAUSES

# Positive Luxury Awards 2025 recipients announced

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*Seven prestigious brands are receiving recognition for their environmental efforts. Image courtesy of Positive Luxury*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

**Positive Luxury** is commending the top sustainable luxury businesses of the year.

The Positive Luxury Awards recognize the efforts of prestige labels across seven categories, including beauty, fashion, jewelry, interiors, premium drinks and travel. As part of the newly announced 2025 edition winners, the preeminent Responsible Luxury Business of the Year honor belongs to British jeweler Monica Vinader.

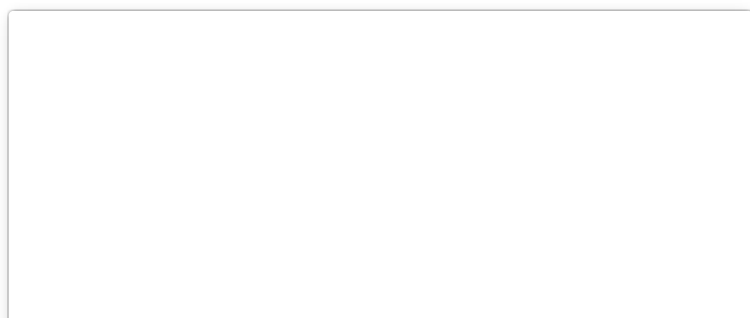
"Circular economy is not simply a pillar of Monica Vinader it is woven into every decision," said Helena Pribyl, senior research analyst at environmental nonprofit Ellen MacArthur Foundation and Positive Luxury Awards judge, in a statement.

"From pioneering product passports, protecting supply chain workers, and exceeding carbon reduction ambitions, they are demonstrating the power of embedding circular economy principles within the sector, setting a powerful example for the jewelry industry to rethink what responsible luxury truly means."

## **Making an impact**

The awards are granted to businesses which have, according to the organization, achieved greater change in the realm of sustainability over the past 12 months; the awards are voted on by an independent panel of judges, made up of industry executives, experts and academics.

In the fashion space, New Zealand-based lifestyle brand Untouched World took home the top prize, beating out several other notable companies, including outerwear label Canada Goose. Meanwhile, the titles of "Beauty Business of the Year" and "Jewelry Business of the Year" were granted to London-based perfumery Miller Harris and English jeweler Alex Monroe, respectively.



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A post shared by Positive Luxury (@positiveluxury)

In the beverage space, Chilean winery Santa Rita Estates took home the top prize. Interiors Business of the Year went to American design firm The Azek Company.

Lastly, Spanish resort Marbella Club beat out several five-star stays for the honor of Travel Business of the Year, including global hospitality brands Fairmont Hotels & Resorts and Raffles Hotels & Resorts. Last year, the Six Senses hotel brand took home the same award, as well as Responsible Luxury Business of the Year ([see story](#)).

"While all finalists showed great sustainability performance, Marbella Club stood out as a clear leader, due to their strategy, achievements and future targets, plus the metrics and stakeholder communication that will aid them in achieving those goals," said Jeffery Smith, VP of sustainability at Six Senses and Positive Luxury Awards judge, in a statement.

"The integration of sustainability into normal working processes and KPIs is exemplary," Mr. Smith said. "I hope to visit and experience their marine conservation efforts first-hand.

"Congratulations to the Marbella team as well as all the finalists in this category!"

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