

STRATEGY

Calling for nominations: Luxury Women to Watch 2013

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By STAFF REPORTS

While more women are entering senior and decision-making ranks at luxury marketers, more work needs to be done to attract them to key marketing and retail positions in an industry that has shown its resilience in good times and bad.

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Luxury Daily

In this first list, Luxury Daily will honor 25 women who are set to make a difference next year in luxury advertising, marketing, media and retail. The list, which will result in an ebook showcasing profiles on these smart executives, will become an annual offering from this publication.

“As the world’s leading luxury marketing and retail publication, Luxury Daily is in a unique position to identify the smartest campaigns and strategies and the brains behind them,” said editor in chief Mickey Alam Khan.

“It makes sense now to highlight some of the women whose hands guide the future of luxury brands, especially in their marketing and retail outreach,” he said.

Women are often the face of luxury via advertising campaigns, fashion shows and ambassadorial roles.

But there are plenty of women behind the scenes, working on crafting campaigns, putting

together promotions for store and other channels, handling corporate messaging, developing and implementing strategy and tactics, and running store, catalog, online and mobile units. Their work must be acknowledged and honored, and hence the Luxury Women to Watch list.

Guidelines

To kick-start this process, we welcome nominations of women marketers who represent the best that marketing has to offer – intelligence, ambition, customer focus and team spirit. Those nominees who make the cut will be featured in a Classic Guide produced later this fall called “Luxury Women to Watch 2013.”

Please email mickey@napean.com with a 100-word case for why that particular woman candidate was nominated, citing her key marketing or retail accomplishments and potential as role model. If the nominee is selected, then she will be profiled with a sketch of her job responsibilities and accomplishments, along with her photograph.

Some basic rules are thus.

Candidates cannot nominate themselves. Nominees must hold positions of responsibility. All nomination write-ups must be sent in a Word document, including the names, phone numbers and email addresses of the nominee and her direct superior and a client or colleague for interviewing purposes. The email itself should be headlined “Luxury Women to Watch 2013” in the subject header.

Also, nominees will make the cut based on shown prowess at work, career achievements and interviews with them, nomination supporters and industry peers. The editorial team’s decision is final.

All nominations must be in before Oct. 12. Only 25 executives will make it to Luxury Women to Watch 2013.

The idea behind this exercise is to get the women luxury marketing and retail executives out there to stand up and be counted. They must serve as role models for women from other industries to want to come and shape luxury’s future through smart marketing and retail.

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