



- * **Best Bridal Retailer North**
- * **Best Bridal Retailer South**
- * **Best Groomswear Retailer North**
- * **Best Groomswear Retailer South**
 - * **Best New Bridal Retailer**
 - * **Best Retail Website**
 - * **Best Bridal Manufacturer**
 - * **Best Groomswear Manufacturer/Supplier**
- * **Best Bridesmaid & Prom Collection**
 - * **Best Occasionwear Collection**
 - * **Best Bridal Headdress Designer**
 - * **Best Plus Size Collection**
- * **British Bridal Designer of the Year**
 - * **Best Student Designer**
 - * **Wedding Dress of the Year**



entry form

Simply the best

A

key event in the international bridal year, the Bridal Buyer Awards recognises innovation and excellence in bridal design, manufacture and retailing.

Finalists and winners alike get applause and kudos within the industry, as well as invaluable media exposure

that could lead to new business opportunities. Of huge value is the official badging that finalists are free to use in their marketing, sales and advertising, or their windows and in-store displays, letting the world know that they are simply the best.

Judging Process

All entries are checked to ensure they meet the category criteria; they are then shortlisted by quality of entry. Judges are supplied with a special pack, per Award, which includes the shortlisted entries and details of the criteria. Each judge selects six finalists in each category, allocating them from one to six points. They are also required to give a reason for their number one choice in each case. The completed packs are returned to the Awards team where points are added together to arrive at the winner and five finalists per category. The judges work independently of each other and are not informed of the outcome of the judging until the night of the Awards when the winners are announced.



“
...An excellent evening that increased our profile and was invaluable for networking.

... All in all a great night thank you.

... Many thanks for a wonderful evening

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Please be aware that secret shopper and other similar initiatives may be used and that official bodies, ie trade associations, may be consulted by the Awards team to verify information/give opinion.

Entrants who have made it to the finalist stage will be informed by email by 4 January 2012.

The 2012 judging panels

- * A 7-member panel comprising suppliers, a member of the media and a trade association representative will judge the north and south retailer awards. Secret shopper and spot checks may be included.
- * A 3-member team made up of web experts will judge the Best Retail Website category.
- * A 7-member team of retailers, media and a trade association representative will judge the supplier awards.
- * For the first time, The British Bridal Designer of the Year will be the designer who has been selected by no less than 20 of his/her peers.
- * The Best Student Designer is judged by sponsor Ian Stuart and Susi Rogol of *Bridal Buyer*.
- * The Wedding Dress of the Year will be voted for online with consumers picking their favourite from the finalist gowns at the websites of the National Wedding Show and *You & Your Wedding* magazine. Contenders for the award are best sellers from the collections of the finalists in the 2011 Best Bridalwear Manufacturer award.



The entry criteria

1 Best Bridal Retailer North

Why is your bridalwear shop the best in the North? In your 500-word submission explain why you deserve to secure this prestigious title. The judges will be looking for details of the collections you stock, the price and size ranges you cover and your opening hours. Please include a list of the product areas you cover, eg bridalwear, groomsware, occasionwear, accessories etc. Images that showcase your premises and screen grabs of your website should be included. We would also like to know how the business as a whole is performing, so be sure to indicate if your turnover has grown, or if you have launched new outlets or introduced innovations. Tell us how you promote your business and what makes your shop a bride's first choice. We'd also like you to define your landmark achievement of the past year. Finally, included in your 500-700-word submission, we'd like a single-sentence statement giving your objectives for the year ahead.

2 Best Bridal Retailer South

Entry requirements and criteria are as above.

3 Best Groomsware Retailer North

Entry requirements and criteria are as above. Please include details of your sale:rental ratio.

4 Best Groomsware Retailer South

Entry requirements and criteria are as above. Please include details of your sale:rental ratio.

5 Best New Bridalwear Retailer

If you opened your shop after 1 January 2010

tell us about your previous experience, your business objectives, how you picked the location, decided on the décor, raised the funds, promoted your business. Importantly, what research you did. We'd like to hear about the labels you carry, too, and where you do your buying. Explain how the business has grown and any innovations you have introduced. Please provide the following data – turnover figures for your first year and your predicted figures 2011/2012, your approximate profit margins for both years, along with photographs of the interior and exterior of your shop.

6 Best Retail Website

Design excellence, ease of navigation, quality of information, visitor flow and ability to meet marketing and sales objectives will be part of the judging criteria. Tell us how often you up-date your content, when you last had a re-design, and how quickly you respond to enquiries that come through your website.

7 Best Bridalwear Manufacturer

The judges will be looking for a company that consistently meets the highest standards in terms of design, production quality, deliveries, after-sales service and retail support. We would also like to know the size of the collection, the price and size range covered and the number of stockists you have in the UK and abroad. How do you market and promote your brand? What support do you give stockists? Tell us how the business as a whole is performing. Include innovations you have introduced, and details of your landmark achievement during the past year. Explain all this, and quantify your progress, in your 500-700-word submission.

8 Best Groomsware Manufacturer/Supplier

The judges will be using exactly the same criteria as those listed for Best Bridalwear Manufacturer to judge the entries to this category.

9 Best Bridesmaid Collection

The judges will be using exactly the same criteria as those listed for Best Bridalwear Manufacturer to judge the entries to this category.

10 Best Occasionwear Collection

The judges will be using exactly the same criteria as those listed for Best Bridalwear Manufacturer to judge the entries to this category.

11 Best Bridal Headdress Designer

The judges will be using exactly the same criteria as those listed for Best Bridalwear Manufacturer to judge the entries to this category.

12 Best Plus-Size Collection

The judges will be using exactly the same criteria as those listed for Best Bridalwear Manufacturer to judge the entries to this category. Because plus-size is an important sector of the market and more companies are introducing specialist collections, or extensions to their regular ranges, we'd like to know what makes your plus-size range stand out.

Closing date: 5pm on Monday 5 December 2011.
Entries received after that time will not qualify.



How to enter

Complete the form (right) with your details and the categories you are entering. Your accompanying submission should be around 500-700 words and address the key criteria listed on the previous page. Include any information that you feel explains your business and its successes and that makes you stand out from the crowd; the judges want to make an informed decision so you need to provide them with the facts. You can include sales figures, photographs and sketches (make sure they are marked with your contact details), but don't include brochures, CDs or other material, as these will not be included in the judging packs. You have been asked for multiple copies of your entry as each judge will receive an individual pack.

- * Please provide EIGHT copies each of your entry form and submission. And please ensure that your entry is with us no later than 5pm on 5 December 2011.
- * If you are entering more than one category, it will be necessary for you to complete an eight-copy entry form and submission for each.
- * Entries will not be returned.
- * When submitting photographs you must grant us copyright-free use of the images at the awards ceremony, in *Bridal Buyer* magazine and at bridalbuyer.com

Further information

For sponsorship opportunities call Wendy Adams on **+44 (0) 1423 770120** or email wendy@harrogate-bridal.co.uk
For entry queries call Susi Rogol on **+44 (0) 20 7193 8535** or email susi@rogol-goodkind.com



Reserve your places at the awards ceremony now

The Bridal Buyer Awards, a long-established highlight of the bridal calendar, will take place in Harrogate at the Harrogate Exhibition Centre on Monday 12 March, during BBEH. The glittering black-tie dinner and awards ceremony, hosted again by TV stylist John Scott, will be attended by more than 600 guests representing all sectors of the bridal industry.

Tickets are £70 each (£675 for a table of 10 and £800 for a table of 12), if booked before 31 January 2012. Tickets booked after that date will cost £80 each (£775 for a table of 10 and £900 for a table of 12).

For ticket enquiries, contact Georgia Pick on **+44 (0)1423 770120**. Ticket prices are subject to VAT at the current rate

Entry form

Your details

Name

Organisation

Address

Postcode

Telephone number

Email address

Website address

I wish to enter the following categories* (tick boxes for each)

- Best Bridal Retailer North
- Best Bridal Retailer South
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- Best Bridal Headdress Designer
- Best Plus Size Collection

Return to: Jo Chadwick, Bridal Buyer Awards 2012, Ocean Media Group, Bank House, 23 Warwick Road, Coventry, CV1 2EW, to arrive no later than 5 December 2011.

Hall of Fame

Starting with the 2012 Awards programme, any company or individual who has won the same title for three consecutive years will move into the Awards Hall of Fame, affording opportunity to others in the field.