

LuxLife's 6th Annual Global Excellence Awards...



Hi Chaz, I hope you have been keeping safe and well. My name is Jessie and I would like to thank you for taking part in LUXlife's sixth annual Global Excellence Awards. We were delighted to see the quality, care, and pride taken within each nominated company this year, and it goes without saying that we are delighted to see you all succeeding!

Following on from your nomination our fantastic team have now completed their research and selected this years' victors. It gives me great pleasure to inform you that *Icons On Cotton* has been successful this year and has gone on to receive...

Most Innovative Popular Culture Preservation Enterprise
~ Location: USA ~

...in the Global Excellence Awards 2022, hosted by LUXlife! This is wonderful news for your business and a well-deserved achievement for which I would like to pass on my warmest well wishes! Each year we are committed to honouring the very best that the Luxury Lifestyle industry has to offer, celebrating the top performers and service providers across retail, hospitality, travel, entertainment, and more. Our Global Excellence Awards shines a light on the outstanding firms and entrepreneurs who have illustrated

exceptional client service, attention to detail, and a commitment to innovation within their given field. All nominees were assessed via a merit-based system by our own impartial team. The winners were determined based on performance rather than popularity, and truly deserve their place among our distinguished recipients.

About the Global Excellence Awards

Methodology:

We operate an open-vote policy, whereby any organisation can put themselves forward or be nominated by a third party. Votes are cast anonymously via our secure online portal. Voting is promoted digitally to LUX magazine's extensive circulation, across our social media platforms and where appropriate, across our partner network.

We, the publisher, also nominated candidates whom we feel were appropriate and deserving of recognition. The number of votes was not directly influential to the ultimate category winners. A large part of the nomination process was driven by LUX, we spent a great deal of time identifying potentially suitable candidates within their appropriate markets. A publisher-cast nomination doesn't hold any more weight than a self, or third-party nomination; they were all filtered through to the research stage in the same manner.

All nominees were contacted and given the opportunity to accept, or decline, their nomination. Only those who accepted, went on to form our shortlist. Our specialist researchers scrutinised the shortlisted candidates, putting them through a period of extensive investigation prior to judging where we made the ultimate decision.

We reviewed supporting evidence submitted by the nominees in addition to conducting our own independent research. The probe is typically centred around the evaluation of skills and services on offer; we considered client and customer feedback and testimonials whilst recognising the nominee's wider market reputation.

To move successfully, from nominee to winner; there must be evidence of extensive expertise within a given field or discipline, dedication to customer service and client satisfaction with an ongoing commitment to excellence and innovation.
