

ENTRIES GUIDE

"There is no other industry awards like this."

Nick Day, Justin Alexander



11 SEPTEMBER 2017 | THE HIC, HARROGATE
awards.bridalbuyer.com



Your Essential Guide



Dear Entrant,

Over the past 15 years, The Bridal Buyer Awards have championed, toasted and rewarded the finest achievements in the industry.

Winning one of these coveted awards puts you among some of the most highly-regarded names in the sector and, as a reflection of that standing, winning one is not only a great accolade but a great challenge.

We've put this brochure together to guide you through the entries process, but if there's anything else that you'd like to know, please don't hesitate to get in touch with a member of our team.

I am always asked what makes a great entry stand out, so below are my top tips on how to create a winning entry.

The Awards evening will take place on 11 September, during The Harrogate Bridal Show, at The Harrogate International Centre. The spectacular black-tie event attracts an audience of more than 600 guests for a glamorous evening of dinner, dancing and the all-important awards ceremony.

I wish you the best of luck, and I look forward to seeing you in September.

Susi Rogol
Editor-in-Chief
Bridal Buyer

Top tips for creating a winning entry

- 1 Read the criteria and answer the questions directly - it sounds obvious but many entrants fail to do this.
- 2 Submit any supporting materials that are relevant and asked for, so that the judges can have all the information presented to them.
- 3 Be concise as well as comprehensive. While it's valuable to provide as much information as possible, your chances of success will be improved if you can make very clear, very quickly, how your entry meets the criteria and what makes it stand out.
- 4 Be as specific as possible. A statistic that illustrates success will be more powerful than a generic comment.
- 5 Choose your categories carefully. One or two powerful entries in categories in which you have excelled stand a better chance of success than across-the-board entries in every category.
- 6 The detail you include in your submission will be treated in confidence and not shared with anyone other than the judges. Do remember, though, that this sometimes sensitive information could provide the best illustration of success.
- 7 The Bridal Buyer Awards are an annual event. Therefore judges want to see what your company has done in the past year that sets you apart from the competition.
- 8 Answer every question on the entry form but do not exceed the word count.

Meet Our Judges

BEST RETAILER CATEGORIES



Sassi Holford
Best British Bridalwear Designer 2016



Jeanette Stevens
Managing Director, Enzoani



Graham Connell
General Manager, Mori Lee



Tony Bromilow
Sales Representative



Amanda Bradwell
BBSA



Susan Marot MISM
Sales Expert & Trainer



David Morton
Dom Bridals

RETAILER WEBSITE OF THE YEAR



Jade Beer
Editor, Conde Nast Brides



Warren Knight
Social Sales Strategist



Markus Karlsson
Founder & CEO, Affino

BEST IN-STORE DESIGN



Phil Pond
Scarlet Opus



Bradley Taylor
Group Head of Visual Merchandising, Burberry



Antony Behiels
Director, Shop and Display
Equipment Association (SDEA)

SUPPLIER CATEGORIES



Polly Parkin
The Bride



Maria Musgrove
Pantiles Bride



Linda Laderman
Textile Forum



Nick Cook
Moda



Stephanie Hanks
Bride to Be/RBA



Jane Galpin
Lifestyle show producer for BBC,
Channel 4, Discovery and Disney



Julia Braime
Editor in Chief, Brides Up North

STUDENT DESIGNER OF THE YEAR



Amanda Bradwell
BBSA



Susi Rogol
Editor, Bridal Buyer

WEDDING DRESS OF THE YEAR

Voted by consumers via The National Wedding Show website

BEST BRITISH BRIDALWEAR DESIGNER

Nominations come from some 20 industry dignitaries, the majority of whom are designers themselves. Each gets to suggest their personal top three recommendations and points are awarded accordingly.

Categories

RETAILER CATEGORIES

NEW Best In-Store Design
Bridalwear Retailer of the Year – England
Bridalwear Retailer of the Year – Ireland
Bridalwear Retailer of the Year – Scotland
Bridalwear Retailer of the Year – Wales
NEW Long-standing Retailer of the Year
New Bridal Retailer of the Year
Retailer Customer Service of the Year
Retailer Website of the Year

SUPPLIER CATEGORIES

NEW Best Accessories Manufacturer
Best Bridalwear Manufacturer
Best Bridesmaid Manufacturer
Best Occasionwear Manufacturer
Best Plus-Size Collection
Best Shoe Manufacturer
NEW Supplier Customer Service of the Year

SPECIAL CATEGORIES

These categories are not available to enter
Best British Bridalwear Designer
In-House Designer of the Year
Student Designer of the Year
Wedding Dress of the Year



How do I enter?

All entries must be submitted online by no later than 5 May 2017. Please note that these awards are FREE to enter.

Getting started

The first stage in the entry process is to fill in a form with your contact information, so that we can create an account for you.

Your submission

From there, you will be asked to select the category that you would like to enter from a list of drop-down options. You will then be automatically taken through to the entry questions for that category.

Please note: all entry questions must be answered in order for your entry to be considered. You do not have to complete your entry in one session - once you have registered you can save your work as you go along. To return to a saved entry, click on 'In Progress' in the box on the left hand side of the page.

Multiple Entries

There is no limit to the number of entries that you can submit. However, one or two powerful entries in categories in which you have excelled stand a better chance of success than across-the-board entries in every category.

To submit additional entries, click on 'Make Another Application' in the box on the left hand side of the page and repeat the submission process.

Finished entry

When your entry has been successfully submitted you will receive an email confirmation; if you do not receive this email, please contact our events team. Please note: once you have pressed this button, your entry cannot be amended.

All entries are confidential; only judges will view your submission, and they cannot see your login details.

What happens to my entry?

STEP 1

Entries are submitted. In order to be in with a chance of being shortlisted, you must answer all of the questions on the entry form.

STEP 2

Entries are scored on their ability to meet the pre-determined criteria set out in the category description.

STEP 3

A secret shopper will be employed to make checks on the shortlisted companies, to ensure they meet the level required to become a finalist.

STEP 4

The judges will be given access to the finalist's entries. They will work independently of each other, and therefore only know who their top choices are. The judges will be asked to select up to six finalists, awarding them one to six points. They are also required to give detailed reasons for their first three choices in each category.

STEP 5

The finalists are advised that they have made it through.

STEP 6

The judges scores are added up, to arrive at a winner for each category.

STEP 7

The winners are announced at The Bridal Buyer Awards on the 11 September
If you have any questions regarding the judging process, please contact Susi Rogol-Goodkind at susi@rogol-goodkind.com



Testimonials

“We won it last year and it increased our business, and hopefully it will increase our business again this season.”

Veni Infantino for Ronald Joyce, Winner of Best MoB collection

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“It’s really the most important event of the year.”

Diane Harbridge, Sponsor of Best Bridal Retailer Ireland

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“I think it’s good for the bridal industry. It heightens shops profiles and it’s a sociable networking event.”

Creatiques, Winners of Best Bridal Retailer England

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“It’s the most esteemed industry awards there is. We are extremely humbled to have won.”

Anne Priscilla Bridal, Winners of Best Bridal Retailer Scotland

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“There is no other awards ceremony like this.”

Nick Day, Justin Alexander, Winner of the Editor’s Choice awards

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“We’re celebrating people who are doing amazing things in the industry. It’s a wonderful night to get together and celebrate.”

Enzoani, Winner of Best Bridal Manufacturer

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2016 WINNERS

BEST BRIDAL RETAILER ENGLAND
CREATIKUES BRIDAL BOUTIQUE

BEST BRIDALWEAR MANUFACTURER
ENZOANI

BEST BRIDAL RETAILER IRELAND
SERENDIPITY BRIDALWEAR

BEST OCCASIONWEAR COLLECTION
JOHN CHARLES

BEST BRIDAL RETAILER SCOTLAND
ANN PRISCILLA BRIDAL

BEST HEADRESS COLLECTION
IVORY & CO

BEST BRIDAL RETAILER WALES
ALLISON JAYNE

BEST BRIDESMAID COLLECTION
SORELLA VITA

BEST STUDENT DESIGNER
BERENICE GILMOUR

BEST PLUS-SIZE COLLECTION
SONSIE BY VEROMIA

BEST GROOMSWEAR RETAILER
IMPECCABLE MENSWEAR

BEST NEW BRIDAL RETAILER
TILLY TROTTER'S BRIDES

BEST RETAILER WEBSITE
RACHEL ASH BRIDALWEAR

BEST MOB COLLECTION
VENI INFANTINO FOR RONALD JOYCE

BEST RETAILER CUSTOMER SERVICE
THE BRIDE

BEST IN-HOUSE DESIGNER
TONY MENDEL, JUSTIN ALEXANDER

WEDDING DRESS OF THE YEAR
WATTERS BRIDES, STYLE SHERIDAN

BEST BRITISH BRIDALWEAR DESIGNER
SASSI HOLFORD

EDITOR'S CHOICE AWARD
JUSTIN ALEXANDER

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