

## Emperia, a ground breaking new online luxury fashion mall announces award for inspirational women at the 2013 Global Fashion Awards.

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Emperia has partnered with WGSN to sponsor The Emperia Woman Award at the 2013 Global Fashion Awards, with the nominees being announced on Monday 22nd July 2013 at the official WGSN nominee reception. The award has been established to acknowledge inspirational women who are empowering others through their social and personal commitments highlighting the positive impact that women connected to the fashion industry are having on the world.

Launching later in 2013, [Emperia](#) is a ground breaking new online luxury fashion mall with a focus on MeCommerce, providing a personalised experience for each and every customer. Emperia is targeted at successful professional women, designed to save them time and offer a bespoke shopping experience online.

Emperia's CEO, Emma Ponsonby explains "Emperia is about understanding who our customer is and what's important to her. With our commitment to empowering women all over the world, we introduce a new way of shopping online by mood and occasion while building trusted relationships with each individual customer by the personalised experience we offer."

"We have partnered with WGSN and the Global Fashion Awards to publically acknowledge women who are making a difference in the world, these women are great ambassadors for our future female leaders and by sharing their stories we hope to inspire others".

Ponsonby, originally from New Zealand has a background in global online website management for clients such as Max Factor and L'Oreal before setting up Emperia, she recalls "My fashion influences come from my mother, who was a fashion designer in New Zealand when I was growing up, I was constantly surrounded by sewing machines and many pairs of shoes!"

Ponsonby says "I wanted to establish a company, where we could draw in exceptional talent from all over the world. We are set up to run Emperia from anywhere in the world, which allows us to truly utilise the power of the internet to create a global company."

Emperia will be launching in 2013, and is accepting requests on [www.emperiamall.com](http://www.emperiamall.com) for women get exclusive access to the new online shopping experience before the official launch.

Kate Nash will be co-hosting the WGSN official awards shortlist reception on Monday 22nd July, to announce the nominees for the 2013 Global Fashion Awards, including the nominees for the Emperia Woman Award. The 2013 Global Fashion Awards ceremony will be held in London at the V&A on 30th October 2013.

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