Jaguar Wins ‘best British Luxury Brand’ Title At Walpole British Luxury Awards

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Jaguar has been named the Best British Luxury Brand at the prestigious Walpole British Luxury Awards in London. The awards are run by Walpole – a unique alliance of 160 British luxury brands that work together to promote British quality, design, craftsmanship, innovation and service around the world.

Jaguar Land Rover was also nominated in the Corporate Social Responsibility category, while Land Rover picked up a nomination for the British Luxury Brand Overseas award.

Accepting the award from host Jodie Kidd and Walpole CEO Michelle Emmerson, Jaguar Land Rover UK Managing Director Jeremy Hicks said: *"It is a huge statement for Jaguar to be named the Best British Luxury Brand this evening, particularly among such esteemed competition. It is richly deserved recognition of the efforts my colleagues in design, engineering, manufacturing and marketing have made to develop Jaguar into such a prestigious British brand in recent years."*

Michelle Emmerson said: *"The 2014 Walpole British Luxury Awards represent a defining moment in the UK luxury industry. British brands have never been more popular on an international scale, spurred on by the wealth of creativity, craftsmanship and talent present in the UK. The Best British Luxury Brand Award rewards the company which has had the greatest global impact over the past 12 months, and which upholds all the qualities which define British luxury. Jaguar has done all of this and more. Jaguar combines extraordinary performance and design, and last year demonstrated the global appeal of their automotive excellence by reporting their strongest year to date. A simply stunning success story within the British luxury industry."*

Jaguar was chosen as Best British Luxury Brand by a panel of esteemed judges including Jonathan Akeroyd, CEO and President of Alexander McQueen; Meribeth Parker, Group Publishing Director at Harper's Bazaar/Hearst Magazines UK; Lucia Van der Post, Luxury Commentator; Michael Ward, Managing Director of Harrods and Walpole Board Director; and Peter York, SRU Limited.

Walpole was founded in 1990 by top tier British companies including British Airways, Coutts & Co, the Financial Times and The Savoy Group. It takes its name from Sir Robert Walpole (1676-1745), a famous commercial minister and patron of the arts.

Together Walpole members represent an industry predicted to be worth £12.2 billion by 2017, a leading creator of jobs in the UK and a major contributor to the British economy. Their mission: to promote, protect and develop the British luxury industry, both at home and abroad.

– ENDS –

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