

Retail Jeweller
*UK Jewellery
Awards 2026*

8 JULY 2026 ♦ LONDON

*The largest, longest running and most
prestigious awards event in the trade*

Entry pack

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About the UK Jewellery Awards

Retail Jeweller
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Now in its 34th year, the UK Jewellery Awards is the, largest, longest running and the most prestigious awards in the jewellery industry and the ultimate platform to showcase your career achievements.

We are on the lookout for the industry's most talented designers, retailers and innovators, who have made a real impact to the industry over the past 12 months.

Whether you are entering as a brand, an individual or as a team, this is your golden opportunity to showcase your successes, impress the experts, and be recognised in front of the year's largest gathering of key-players, all in luxury surroundings in the heart of London.

The UK Jewellery Awards 2026 will take place on 8th July in central London. The precise location details will be shared with table bookers only.

By entering, you not only gain the chance for well-deserved recognition but also elevate your brand's profile across the industry. Previous winners have secured new stockists nationwide as well as national press coverage. Entering the UK Jewellery Awards today is your chance to tell your story and to stand out as the best in the industry.

Past winners include

BEAVERBROOKS

ChloBo

DOMINO
JEWELLERY

F.HINDS
JEWELLERS SINCE 1856

Mappin & Webb
LONDON

MONICA VINADER
MV

Sonny's
JEWELLERS

WATCHES of
SWITZERLAND
SINCE 1924

WONGS

Categories and Criteria

What you need to know

The UK Jewellery Awards has a two-stage judging process.

1. Stage 1: You must complete all questions on the entry form correctly to be considered. Incomplete or incorrect entries may be disqualified.

2. Stage 2: Shortlisted entrants may be asked to provide extra information, such as financials, images, or product examples. Failure to do so may lead to removal from the shortlist.

The organisers also reserve the right to move entries to a more suitable category if needed.

You are welcome to submit entries in multiple categories if they are relevant to your business.

Discover the 2026 categories

STORE DESIGN OF THE YEAR

Who can enter?

This category is open to all sizes and type of store (jewellers, watch retailers, mono-brand boutiques etc) that have either been newly opened or fully refurbished/re-fitted in the 12 months up to 23 January 2026.

EMERGING JEWELLERY/WATCH BRAND OF THE YEAR

Who can enter?

Any brand (jewellery or watches) which has been in existence for three years or fewer OR has been distributed in the UK for three years or fewer (at the closing date of 23 January 2026).

Please DO NOT enter this category if the business/brand has been in existence for longer than three years/distributed in the UK for longer than three years, as your entry will be automatically discounted.

The business MUST have distribution/stockists in the UK. The brand must be able to demonstrate significant and continuous growth since launch.

EMERGING JEWELLERY DESIGNER OF THE YEAR

Who Can Enter?

Any UK or Irish-based jewellery designer that has been producing jewellery commercially for more than six months but fewer than three years at the closing date of 23 January 2026. You can work for your own brand/label or be designing in-house for another company.

Please note that to be eligible for entry into this category, you MUST have already secured stockists or

distribution in the UK/Ireland. If you do not currently have any wholesale stockists, or a functioning UK-based ecommerce business, your entry will not be considered.

CREATIVE JEWELLERY DESIGNER OF THE YEAR

Who Can Enter?

Any UK or Irish-based jewellery designer that has been producing jewellery commercially for more than three years at the closing date of 23 January 2026. You can work for your own brand/label or be designing in-house for another company.

Please note that this category focuses primarily on the creative design process and your skills/aptitude as a jewellery designer. If you consider yourself to be a to be the designer of a commercial jewellery brand, then please enter Commercial Jewellery Designer of the Year instead.

If you enter this category but, the judging panel deems you to be more suitable for Commercial Jewellery Designer of the Year, you will automatically be shortlisted in the other category. Please note you cannot enter and/or be shortlisted for both categories, so please read the entry questions of both categories first, before deciding which one to enter.

COMMERCIAL JEWELLERY DESIGNER OF THE YEAR

Who Can Enter?

Any UK or Irish-based jewellery designer behind a jewellery brand (such as John Smith's Jewellery Design) or working in-house as a designer for another jewellery brand/supplier. The brand must have been producing

Categories and Criteria

Discover the 2026 categories (cont.)

jewellery for more than four years at the closing date of 23 January 2026.

Please note that this category focuses primarily on the commerciality of your designs and how this translates into a being a commercial designer for a jewellery brand. If you consider yourself to be a creative jewellery designer, then please enter Creative Jewellery Designer of the Year instead.

If you enter this category but the judging panel deems you to be more suitable for Creative Jewellery Designer of the Year, you will automatically be shortlisted in the other category. Please note you cannot enter and/or be shortlisted for both categories, so read the entry questions of both categories first, before deciding which one to enter.

To be eligible for entry into this category you MUST have stockists or distribution in the UK/Ireland (or your own ecommerce site). If you don't, then your entry won't be considered.

BRIDAL JEWELLERY RETAILER OF THE YEAR

Who can enter?

Independent, multiple and/or ecommerce retailers in the UK and Ireland where the bridal jewellery (wedding, engagement rings and commitment rings) part of your business represented a significant portion (more than 25%) of your total turnover in the 2025/26 year.

Bespoke Jewellery Retailer of the Year

Who can enter?

Independent, multiple and ecommerce retailers in the UK and Ireland whose primary business is the design and creation of bespoke jewellery for customers. This bespoke jewellery must represent a significant portion (more than 35%) of your total turnover in the 2025/26 year.

RESPONSIBLE JEWELLERY BUSINESS OF THE YEAR

Who can enter?

Any business in the jewellery and/or watch industry (retailer/designer/supplier/manufacturer) with a strong focus on responsible business practices, including but not limited environmental, social and governance considerations. This can include retailers (independents, multiples or etailers), suppliers, designers, brands or manufacturers.

EMPLOYER OF THE YEAR

Who can enter?

Any employer in the jewellery and/or watch industry

that employs a total of more than 10 full-time or part-time staff. This can include retailers, suppliers, brands or manufacturers.

RETAIL INNOVATOR OF THE YEAR

Who Can Enter?

Retailers of jewellery and/or watches who have shown outstanding innovation in the use of digital tools and technology to grow their business, improve customer experience, or connect channels seamlessly.

This category is designed to recognise retailers who are harnessing innovation in areas such as ecommerce, social commerce, digital marketing, clienteling, AI, live shopping, and other tech-led solutions that keep them ahead of the curve.

DEPARTMENT STORE JEWELLERY RETAILER OF THE YEAR

Who can enter?

Department stores in the UK and Ireland – either bricks-and-mortar, online, or both – that dedicate a section of their retail offering to jewellery and/or watches. This includes stores with dedicated jewellery departments, concessions, branded areas or strong online categories, as well as those integrating jewellery within their wider fashion, lifestyle and luxury offer.

This category is aimed at recognising department stores that excel in delivering an exceptional jewellery retail experience, through product curation, customer service, staff expertise and digital innovation.

MARKETING/SOCIAL MEDIA CAMPAIGN OR COLLABORATION OF THE YEAR

Who can enter?

Any brand, retailer, designer or supplier of jewellery and/or watches who launched a new marketing, or social media campaign and/or collaboration at any time during the last 12 months (up until the 23 January 2026 closing date).

This can include print, online, social media, outdoor, TV or radio campaigns or collaborations a combination of all of the above. Campaigns can be either B2C or B2B focused.

JEWELLERY/WATCH SUPPLIER OF THE YEAR (UNDER £500)

Who Can Enter?

Manufacturers and/or UK and Irish-based suppliers/distributors of jewellery or watches with a core retail

Categories and Criteria

Discover the 2026 categories (cont.)

selling price of £500 or below. You must have a full support and distribution operation in the UK or Ireland, not just sales representatives/agents, and you must have been operating in the UK for at least four years by the closing date of 23 January 2026.

This category is open to suppliers who specialise in accessible fashion, branded or white label silver, gold, or plated jewellery, and watches that primarily retail at £500 or below. If you have some pieces that retail for over £500, you are still eligible for entry in this category, providing the majority of your ranges retail for under £500.

JEWELLERY/WATCH SUPPLIER OF THE YEAR (OVER £500)

Manufacturers and/or UK and Irish-based suppliers/distributors of jewellery or watches with a core retail selling price of over £500. You must have a full support and distribution operation in the UK or Ireland, not just sales representatives/agents, and you must have been operating in the UK for at least four years by the closing date of 23 January 2026.

This category is open to suppliers specialising in fine jewellery, bridal, luxury jewellery brands and prestige/luxury watches that primarily retail above £500.

SERVICE SUPPLIER OF THE YEAR

Who Can Enter?

UK and Irish-based businesses supplying services to jewellery and watch retailers, brands, designers, or manufacturers. Eligible services could include (but are not limited to) marketing, PR, logistics, training, technology solutions, repairs, packaging, display/visual merchandising, finance, recruitment, insurance, or business consultancy.

Entrants must have a full support operation in the UK or Ireland (not just representatives/agents) and must have been operating in the UK or Ireland for at least four years by the closing date of 23 January 2026.

RETAIL TEAM OF THE YEAR

Who can enter?

Any team of sales and/or shopfloor staff working in a retail business of any size or type (independent, multiple, department store, or online with customer-facing staff) that sells jewellery and/or watches directly to consumers.

Teams may include staff at all levels – from part-time sales assistants to store managers – provided they are actively involved in the day-to-day selling of jewellery and/or watches.

Entries can be submitted directly by the team themselves, or by a manager, business owner, or colleague nominating them. If nominating, please ensure answers are completed with the nominated team in mind.

JEWELLERY RETAILER OF THE YEAR (FIVE STORES OR FEWER)

Who Can Enter?

Independent and small chain retailers in the UK and Ireland with five or fewer stores, where at least 40% of the store footprint or total business turnover is dedicated to jewellery.

This category is open to multi-brand retailers only. Franchise stores will not be counted towards the store total. For example, if you own three stores trading under your own name and also operate eight Pandora franchises, you would still be eligible to enter this category as you would be considered to have three stores.

RETAILER OF THE YEAR (SIX STORES OR MORE)

Who Can Enter?

Retailers of jewellery and/or watches in the UK and Ireland with six or more stores.

This category is open to multi-brand retailers only. Mono-brand boutiques are not eligible.

FASHION JEWELLERY BRAND OF THE YEAR

By nomination only

OUTSTANDING CONTRIBUTION TO THE INDUSTRY

By nomination only

This award recognises and honours one particular individual who has made an outstanding contribution to the industry throughout the course of their career. Although the recipient is ultimately chosen by the Retail Jeweller editorial team if you have any suggestions of people you would like to be considered for this accolade, then please contact ruth.faulkner@emap.com before 23 January 2026.

Categories and Criteria

Tips for an award-winning entry

MAKE YOUR ENTRY SHINE

Entering the UK Jewellery Awards 2026 is an invaluable opportunity to showcase your excellence, innovation and creativity within the jewellery industry - and the best part is, it's completely free to enter.

By taking part, you will gain recognition from your peers, highlight your achievements to a wider audience and strengthen your brand's profile and credibility. Whether you are an established leader or a rising star, following the guidance below will help you craft a strong, standout submission.

THE RECIPE FOR A WINNING ENTRY

1. Focus on the last 12 months only

The UK Jewellery Awards is an annual event, and judges want to know what your company has achieved between 7 February 2025 and 23 January 2026. Concentrate on your most recent accomplishments and innovations from this period, not those from previous years.

2. Showcase your innovation

Clearly explain what you have done that is new, different or industry-leading. Demonstrate how your business, brand or designs have evolved and why they stand out from the competition.

3. Answer every question

Provide a response to every question on the entry form, and make sure your answers are complete, clear and within the word count. If a question doesn't apply, simply write "Not applicable" never leave a blank space.

4. Use bullet points

All answers must be presented in bullet points for ease of reading and judging. Entries not submitted in this format may be disqualified.

5. Stick to the word count and format

Respect the word limits and format requirements. Exceeding the word count or failing to follow the bullet-point structure may result in your entry being removed from consideration.

6. Be prepared for interviews (designer categories only)

If you enter Emerging Jewellery Designer of the Year, Creative Jewellery Designer of the Year, or Commercial

Jewellery Designer of the Year and are shortlisted, you will need to attend a Zoom interview on Thursday 7 May 2026. Attendance is compulsory; failure to participate will result in removal from the shortlist.

7. Nomination-only categories

This year, two categories (Fashion Jewellery Brand of the Year and Outstanding Contribution to the Industry Award) are by nomination only and you cannot submit an entry for these categories in the first round.

8. Confidentiality assured

All judges sign a non-disclosure agreement (NDA). Any sensitive or confidential information you include will remain strictly within the judging process.

9. Enter as many categories as you like

You're welcome to submit entries for multiple categories and doing so increases your chances of being recognised across different areas of excellence.

THE JUDGING PROCESS EXPLAINED

The UK Jewellery Awards judging process is designed to be rigorous, fair and completely transparent. Every entry is reviewed by an esteemed panel of industry experts, with strict confidentiality observed throughout. The final winners are decided by secret ballot, ensuring complete impartiality.

This process, honed and refined over 34 years, ensures the UK Jewellery Awards remain the most respected and credible accolades in the industry.

OUR JUDGES

For more than three decades, the UK Jewellery Awards has celebrated excellence with a judging process trusted as the benchmark of integrity in the industry.

Drawn from across the jewellery and watch sector (including leading suppliers, manufacturers, brands, retailers and designers) our judges bring deep expertise and experience to the process. They dedicate valuable time to carefully reviewing hundreds of entries against clear criteria, rewarding only the very best.

THE JUDGING PROCESS

The UK Jewellery Awards follows a two-stage judging process:

- **Round One:** All entrants must complete the entry form in full to be considered for the shortlist. Please refer to the Entry Guidelines page for details.

Categories and Criteria

Tips for an award-winning entry

Shortlisted companies and individuals will be notified no later than the end of February 2026 and invited to our exclusive Shortlist Party on 16 March 2026 in central London, held at the end of the first day of the Retail Jeweller Festival.

- **Mystery Shop:** Businesses shortlisted in retail categories will also undergo a secret mystery shop during March/April 2026, conducted by our partner StoreCheckers.
- Interviews: **Individuals shortlisted for Emerging Jewellery Designer of the Year, Creative Jewellery Designer of the Year and Commercial Jewellery Designer of the Year** will need to attend a Zoom interview on Thursday 7 May 2026. Attendance is compulsory; failure to participate will result in removal from the shortlist.
- **Round Two:** final judging: In May 2026, the shortlist will be deliberated by our carefully selected panel of judges. To guarantee fairness, no judge assesses a category where they have a vested interest, nor do competing businesses evaluate one another. All judging takes place under Chatham House Rules, with every judge signing a non-disclosure agreement. The winners are chosen by secret ballot, with no judge knowing the outcome before the awards night.

WHY ENTER

The UK Jewellery Awards is free to enter and your chance to shine on the industry's biggest stage. Get recognised, gain powerful media exposure, win new business, build customer trust and prove that you are among the best in the trade.

By entering you have the chance to see your business recognised before a room of over 600 jewellery industry leaders and experts, all gathered to connect and celebrate the best in the UK trade.

Being shortlisted for a UK Jewellery Award is a mark of excellence and a testament to the quality of your work. All our finalists will receive extensive coverage in the lead up to the awards, on the night itself and beyond, making this an unmissable opportunity to make your business shine

Winners walk away with more than a trophy: they gain career-defining recognition, new opportunities and lasting industry impact.

IT'S FREE

The UK Jewellery Awards is free to enter, giving all businesses, from new independents to established companies, the chance to showcase their achievements

and compete for the industry's most prestigious accolade.

GAIN INDUSTRY VALIDATION

Being shortlisted or winning provides the ultimate stamp of approval from experts, affirming the quality of your work.

BENEFIT FROM PREMIUM MEDIA EXPOSURE

The Awards generate wide media coverage across publications, websites and social media, helping your brand stand out and strengthen your marketing.

UNLOCK NEW BUSINESS OPPORTUNITIES

With many leading players attending, the Awards are perfect for networking, forging partnerships and putting your achievements in the spotlight.

REWARD YOUR TEAM

Recognition on a national scale motivates your team, celebrating their hard work and inspiring them to keep pushing boundaries.

DIFFERENTIATE YOUR BRAND

In a crowded market, the Awards provide a platform to showcase what makes your business unique, attracting new clients and reassuring existing ones.

NETWORK WITH INDUSTRY LEADERS

Connect with designers, manufacturers, retailers and suppliers to open doors to collaborations and opportunities.

GAIN CUSTOMER TRUST

Displaying "Winner" or "Finalist" shows customers your business has been recognised by industry experts, boosting confidence and credibility.

GATHER FEEDBACK FOR GROWTH

Preparing your submission helps you review achievements, track progress and refine your strategy, even if you don't win.

MEASURE YOUR SUCCESS

Benchmark your business against the best, gaining insights into innovation, customer service and market impact to understand your strengths and areas to grow.

Categories and Criteria

Entry checklist

READY TO SUBMIT YOUR ENTRY? CLICK HERE TO START

Before you press submit, make sure that you have

- Selected the correct category/categories
- Provided correct contact details
- Used bullet points
- Not exceeded the word count
- Clear and concise writing throughout
- Supporting materials used
- Proofread by you and colleague(s)

Contact us

If you have any questions or need help regarding your entry(ies), please contact **Laura Glenister** on **020 3953 2078** or email **Laura.Glenister@emap.com**

Testimonials

'It's the biggest and the best of all the award ceremonies'

Warrender Jewellers

'They're the most prominent Awards in the industry.'

Raw Pearls – Jewellery/Watch Supplier of the Year 2023

'It highlights emerging designers, existing Brands and it shows the importance of the industry in the retail environment'

Seiko

'It just is a great opportunity to bring everyone together and celebrate what is a really old art form that is still going forward into the future.'

Queensmith – Bridal Jewellery Retailer of the Year 2023

'It brings us external validation and accreditation.'

Monica Vinader – Sustainable Business of the Year and Jewellery Brand of the Year 2023