Stars BestShop Awards 2016 secures major industry sponsorship

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Stars Retail Awards 2016 (http://www.starsunderlinesbestshopawards.com) has secured headline sponsorship from LYCRA® (http://www.lycra.com)(a trademark of US fibre giants, INVISTA). These Retail Awards for the underwear, swimwear, nightwear and legwear sectors are organised by leading UK b2b publication, Underlines Magazine.

This year the gala presentation evening will return on 10th November to Shakespeare's UnderGlobe, on this very special anniversary of William Shakespeare with approximately 350 special guests. Stars is primarily aimed at recognising the value of specialist and independent shops in these competitive sectors of the market.

Unique in their field Stars 2016 has 13 key Awards* with a Supplier of the Year Award. Nominations are created by the jury of 25 brands and not self-nomination and over 400 stores, shops and etailers are nominated each year.

Other important sponsors include Anita & Rosa Faia, Wacoal, hosiery brands ITEM m6 and MELAS co-sponsoring the Legwear Retailer of the Year, Panache and Mode City/Salon International de la Lingerie and Interfiliere. Industry bodies lend their support including the Fashion Association of Britain, American brand leaders Maidenform and DKNY and national show organisers, Moda Lingerie & Swimwear Exhibition.

Stars Awards debuted in the UK in 2007. The competition is held in the USA (Best of Intima Shops); Germany (Sterne der Wäsche), Italy (Stelle dell'Intimo) and France (Top 100) with sister publications in those countries. www.starsunderlinesbestshopawards.com

*Reference Shop Award, Concept Store Award, Personal Touch Award, Best Newcomer Award, Department Store (Standalone), Chain/Department Store, Best E-tailer Award (Multi-product), Best Specialist E-tailer, Legwear Retailer of the Year Award, Special Care Recognition Award, Editor's Choice, Excellence & Outstanding Achievement Award and Supplier of the Year Award.

New for 2016 is the SuperStar Award (only for bricks & mortar shops that have been in business for 20 years or more).

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