

STARS 2017 BEST SHOP AWARDS - BIGGEST EVENT YET!

Submitted by: Underlines Limited

Thursday, 21 September 2017

STARS Best Shop Awards 2017 in collaboration with headline sponsor, LYCRA® (a trademark of INVISTA) (<http://www.lycra.com>) takes place on Thursday 9th November in Shakespeare's UnderGlobe with 350 retail and brand guests. These Retail Awards for the underwear, swimwear, nightwear and legwear sectors are organised by leading UK b2b publication Underlines Magazine.

Stars (<http://www.starsunderlinesbestshopaward.com>) is primarily aimed at recognising the value of specialist and independent shops in these competitive sectors of the market and is now in its 9th season, drawing retailers from every part of the UK and Ireland.

Unique in their field Stars 2017 has 13 key Awards* with a Supplier of the Year Award. Nominations are created by the jury of 25 brands (and not self-nominated) and over 450 stores, shops and retailers are nominated each year. The finalists will be announced on Monday 25th September.

Important sponsors include Anita & Rosa Faia, Wacoal, hosiery brands ITEM m6 and MELAS co-sponsoring the Legwear Retailer of the Year, Lascana (part of the world leading Otto Group) Mode City/Salon International de la Lingerie and Interfilier. Industry bodies lend their support including the Fashion Association of Britain, American brand leaders Maidenform and DKNY and renowned French label, Lise Charmel.

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.

Tel: 020 3583 4697

*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. The ultimate award is the SuperStar Award (only for bricks & mortar shops that have been in business for 20 years or more).