



FOR IMMEDIATE RELEASE

CALL FOR ENTRIES ANNOUNCED FOR 2018 JERSEY STYLE AWARDS

Jersey, The Channel Islands, 12th March 2018 -- The 2018 'Call For Entries' was announced this week for the second annual Jersey Style Awards, which will take place on Thursday 28th June at the Royal Jersey Showground.

The island's most exciting red-carpet night of the year that last year honoured Dame Shirley Bassey, Julien Macdonald OBE and Sir David Kirch, will once again be looking to shine an international spotlight on Jersey.

There are 13 categories which will provide an unrivalled platform to celebrate the local tourist economy, lifestyle, arts, culture and style from this magnificent jewel in the British Isles. Showcasing Jersey as one of the most stylish and sought-after destinations in the world, the award ceremony will honour, nurture and recognise the local businesses, people and places and will salute international tastemakers and fashion's most stylish celebrities as they attend the glittering gala in June. 2018 will also see two new categories added to the awards - 'Wine List of the Year' and 'Island Bar of the Year'.

Organisers have also unveiled their judging line up which includes Mickey Boardman, Editorial Director of New York's Paper Magazine. Boardman is the man responsible for the infamous Jean-Paul Goude shoot — 'Break The Internet Kim Kardashian'. The images spread like wildfire across the Internet, turned into a plethora of memes, and were commented on heavily across social-media platforms. It was, without a doubt, the most controversial cover of the year in 2014.

Boardman is an institution on the New York social and fashion scenes and has been recognised by New York Magazine as one of the "Most Photographed Faces in New York". Described by David Herskovits to New York Magazine as "a great connector and a great people person," he will be flying to Jersey in June to see how inspiring and innovative the contemporary tastemakers on the island are today.

Other judges returning this year include Hilary Alexander, the doyenne of British fashion journalism, Maurice Mullen, Head of Luxury for Evening Standard and ES Magazine and Jill Wanless Editor of Hello Fashion Monthly. (More judges to be revealed next month).

Event producer Tessa Hartmann CBE said: "We're so excited for this year's event and honoured to have such a great line up of global style figures as judges.

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It's our goal to surpass the number of entries we had in 2017 so we're calling for all the Jersey businesses, creatives, brands and tastemakers to join Jersey's most stylish conversation and get the recognition they deserve. A win at these awards is regarded as a benchmark of success and can have incredible awareness implications for the nominees. We're endeavouring to build a legacy with these awards and the 2017 winners are a shining example of that. I have no doubt that 2018 will be even better!"

Organisers have also revealed that the 'Special Honorees', which will honour international recipients in fashion, music, style and philanthropy will be announced next month alongside some exciting new sponsors. An insider revealed that the 2018 recipients 'won't disappoint'.

Entries must be uploaded to the official website by 13th April with the shortlist being announced in early May. VIP tickets are available to attend the red-carpet gala – see official website for further details www.jerseystyleawards.com

— ENDS —

EDITORS NOTES

Event, ticket and further information is available on www.jerseystyleawards.com

PROMO VIDEO - Watch promotional video here. This video can also be used across all social & digital media: <https://youtu.be/Sr0iLEPooy4>

HIGH RES IMAGERY - High res imagery for print can be downloaded here. <https://we.tl/KyYJLPuVVl>

Categories include: 1) Restaurant of the Year 2) Casual Dining Restaurant of the Year 3) Wine List of the Year 4) Island Bar of the Year 5) High Street Retailer of the Year 6) Independent Retailer of the Year 7) Visitor Attraction of the Year 8) Cultural Attraction of the Year 9) Hotel of the Year 10) Small Hotel/Boutique Hotel of the Year 11) Active/Sports Experience of the Year 12) Spa/ Wellbeing Brand of the Year 13) Tastemaker of the Year (Band, Musician, Painter/Artist, Sculptor, Photographer & Creative)

Entry details are available and must be submitted online at www.jerseystyleawards.com by 13th April 2018. Nominee shortlist will be announced on 1st May with public voting open until 1st June 2018.

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