

**PRESS RELEASE**  
**28 July 2016**

**REDLAND LONDON ANNOUNCED AS NATIONAL BUSINESS AWARDS  
FINALIST**

**-Visit [www.nationalbusinessawards.co.uk](http://www.nationalbusinessawards.co.uk) for all finalists-  
- Winners revealed on 15 November 2016-**

Today, **Redland London** has been shortlisted for the [Duke of York New Entrepreneur of the Year](#) for the 2016 Lloyds Bank National Business Awards. **Redland London** is a style conscious London label who make extraordinary travel products. Not an afterthought or a brand extension, Redland London are dedicated to making the best bag possible for the customer.

Joseph Zekaria, Chief Commercial Officer said: “Being shortlisted for this award is a huge honour and a key milestone in our growth plans. The award is important to us as it puts us right up against excellence across all sectors in the UK.”

The finalists were chosen from the hundreds of businesses that entered or were nominated across 18 award categories. They will now prepare for live presentations to an expert judging panel who will decide the overall winners.

Described as “the Oscars of great British business” by David Cameron, former Prime Minister, this year’s prestigious award ceremony will take place on Tuesday 15<sup>th</sup> November, at the Grosvenor House, Park Lane, where the winners will be revealed.

For the first time, RT Hon Conor McGinn MP recently hosted a reception for the Lloyds Bank National Business Awards at the House of Commons. This enabled finalists to meet fellow entrants, the National Business Awards Advisory Board members, judges (who they will present to in September) and sponsors of each category.

Tom Broughton, Group Brand Director of the Lloyds Bank National Business Awards said: “Due to the high number of entries for this years’ awards, narrowing the entries down to 140 finalists was a difficult task. But through a thorough and comprehensive judging process, the selected finalists demonstrate exceptional quality and diversity across a range of business sectors within the UK. We are now looking forward to the next step of the process and meeting some of the finalists face-to-face.”

Visit [www.nationalbusinessawards.co.uk](http://www.nationalbusinessawards.co.uk) for a full list of all finalists or for details on how to attend the event.

**-ENDS-**

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**About the National Business Awards**

Open to organisations of all sizes from all sectors across the UK, the National Business Awards is the UK's most prestigious independent business recognition platform with its particular emphasis on excellence, innovation and ethical business. Now in its 15<sup>th</sup> year, the National Business Awards connects the nations' professionals through its annual awards ceremony; year-round thought leadership and round table events; and is UBM plc's flagship awards programme. Visit [www.nationalbusinessawards.co.uk](http://www.nationalbusinessawards.co.uk) for further information or follow us on Twitter @businessawards.

2016 categories include:

- The QBE Insurance New Exporter of the Year in association with Exporting is GREAT
- The Customer Focus Award
- The Amazon Digital Business of the Year
- The Howard Kennedy Employer of the Year
- The Lloyds Bank New Business of the Year
- The Duke of York New Entrepreneur of the Year
- The Lloyds Bank Small to Medium-Sized Business of the Year
- The Vonage Business Enabler of the Year
- The Business Award for Sustainability Sponsored by the Grichan Partnership
- The Duke of York Award for University Entrepreneurship
- The Business Award for Arts and Creative Services
- The Innovation Award
- The Smith & Williamson Scale-Up Business of the Year
- The Lloyds Bank Positive Social Impact Award
- Inflexion Entrepreneur of the Year

- The Lloyds Bank Mid-Market Business of the Year

### **About UBM EMEA**

The National Business Awards is organised by UBM EMEA. UBM EMEA connects people and creates opportunities for companies across five continents to develop new business, meet customers, launch new products, promote their brands and expand their markets. Through premier brands such as MD&M, CPhI, IFSEC, TFM&A, Cruise Shipping Miami, the Concrete Show and many others, UBM EMEA exhibitions, conferences, awards programs, publications, websites and training and certification programs are an integral part of the marketing plans of companies across more than 20 industry sectors.

### **About Redland London**

Redland is a style conscious London label who make extraordinary travel products. We take it very seriously. It's not an afterthought or a brand extension. Our dedication to making the best bag possible for the customer guides everything we do. For Redland, quality is normal.

### **The Story**

We believe luggage is more than just some fabric and a zip. It's arguably, the primary symbol that the journey has started. That something extraordinary is about to happen.

Born in Shoreditch, the Zekaria family wanted to create a brand that captured the anticipation and excitement of what's to come. Products that seek to be as extraordinary as the journey they are about go on.

Inspired by our dad, our heritage and London, Redland saw a gap in the luggage market for a brand that was both inspirational and attainable. A brand that combined design and good quality, but at an honest price. We make our own collections and partner with the leading design companies to create luggage that is brimming with personality, colour and captures the cool, contemporary vibes of the city.

Our commitment to finding the perfect blend of materials and craft results in a product that adapts to the ever changing needs of modern people on the go.