



Cunard crowned Walpole's British Luxury Brand of the Year

November 19, 2024



Cunard President Katie McAlister (right) with style icon Bianca Jagger at The Dorchester, Mayfair

19 November 2024 [Southampton, UK] Cunard has been named Walpole's British Luxury Brand of the Year* after a landmark year that reinforced its position as a leader in luxury travel.

The award was presented last night (18 November) at the Walpole British Luxury Awards at The Dorchester, Mayfair. The event celebrated Britain's most outstanding luxury brands and the people behind them. Cunard was chosen as the winner from an impressive shortlist that included Jo Malone, The Londoner, and Simpsons' Wine Estate—each a standout example of British luxury.

Walpole is the official sector body for UK luxury businesses, representing over 250 British brands and supporting an industry worth £81 billion to the UK economy.

This recognition highlights Cunard's success over the past 12 months, including the launch of its newest ship, Queen Anne, in May. Queen Anne is a modern addition to Cunard's fleet, blending classic elegance with innovative design, new dining experiences, and state-of-the-art wellness facilities.

The award reflects Cunard's creativity, innovation, and commitment to sustainability, as well as its influence as a British brand on the global stage.

Katie McAlister, President of Cunard, said: *"Being named 'Luxury Brand of the Year' means so much to all of us at Cunard. This award reflects the remarkable efforts of our team and their dedication to represent the best of British hospitality, creativity and craftsmanship. We are immensely proud to bring the best of British to the world stage, creating not only unforgettable voyages but a true celebration of British luxury."*

Bianca Jagger, who presented the award, said: *"For more than 180 years Cunard has redefined luxury at sea, setting a global standard for British hospitality, innovation, and style. Their newest ship, Queen Anne, delivers an unforgettable experience of British luxury, from grand interiors by David Collins Studio to bespoke desk accessories in their library by Maker's Cabinet, and even the captain's uniform designed by Kathryn Sargent."*

Walpole's Chief Executive, Helen Brocklebank, added: *"Tonight's Walpole British Luxury Awards celebrate the creativity and entrepreneurial spirit driving Britain's £81bn luxury sector. Each award given tonight not only honours those accepting their trophy on stage but pays tribute to the nearly half a million skilled, sustainable jobs supported by UK luxury brands nationwide. The secret of luxury's long-term success has always been, and always will be, its artisans, makers and craftspeople. My congratulations to tonight's winners and thanks to all our sponsors and partners without whom this evening would not have been possible."*

For more information about Cunard, or to book a voyage, visit www.cunard.com.

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Notes to Editors

*Previous winners of the British Luxury Brand of the Year award include Boodles, Gleneagles, Dunhill, Belmond, Charlotte Tilbury, Victoria Beckham, Rolls Royce, Jaguar, Mulberry, Burberry.

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Social Media

Facebook: www.facebook.com/cunard

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YouTube: www.youtube.com/wearecunard

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ABOUT CUNARD:

Cunard is a luxury British cruise line, renowned for creating unforgettable experiences around the world. Cunard has been a leading operator of passenger ships since 1840, celebrating an incredible 184 years of operation. The Cunard experience is built on fine dining, hand-selected entertainment, and outstanding White Star service. From a partnership with a two-Michelin starred chef, to inspiring guest speakers, to world class theatre productions, every detail has been meticulously crafted to make the experience unforgettable. A pioneer in transatlantic journeys and round world voyages, destinations sailed to also include Europe, the Caribbean, Alaska, the Far East and Australia.

There are currently four Cunard ships, Queen Mary 2, Queen Elizabeth, Queen Victoria and new ship, Queen Anne, which entered service in May 2024. This investment is part of the company's ambitious plans for the future of Cunard globally and will be the first time since 1999 that Cunard will have four ships in simultaneous service. Cunard is based at Carnival House in Southampton and has been owned since 1998 by Carnival Corporation & plc. www.cunard.com (NYSE/LSE: CCL; NYSE:CUK).