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World Retail Congress Discloses Nominees for Awards

The World Retail Congress, an industry event to be held in Barcelona April 9 through 11, has revealed several key finalists for its World Retail Awards.

Winners will be selected by a group of 14 chief executives at the WRC and will be unveiled at a dinner during the conference.

Contenders for Marketing Campaign of the Year are J.C. Penney Co. Inc.'s "Every Day Matters"; OfficeMax, for "Elf Yourself Holiday"; Saks Fifth Avenue's "Want It!," and Target Corp.'s "Style for Less."

J.C. Penney and REI were on the short list for Employer of the Year.

Finalists for demonstrating corporate responsibility in such areas as the environment, social causes, community awareness and ethical sourcing included Tesco, Woolworths SA and Carrefour.

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Later this month, the short list of nominees for Retailer of the Year and Multi Market Retailer of the Year, as well as three inductees to the World Retail Hall of Fame, will be released.

Finalists were determined through an online contest soliciting entries from retailers.

"The World Retail Awards are a chance for the global retail community to applaud brands with the most innovative concepts, campaigns and environments," stated World Retail Congress director Ian McGarrigle. "We are delighted that retailers from nearly 40 countries entered the awards and that the finalists represent some of the very best global operators in retailing today."

Among the keynote speakers scheduled are Sir Philip Green, owner of Topshop, and Paul R. Charron, chairman emeritus of Liz Claiborne Inc.

Others scheduled to speak at the event include Sally Jewell, president and chief executive officer of REI; Matthew Rubel, president and ceo of Collective Brands; Patrick Bousquet-Chavanne, group president, the Estée Lauder Cos.; Richard Baker, chairman of Lord & Taylor; Joe Gromek, president and ceo of Warnaco; Brendan Hoffman, president of Neiman Marcus Direct; Alan G. Hassenfeld, chairman of Hasbro; Christopher Lee, senior vice president of Forever 21; Myron E. Ullman 3rd, chairman and ceo of J.C. Penney; Trudy F. Sullivan, president and ceo of The Talbots Inc., and Dana Telsey, ceo of Telsey Advisory Group.

The World Retail Awards are sponsored by Oracle.