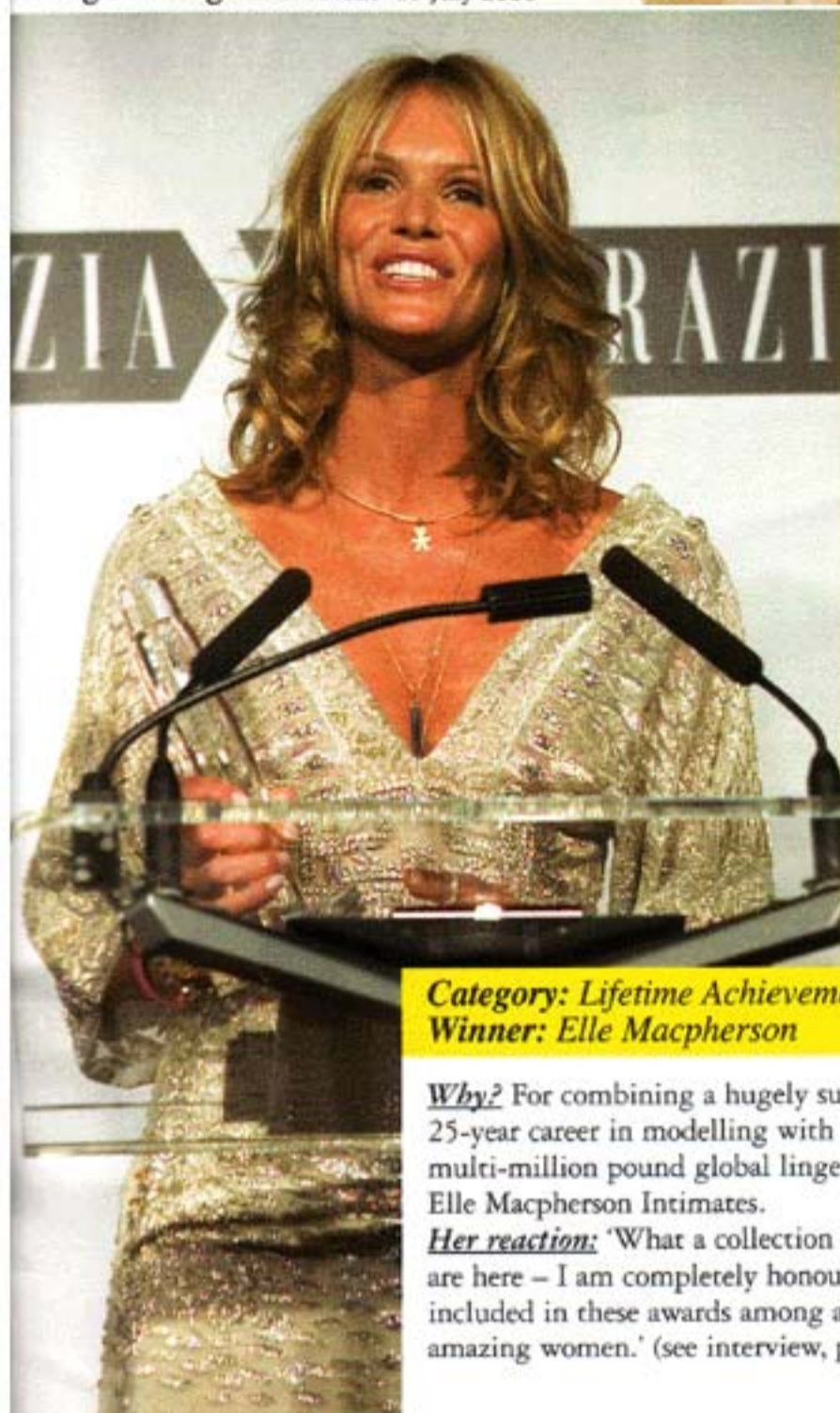


# GRAZIA

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**Category: Lifetime Achievement Award**  
**Winner: Elle Macpherson**

**Why?** For combining a hugely successful 25-year career in modelling with her own multi-million pound global lingerie line, Elle Macpherson Intimates.

**Her reaction:** 'What a collection of women are here – I am completely honoured to be included in these awards among all these amazing women.' (see interview, page 54)



**Category: Fashion**  
**Winner: Jade Jagger**

**Why?** For transforming the Garrard jewellery brand into an A-list essential in her role as creative director, and for recently launching her hip new fashion, music and lifestyle venture, Jezebel.

**Her reaction:** 'This award recognises my work in different, very individual areas of fashion and design. It's still harder for women to get to the top of their tree than for men and, at the end of every day, I still have to look after the kids and the house.'



**Category: Retail**  
**Winner: Ruth Chapman, co-founder of Matches**

**Why?** For making Matches every fashionista's ultimate shopping destination, with the best pick of every collection. (Pictured with *Grazia's* editor Jane Bruton.)

**Her reaction:** 'We've always set ourselves high standards and I'm proud that Matches provides such great service. We have a committed team working for us. It's been wonderful to achieve such a prestigious client list [Kate Moss is a fan], and even though we plan to expand, we'll still keep our business small enough to retain that intimate feeling.'

**Category: Entertainment**  
**Winner: Elizabeth Hurley**

**Why?** For cannily capitalising on her reputation as an actress with one of the best bikini bodies in the business, to launch her own successful swimwear brand Elizabeth Hurley Beach.

**Her reaction:** 'This is a huge treat. *Grazia's* been very kind to my beachwear company, which means a lot to me. I work like a dog for it and this award is much appreciated.'



**Category: Design**  
**Winner: Cath Kidston**

**Why?** For turning her love of vintage prints a shopping phenomenon, including everything from ironing board covers to wallpaper!

**Her reaction:** 'I'm thrilled to win. Now it's to stretch ourselves to the maximum and export more abroad. I'd love to be an English label as recognisable as Paul Smith, although I would feel I've really made it until I have a crèche or a staff canteen!'

## MEET OUR WINNERS

**Category: Grazia O<sub>2</sub> X Businesswoman of the Year**  
**Winner: Jo Ashburner for Noonoo Designs**

They're glamorous, talented and they know a thing or two about business. Here are the worthy recipients of the Grazia O<sub>2</sub> X Awards...

**Why?** Single mum Jo had tried 'everything from advertising and headhunting to investment banking' when she decided to study for a degree in Design. During her course, she developed a new felted lambswool and decided to launch Noonoo, combining the textile and scribble drawings of her son Zac, now six, to make comfort blankets and accessories for children. She already has an A-list following including Jools Oliver, and is committed to responsible manufacturing – less than 12 months after launch, she set up a factory in Vietnam employing 23 people.

**Her reaction:** 'Oh my God, I'm staggered – thank you so much! This award gives credibility to my business and all my hard work, which is amazing because I was told my idea was impossible. I've started something from nothing and, although I've been offered money for equity in the business so many times, I've stood my ground and said, "I'm going to do this without selling my soul." It's not about the money, it's about achieving something.'



**Why?** For making Matches every fashionista's ultimate shopping destination, with the best pick of every collection. (Pictured with *Grazia's* editor Jane Bruton.)



**Category: Health and beauty**  
**Winner: Liz Earle for Naturally Active Skincare**

**Why?** For developing irresistible skincare and beauty products, which contain the highest-quality natural ingredients that protect the environment.

**Her reaction:** 'It's nothing short of phenomenal to win this award. When I hit 30, I realised I'd tried so many beauty products yet never found the ones for my skin. Now I get sackloads of letters from women saying, "This product



**Category: Food**  
**Winner: Renée Elliott for Planet Organic**

**Why?** Thanks to Renée's organic supermarkets, your entire weekly shop can now be naturally produced and additive-free.

**Her reaction:** 'I was very moved because it's gratifying to be publicly acknowledged when we have worked so hard. I sat back next to my husband and burst into tears! We've created a one-stop shop as an alternative to the big guys, and by moving organic foods into a desirable lifestyle arena, it's no longer seen as hippie food.'

**THE JUDGES**

- Orla Kiely, Fashion designer
- Nicola Horlick, City superwoman
- Rachel Elnaugh, from BBC2's *Dragons' Den*

Interviews: Charlotte Heathcote, Claire Newkirk