



"thebrandlaureate"TM
THE AWARD FOR BRANDS AND BRANDING



NOMINATIONS ARE NOW OPEN FOR THE AWARDS

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The BrandLaureate Awards



www.thebrandlaureate.com



THE
BRANDLAUREATE
Lifestyle
BEST BRANDS
AWARDS 2026

*Redefining The Art. The Way.
The Standard Of Living
By Elevating Your Brand Forward.*

THE
BRANDLAUREATE

Lifestyle

BESTBRANDS
AWARDS 2026

THE TROPHY

A SYMBOL OF ASPIRATION, STRUCTURE AND BRAND MOMENTUM

The trophy of **The BrandLaureate Lifestyle BestBrands Awards 2026** is more than a symbol of achievement — it is a sculptural expression of elevation, influence, and enduring legacy.

At its pinnacle stands the distinguished letter “L”, representing the core pillars that define this award.

L stands for **Lifestyle** — the way we live, lead, and shape our identity in an ever-evolving world.

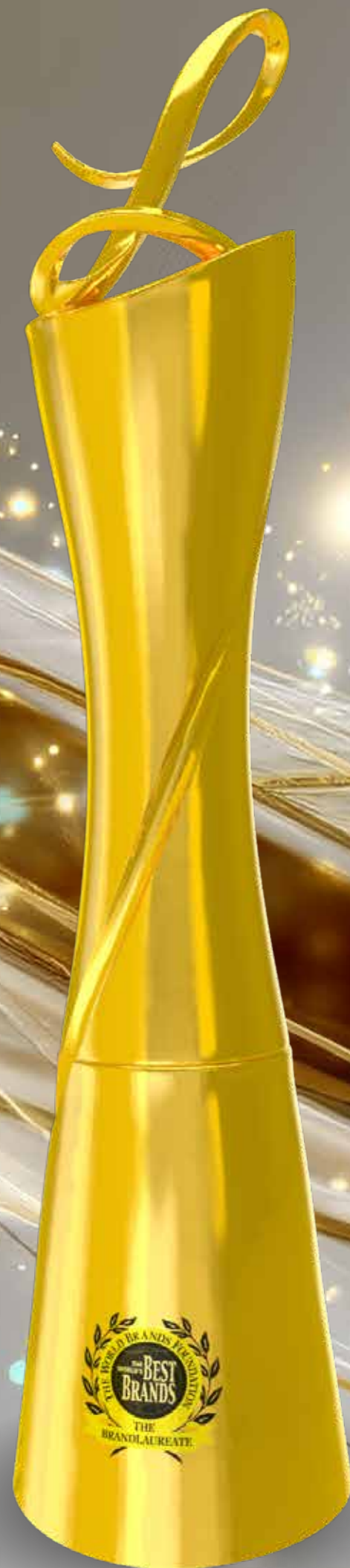
It represents **Leadership** — the courage to redefine industries and inspire meaningful change.

It signifies **Luxury** — not merely in material excellence, but in the refinement of standards and experience. It embodies **Loyalty and Legacy** — the trust earned over time and the lasting impact a brand leaves across generations. Above all, L stands for **Laureate** — the mark of distinction reserved for those who rise above convention to set new benchmarks.

The trophy's elongated, upward-flowing silhouette reflects continuous progress and forward momentum. Its elegant curvature symbolises adaptability and innovation, qualities essential for brands shaping modern lifestyles. The seamless rise from a stable base to a refined crest mirrors the journey of visionary enterprises: grounded in strong foundations, yet constantly reaching higher.

Finished in radiant gold, the trophy conveys prestige, credibility, and timeless value. Gold is enduring — it does not tarnish, much like the influence of brands that redefine the art, the way, and the standard of living.

This trophy is not merely presented — it is earned. It honours those who elevate their brands forward, shaping not only markets, but the very way the world lives.



*Lifestyle Isn't Just Fashion
It's How We Fashion Our
Business & Brands!*

DR KKJOHAN



PRESIDENT EMERITUS PROFESSOR DR KKJOHAN
WORLD PRESIDENT OF THE BRANDLAUREATE

**REDEFINING THE ART, THE WAY,
THE STANDARD OF LIVING BY ELEVATING YOUR BRAND FORWARD.**

In its continued pursuit of recognising excellence that transcends industries and trends, **The World Brands Foundation proudly presents The BrandLaureate Lifestyle BestBrands Awards 2026** — a distinguished honour celebrating individuals and brands that influence not only what we wear or consume, but **how we fashion our lives, lead, and build meaningful businesses.**

Lifestyle today extends far beyond fashion and aesthetics to cover a wide spectrum of industries. It reflects personal purpose, leadership mindset, entrepreneurial vision, wellbeing, social responsibility, and the way success is shaped and sustained over time. The BrandLaureate Lifestyle BestBrands Awards acknowledges those who embody this holistic approach where authenticity, innovation, and positive influence come together to shape communities, cultures, and markets.

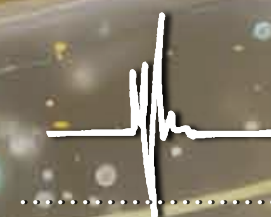
This Award celebrates visionary entrepreneurs, industry leaders, cultural icons, and experienced creators who redefine modern living through excellence in both life and enterprise. Award recipients are recognised not only for strong brand performance, but for the way they lead organisations, inspire personal growth, and contribute meaningfully to society through their values and actions.

With this platform, The BrandLaureate continues to evolve alongside global shifts in leadership, business, and culture, honouring not just outstanding brands, but **outstanding ways of living, leading, and creating lasting impact.**

The winners of **The BrandLaureate Lifestyle BestBrands Awards 2026** will be announced on **April 28th, 2026** at the prestigious **The Majestic Hotel, Kuala Lumpur.**

Join us at this distinguished Gala Evening alongside global brand personalities, industry leaders, and award recipients for a memorable night celebrating those who exemplify the philosophy that **lifestyle isn't just fashion, it's how we fashion our business and brands.**

For more information, please contact **The BrandLaureate Secretariat** at info@thebrandlaureate.com or call **+603-7710 0348.**



PRESIDENT EMERITUS
PROFESSOR DR KKJOHAN
World President