



**ACCESSORIES COUNCIL ANNOUNCES 2020 DESIGN EXCELLENCE AWARD WINNERS  
INDUSTRY-CHOSEN WINNERS INDICATE TOP PRODUCTS FOR HOLIDAY 2020**

**September 3, 2020 (New York, NY)** – The Accessories Council announced the winners of their second annual Design Excellence Awards today, Thursday, September 3, 2020, via Zoom. Created by the Accessories Council in 2019 to expand the recognition of outstanding products across categories as determined by vote, the Design Excellence Awards signify industry-wide recognition ahead of the critical Fall/Holiday 2020 selling season.

The prestigious **Hall of Fame Award**, which recognizes one single iconic product that has stood the test of time as determined by the Accessories Council Board, was announced today and was awarded to the **Converse Chuck Taylor All Star**.

Additionally, announced were the **NPD Growth Driver Award**, a statistically-driven star item identified by the team at The NPD Group, awarded to the **Adidas Prime V Backpack**, and the first-ever **Saga Furs: Best Runway Fur Accessory Award**, awarded to the **Saga Fur Handbag by LaQuan Smith**.

After sorting through hundreds of entries and receiving over 14,000 votes on winners, the Accessories Council is pleased to announce the category winners of the second annual Design Excellence Awards are as follows:

Category	Brand	Product & Price
<b>Handbags</b> Over \$1000 Retail	Etoile	Lucille Mini Tote, \$1195
<b>Handbags</b> Under \$1000 Retail	Bentz	Rainbow Baby Jewel Belt Bag, \$950
<b>Eyewear</b> Optical	Longchamp	Longchamp LO2670L, \$238
<b>Eyewear</b> Sun	Jimmy Choo	Shine/S, \$570
<b>Footwear</b> Over \$250 Retail	Lori Silverman	ROSE Slingback Pointy-Toe Pump, \$1160
<b>Footwear</b> Under \$250 Retail	Dr. Scholl's	Sweet Kicks, \$75
<b>Jewelry</b> Fashion	BaubleBar	The Bauble BAR Bracelet, \$32
<b>Jewelry</b> Fine	MarinaB	Trisolina Diamond 10 Row Bangle, \$27,500

<b>Personal Accessories</b>	Hammitt	Levy, \$245
<b>Tech &amp; Innovation</b> Smart and Other Tech Accessories	PopSockets	PopGrip Lips x Burt's Bees Bee Logo, \$20
<b>Social Impact</b>	TAARACH	Tsawan, \$85
<b>Sustainability</b>	Charles & Colvard	Forever One Moissanite Emerald Cut Ring, \$8,699
<b>Personal Protective Equipment (PPE)</b>	Pac Team America	Comforband, \$6.50-\$9.50

Design Excellence Award winners are representative of consumer taste, trends, and considerations that inform purchase power. Winning products were voted on by the public from finalist pools selected by the Accessories Council Board of Directors. Finalists were chosen based on the criteria of excellence in design, unique appearance and/or function, consumer needs addressed by product, appropriate aesthetics, innovative materials or technology, market positioning and competitive performance, social images, emotional appeal, and sustainability. It is this criterion in which consumers evaluate purchase and in which Design Excellence Award winners excelled.

Design Excellence Award winning products are available for purchase in the U.S. via retail stores, e-commerce, TV retail, or direct marketing between October 1, 2020 and December 31, 2020. The Accessories Council provided category finalists and winners with promotional tools for use at the wholesale and retail levels to market their products to consumers.

Sponsors of the 2020 Design Excellence Awards include QVC/HSN, Adorn, Marchon Eyewear, NY NOW, and Saga Furs. Each of the winners listed above received a trophy designed by Marchon Eyewear. For more information on categories and finalists, please visit: <https://accessoriescouncil.org/design-excellence-awards>.

**Alex Scott**  
Account Executive, Public Relations

**Full Picture** / o 646.926.5778  
915 Broadway, 20th Floor / New York, NY 10010

[fullpicture.com](http://fullpicture.com) / [@fullpicture](https://www.instagram.com/fullpicture)

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