

OFFICIAL RESULTS 2011/12

Top 20 CoolBrands

BRAND		CATEGORY
Aston Martin	1	Automotive - Cars
Apple	2	Technology - General
Harley-Davidson	3	Automotive - Motorbikes
Rolex	4	Fashion - Accessories, Jewellery, Watches
Bang & Olufsen	5	Technology - General
BlackBerry	6	Technology - Telecommunications
Google	7	Online
Ferrari	8	Automotive - Cars
Nike	9	Sportswear & Equipment
YouTube	10	Online
Alexander McQueen	11	Fashion - Designer
Dom Perignon	12	Drinks - Champagne
PlayStation	13	Leisure & Entertainment - Games & Toys
Ray-Ban	14	Fashion - Accessories, Jewellery, Watches
Chanel	15	Fashion - Designer
Nintendo	16	Leisure & Entertainment - Games & Toys
Vivienne Westwood	17	Fashion - Designer
Agent Provocateur	18	Fashion - Lingerie
Tate Modern	19	Leisure & Entertainment - UK Attractions & The Arts
Maserati	20	Automotive - Cars

Category Winners

BRAND	CATEGORY
Aston Martin	Automotive - Cars
Harley-Davidson	Automotive - Motorbikes
Guinness	Drinks - Beer & Cider
Dom Perignon	Drinks - Champagne
Innocent	Drinks - General
Jack Daniel's	Drinks - Spirits
Rolex	Fashion - Accessories, Jewellery, Watches
Alexander McQueen	Fashion - Designer
Jimmy Choo	Fashion - Footwear
Levi's	Fashion - Highstreet
Agent Provocateur	Fashion - Lingerie
Ok!-Ni	Fashion - Streetwear
American Express	Financial Services
Green & Black's	Food
Dyson	Home Products & Furnishings
PlayStation	Leisure & Entertainment - Games & Toys
The Fat Duck	Leisure & Entertainment - Restaurants & Coffee Shops
Tate Modern	Leisure & Entertainment - UK Attractions & The Arts
Vogue	Media - Magazines & Newspapers
Sky	Media - Radio & TV Stations
Skype	Mobile Telecommunications
Storm	Model & Talent Management
Google	Online

OFFICIAL RESULTS 2011/12

BRAND	CATEGORY
Selfridges	Retail
Nike	Sportswear & Equipment
Apple	Technology - General
BlackBerry	Technology - Telecommunications
M.A.C	Toiletries - Cosmetics
Jean Paul Gaultier	Toiletries - Fragrances
Ghd	Toiletries - Haircare
Dermalogica	Toiletries - Skincare
Lastminute.com	Travel - Agents & Tour Operators
Virgin Atlantic	Travel - General
Shoreditch House	Travel - Hotels, Resorts & Members Clubs
Sunseeker	Yachts & Boat Manufacturers

Qualifying CoolBrands (A-Z)

BRAND	CATEGORY
4 On Demand	Online
Abel & Cole	Food
Absolut	Drinks - Spirits
Adidas	Sportswear & Equipment
Aesop	Toiletries - Cosmetics
Affordable Art Fair	Leisure & Entertainment - UK Attractions & The Arts
AGA	Home Products & Furnishings
Agent Provocateur	Fashion - Lingerie
Alain Ducasse at The Dorchester	Leisure & Entertainment - Restaurants & Coffee Shops
Alessi	Home Products & Furnishings
Alexander McQueen	Fashion - Designer
Alfa Romeo	Automotive - Cars
All Saints	Fashion - Highstreet
Amazon.co.uk	Retail
American Apparel	Fashion - Highstreet
American Express	Financial Services
Anya Hindmarch	Fashion - Accessories, Jewellery, Watches
Apple	Technology - General
Aprilia	Automotive - Motorbikes
Aquascutum	Fashion - Designer
Artisan Du Chocolat	Food
Asahi	Drinks - Beer & Cider
ASOS	Retail
Aspall Cyder	Drinks - Beer & Cider
Aston Martin	Automotive - Cars
Atari	Leisure & Entertainment - Games & Toys
Audi	Automotive - Cars
Aussie	Toiletries - Haircare
Aveda	Toiletries - Haircare
B&B Italia	Home Products & Furnishings
Babington House	Travel - Hotels, Resorts & Members Clubs
Bacardi	Drinks - Spirits
Badoit	Drinks - General
Balenciaga	Fashion - Designer

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BRAND	CATEGORY
BALTIC Centre for Contemporary Art	Leisure & Entertainment - UK Attractions & The Arts
Bang & Olufsen	Technology - General
Barbican	Leisure & Entertainment - UK Attractions & The Arts
Barbour	Fashion - Highstreet
Barclaycard	Financial Services
BBC	Media - Radio & TV Stations
BBC 1 Xtra	Media - Radio & TV Stations
BBC 6 Music	Media - Radio & TV Stations
BBC iPlayer	Online
BBC Radio 1	Media - Radio & TV Stations
Beck's	Drinks - Beer & Cider
Belvedere Vodka	Drinks - Spirits
Ben & Jerry's	Food
Benefit	Toiletries - Cosmetics
Bentley	Automotive - Cars
Berry Bros & Rudd	Retail
Beyond Retro	Fashion - Accessories, Jewellery, Watches
BFI Southbank	Leisure & Entertainment - UK Attractions & The Arts
Biba	Fashion - Highstreet
BlackBerry	Technology - Telecommunications
Blakes	Travel - Hotels, Resorts & Members Clubs
Blaupunkt	Technology - General
BMW	Automotive - Cars
Bobbi Brown	Toiletries - Cosmetics
BoConcept	Home Products & Furnishings
Bodum	Home Products & Furnishings
Bollinger	Drinks - Champagne
Bombay Sapphire	Drinks - Spirits
Bose	Technology - General
Bowers & Wilkins	Technology - General
Brabantia	Home Products & Furnishings
Brian Atwood	Fashion - Footwear
British Airways	Travel - General
British Museum	Leisure & Entertainment - UK Attractions & The Arts
Browns	Retail
Budweiser	Drinks - Beer & Cider
Budweiser Budvar	Drinks - Beer & Cider
Bulmers	Drinks - Beer & Cider
Bulthaup	Home Products & Furnishings
Bumble & Bumble	Toiletries - Haircare
Bungalow 8	Travel - Hotels, Resorts & Members Clubs
Burberry	Fashion - Designer
Burts Potato Chips	Food
Busaba Eathai	Leisure & Entertainment - Restaurants & Coffee Shops
Camilla Skovgaard	Fashion - Footwear
Canon	Technology - General
Cath Kidston	Home Products & Furnishings
Champagne Perrier-Jouët	Drinks - Champagne
Chanel	Fashion - Designer
Channel 4	Media - Radio & TV Stations
Chantecaille	Toiletries - Cosmetics
Charbonnel et Walker	Food

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BRAND	CATEGORY
Charles Heidsieck	Drinks - Champagne
Chivas Regal	Drinks - Spirits
Chloé	Fashion - Designer
Christian Louboutin	Fashion - Footwear
Christopher Kane	Fashion - Designer
Cinnamon Kitchen	Leisure & Entertainment - Restaurants & Coffee Shops
Cirque Du Soleil	Leisure & Entertainment - UK Attractions & The Arts
Clarins	Toiletries - Cosmetics
Clinique	Toiletries - Cosmetics
Cobra	Drinks - Beer & Cider
Coca-Cola	Drinks - General
Comme Des Garçons	Fashion - Designer
Converse All Stars	Fashion - Footwear
Corona Extra	Drinks - Beer & Cider
Corrigan's Mayfair	Leisure & Entertainment - Restaurants & Coffee Shops
COS	Fashion - Highstreet
Courvoisier	Drinks - Spirits
Cowshed	Toiletries - Cosmetics
Crabbie's Alcoholic Ginger Beer	Drinks - Beer & Cider
Crème de la Mer	Toiletries - Skincare
Dave	Media - Radio & TV Stations
Daylesford Organic	Food
Dazed & Confused	Media - Magazines & Newspapers
Decléor	Toiletries - Skincare
De'Longhi	Home Products & Furnishings
Dermalogica	Toiletries - Skincare
Design Hotels	Travel - General
Design Museum	Leisure & Entertainment - UK Attractions & The Arts
Diesel	Fashion - Highstreet
Dior	Fashion - Designer
Diptyque	Home Products & Furnishings
Disaronno	Drinks - Spirits
Divertimenti	Home Products & Furnishings
Dom Perignon	Drinks - Champagne
Dorset Cereals	Food
Dr Hauschka	Toiletries - Skincare
Dr. Martens	Fashion - Footwear
Dries Van Noten	Fashion - Designer
Ducati	Automotive - Motorbikes
Dyson	Home Products & Furnishings
EA GAMES	Leisure & Entertainment - Games & Toys
EA SPORTS	Leisure & Entertainment - Games & Toys
eBay	Retail
Eden Project	Leisure & Entertainment - UK Attractions & The Arts
Elemis	Toiletries - Skincare
Elite London	Model & Talent Management
Elle	Media - Magazines & Newspapers
Elle Macpherson Intimates	Fashion - Lingerie
Emporio Armani	Toiletries - Fragrances
Esquire	Media - Magazines & Newspapers
Essie	Toiletries - Cosmetics
Estée Lauder	Toiletries - Cosmetics

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BRAND	CATEGORY
Eurostar	Travel - General
Eve Lom	Toiletries - Skincare
Evian	Drinks - General
Expedia	Travel - Agents & Tour Operators
Facebook	Online
Fairline	Yachts & boat manufacturers
Farrow & Ball	Home Products & Furnishings
Fentimans	Drinks - General
Ferrari	Automotive - Cars
Financial Times	Media - Magazines & Newspapers
First Direct	Financial Services
Flickr	Online
Fortnum & Mason	Retail
Fred Perry	Fashion - Highstreet
Fresh! (Naturally Organic)	Food
Frieze Art Fair	Leisure & Entertainment - UK Attractions & The Arts
Fuji	Technology - General
Gaggia	Home Products & Furnishings
GAP	Fashion - Highstreet
Georgina Goodman	Fashion - Footwear
Ghd	Toiletries - Haircare
Givenchy	Toiletries - Fragrances
Global Knives	Home Products & Furnishings
Globe-Trotter	Fashion - Accessories, Jewellery, Watches
Godiva	Food
Google	Online
Gordon Ramsay	Leisure & Entertainment - Restaurants & Coffee Shops
Gordon's	Drinks - Spirits
GQ	Media - Magazines & Newspapers
Graham & Brown	Home Products & Furnishings
Graham & Green	Home Products & Furnishings
Grazia	Media - Magazines & Newspapers
Green & Black's	Food
Grenson	Fashion - Footwear
Grey Goose	Drinks - Spirits
Grolsch	Drinks - Beer & Cider
Groupon	Online
Gü	Food
Gucci	Fashion - Designer
Guinness	Drinks - Beer & Cider
H&M	Fashion - Highstreet
Häagen-Dazs	Food
Habitat	Retail
Hakkasan	Leisure & Entertainment - Restaurants & Coffee Shops
Hamleys	Retail
Harley-Davidson	Automotive - Motorbikes
Harper's Bazaar	Media - Magazines & Newspapers
Harrods	Retail
Harvey Nichols	Retail
Haunch of Venison	Leisure & Entertainment - UK Attractions & The Arts
Havana Club	Drinks - Spirits
Heal's	Retail

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BRAND	CATEGORY
Hendrick's	Drinks - Spirits
Hennessy	Drinks - Spirits
Hoegaarden	Drinks - Beer & Cider
Home House	Travel - Hotels, Resorts & Members Clubs
Hotel Chocolat	Food
Hotel du Vin	Travel - Hotels, Resorts & Members Clubs
HTC	Technology - Telecommunications
Hunter	Fashion - Footwear
ICA	Leisure & Entertainment - UK Attractions & The Arts
i-D	Media - Magazines & Newspapers
IKEA	Retail
Illamasqua	Toiletries - Cosmetics
Illy	Drinks - General
Independent Talent	Model & Talent Management
Innocent	Drinks - General
Isabel Marant	Fashion - Designer
Issey Miyake	Toiletries - Fragrances
Jack Daniel's	Drinks - Spirits
Jägermeister	Drinks - Spirits
Jaguar	Automotive - Cars
Jamie Oliver (Products)	Home Products & Furnishings
Jean Paul Gaultier	Toiletries - Fragrances
Jelly Belly	Food
Jimmy Choo	Fashion - Footwear
Jo Malone	Toiletries - Cosmetics
John Frieda	Toiletries - Haircare
John Lewis	Retail
Johnnie Walker	Drinks - Spirits
Jordon's Cereal	Food
Jose Cuervo	Drinks - Spirits
Kawasaki	Automotive - Motorbikes
Kérastase	Toiletries - Haircare
KETTLE Chips	Food
Kiehl's	Toiletries - Cosmetics
Kirin Ichiban	Drinks - Beer & Cider
Kiss	Media - Radio & TV Stations
KitchenAid	Home Products & Furnishings
Konami	Leisure & Entertainment - Games & Toys
Krispy Kreme	Food
Kronenbourg 1664	Drinks - Beer & Cider
Krug	Drinks - Champagne
Kurt Geiger	Fashion - Footwear
La Maison Du Chocolat	Food
La Perla	Fashion - Lingerie
La Prairie	Toiletries - Skincare
Lacoste	Fashion - Highstreet
Lamborghini	Automotive - Cars
Lancôme	Toiletries - Cosmetics
Land Rover	Automotive - Cars
Lara Bohinc	Fashion - Accessories, Jewellery, Watches
L'Artisan Parfumeur	Toiletries - Fragrances
Last.fm	Online

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BRAND	CATEGORY
Lastminute.com	Travel - Agents & Tour Operators
L'Atelier de Joël Robuchon	Leisure & Entertainment - Restaurants & Coffee Shops
Laura Mercier	Toiletries - Cosmetics
Laurent-Perrier	Drinks - Champagne
Lavazza	Drinks - General
Le Creuset	Home Products & Furnishings
Le Gavroche	Leisure & Entertainment - Restaurants & Coffee Shops
Le Labo	Toiletries - Fragrances
Le Manoir aux Quat'Saisons	Leisure & Entertainment - Restaurants & Coffee Shops
Le Pain Quotidien	Leisure & Entertainment - Restaurants & Coffee Shops
Leffe	Drinks - Beer & Cider
Leica	Technology - General
Leon	Leisure & Entertainment - Restaurants & Coffee Shops
Levi ROOTS	Food
Levi's	Fashion - Highstreet
Liberty	Retail
Ligne Roset	Home Products & Furnishings
Lindt	Food
L'Occitane	Toiletries - Cosmetics
Lomography	Technology - General
Lonely Planet	Travel - General
Longchamp	Fashion - Accessories, Jewellery, Watches
L'Oréal Paris	Toiletries - Cosmetics
Lotus	Automotive - Cars
Louis Roederer	Drinks - Champagne
LOVEFiLM	Online
Lulu Guinness	Fashion - Accessories, Jewellery, Watches
M.A.C	Toiletries - Cosmetics
Magners	Drinks - Beer & Cider
Maison Martin Margiela	Fashion - Designer
Malmaison	Travel - Hotels, Resorts & Members Clubs
Manolo Blahnik	Fashion - Footwear
Marc Jacobs	Fashion - Designer
Marcus Wareing at The Berkeley	Leisure & Entertainment - Restaurants & Coffee Shops
Marks & Spencer	Retail
Marmite	Food
Marni	Fashion - Designer
Marshall	Technology - General
Martini	Drinks - Spirits
Maserati	Automotive - Cars
MasterCard	Financial Services
Matches	Retail
Matthew Williamson	Fashion - Designer
Maybelline New York	Toiletries - Cosmetics
Mercedes-Benz	Automotive - Cars
Miele	Home Products & Furnishings
Mini	Automotive - Cars
Minx Nails	Toiletries - Cosmetics
Miu Miu	Fashion - Designer
Models 1	Model & Talent Management
Moët & Chandon	Drinks - Champagne
Monocle	Media - Magazines & Newspapers

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BRAND	CATEGORY
Morgan	Automotive - Cars
Moschino	Fashion - Designer
Mr & Mrs Smith	Travel - General
MTV	Media - Radio & TV Stations
MUJI	Home Products & Furnishings
Mulberry	Fashion - Accessories, Jewellery, Watches
Myla	Fashion - Lingerie
Namco	Leisure & Entertainment - Games & Toys
NARS	Toiletries - Cosmetics
Neal's Yard Dairy	Food
Neal's Yard Remedies	Toiletries - Cosmetics
Neff	Home Products & Furnishings
Nespresso	Home Products & Furnishings
Net-A-Porter	Retail
New Covent Garden Food Co.	Food
New York Bagel Company	Food
Nicholas Kirkwood	Fashion - Footwear
Nike	Sportswear & Equipment
Nikon	Technology - General
Nintendo	Leisure & Entertainment - Games & Toys
Nobu London	Leisure & Entertainment - Restaurants & Coffee Shops
Nokia	Technology - Telecommunications
Nudie Jeans	Fashion - Streetwear
O2	Mobile Telecommunications
Oki-Ni	Fashion - Streetwear
Olympus	Technology - General
Omega	Fashion - Accessories, Jewellery, Watches
One Aldwych	Travel - Hotels, Resorts & Members Clubs
OPI Nails	Toiletries - Cosmetics
Orange	Mobile Telecommunications
Original Penguin	Fashion - Highstreet
Paperchase	Retail
Patron Tequila	Drinks - Spirits
Paul Smith	Fashion - Designer
Pentax	Technology - General
Peroni Nastro Azzurro	Drinks - Beer & Cider
Perrier	Drinks - General
Piaggio	Automotive - Motorbikes
Pimm's	Drinks - Spirits
Piper-Heidsieck	Drinks - Champagne
Planet Organic	Retail
PLAY.COM	Retail
PlayStation	Leisure & Entertainment - Games & Toys
Poggenpohl	Home Products & Furnishings
Porsche	Automotive - Cars
Power Plate	Sportswear & Equipment
Prada	Fashion - Designer
Pret A Manger	Leisure & Entertainment - Restaurants & Coffee Shops
Proud Galleries	Leisure & Entertainment - UK Attractions & The Arts
Puma	Sportswear & Equipment
Quintessentially	Travel - General
Rachel's Organic	Food

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BRAND	CATEGORY
Ralph Lauren	Toiletries - Fragrances
Range Rover	Automotive - Cars
Ray-Ban	Fashion - Accessories, Jewellery, Watches
Red Bull	Drinks - General
Reebok	Sportswear & Equipment
Reiss	Fashion - Highstreet
Rémy Martin	Drinks - Spirits
REN	Toiletries - Cosmetics
Rimmel London	Toiletries - Cosmetics
Roberts Radio	Technology - General
Rococo Chocolates	Food
Rolex	Fashion - Accessories, Jewellery, Watches
Rolls-Royce	Automotive - Cars
Rough Guides	Travel - General
Rough Trade Shops	Retail
Roundhouse	Leisure & Entertainment - UK Attractions & The Arts
Royal Albert Hall	Leisure & Entertainment - UK Attractions & The Arts
Royal Opera House	Leisure & Entertainment - UK Attractions & The Arts
Rubik's Cube	Leisure & Entertainment - Games & Toys
Ruby & Millie	Toiletries - Cosmetics
Rude health	Food
Russian Standard Vodka	Drinks - Spirits
S. Pellegrino	Drinks - General
Saatchi Gallery	Leisure & Entertainment - UK Attractions & The Arts
Sailor Jerry	Drinks - Spirits
Salty Dog	Food
Samsonite	Fashion - Accessories, Jewellery, Watches
Samsung	Technology - Telecommunications
San Miguel	Drinks - Beer & Cider
Sanderson	Travel - Hotels, Resorts & Members Clubs
Sanderson	Home Products & Furnishings
Scalextric	Leisure & Entertainment - Games & Toys
Sega	Leisure & Entertainment - Games & Toys
Select Model Management	Model & Talent Management
Selfridges	Retail
Sennheiser	Technology - General
Shaun Leane	Fashion - Accessories, Jewellery, Watches
Shazam	Online
Shiseido	Toiletries - Cosmetics
Shoreditch House	Travel - Hotels, Resorts & Members Clubs
Shortlist	Media - Magazines & Newspapers
Shu Uemura	Toiletries - Cosmetics
Sky	Media - Radio & TV Stations
Skype	Mobile Telecommunications
Smeg	Home Products & Furnishings
Smirnoff	Drinks - Spirits
Smythson of Bond Street	Retail
Snog	Leisure & Entertainment - Restaurants & Coffee Shops
Soho Hotel	Travel - Hotels, Resorts & Members Clubs
Soho House	Travel - Hotels, Resorts & Members Clubs
Sol	Drinks - Beer & Cider
Sony	Technology - General

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BRAND	CATEGORY
Sony Ericsson	Technology - Telecommunications
Southbank Centre	Leisure & Entertainment - UK Attractions & The Arts
Space.NK	Toiletries - Cosmetics
Spotify	Online
St John	Leisure & Entertainment - Restaurants & Coffee Shops
St Martin Lane	Travel - Hotels, Resorts & Members Clubs
St. Tropez	Toiletries - Skincare
Staropramen	Drinks - Beer & Cider
Stella Artois	Drinks - Beer & Cider
Stella McCartney	Fashion - Designer
Stephen Webster	Fashion - Accessories, Jewellery, Watches
Stolichnaya	Drinks - Spirits
Storm	Model & Talent Management
Streetcar	Travel - General
Stylist	Media - Magazines & Newspapers
Sunseeker	Yachts & boat manufacturers
Suzuki	Automotive - Motorbikes
Swarovski	Fashion - Accessories, Jewellery, Watches
Swatch	Fashion - Accessories, Jewellery, Watches
Tag Heuer	Fashion - Accessories, Jewellery, Watches
Taittinger	Drinks - Champagne
Tanqueray gin	Drinks - Spirits
Tate Modern	Leisure & Entertainment - UK Attractions & The Arts
Terry de Havilland	Fashion - Footwear
The Cinnamon Club	Leisure & Entertainment - Restaurants & Coffee Shops
The Conran Shop	Retail
The Daily Telegraph	Media - Magazines & Newspapers
The Fat Duck	Leisure & Entertainment - Restaurants & Coffee Shops
The Groucho Club	Travel - Hotels, Resorts & Members Clubs
The Guardian	Media - Magazines & Newspapers
The Hospital Club	Travel - Hotels, Resorts & Members Clubs
The Independent	Media - Magazines & Newspapers
The May Fair	Travel - Hotels, Resorts & Members Clubs
The North Face	Sportswear & Equipment
The O2	Leisure & Entertainment - UK Attractions & The Arts
The Observer	Media - Magazines & Newspapers
The Old Vic	Leisure & Entertainment - UK Attractions & The Arts
The Organic Pharmacy	Toiletries - Cosmetics
The River Café	Leisure & Entertainment - Restaurants & Coffee Shops
The Times	Media - Magazines & Newspapers
The Wapping Project	Leisure & Entertainment - UK Attractions & The Arts
The White Company	Home Products & Furnishings
The Zetter	Travel - Hotels, Resorts & Members Clubs
Thierry Mugler	Toiletries - Fragrances
Tiffany & Co.	Fashion - Accessories, Jewellery, Watches
Tiger Beer	Drinks - Beer & Cider
TIGI	Toiletries - Haircare
Time Out City Guides	Travel - General
Tod's	Fashion - Accessories, Jewellery, Watches
Tom Ford	Fashion - Accessories, Jewellery, Watches
TomTom	Technology - General
Top Trumps	Leisure & Entertainment - Games & Toys

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BRAND	CATEGORY
Topman	Fashion - Highstreet
Topshop	Fashion - Highstreet
Trailfinders	Travel - Agents & Tour Operators
Triumph	Automotive - Motorbikes
Tropicana	Drinks - General
TsingTao	Drinks - Beer & Cider
Tweezerman	Toiletries - Cosmetics
Twinings	Drinks - General
Twitter	Online
TY Nant	Drinks - General
Uniqlo	Fashion - Highstreet
Urban Junkies	Online
Urban Outfitters	Fashion - Highstreet
V&A	Leisure & Entertainment - UK Attractions & The Arts
VAIO	Technology - General
Vanessa Bruno	Fashion - Designer
Vans	Fashion - Footwear
Vespa	Automotive - Motorbikes
Veuve Clicquot	Drinks - Champagne
ViewLondon.co.uk	Online
Villeroy & Boch	Home Products & Furnishings
Virgin Atlantic	Travel - General
Virgin Media	Media - Radio & TV Stations
VISA	Financial Services
Vitra	Home Products & Furnishings
Vivienne Westwood	Fashion - Designer
Vodafone	Mobile Telecommunications
Vogue	Media - Magazines & Newspapers
VV Rouleaux	Fashion - Accessories, Jewellery, Watches
W Hotel	Travel - Hotels, Resorts & Members Clubs
Wagamama	Leisure & Entertainment - Restaurants & Coffee Shops
WAH Nails	Toiletries - Cosmetics
Wahaca	Leisure & Entertainment - Restaurants & Coffee Shops
Waitrose	Retail
Wallpaper*	Media - Magazines & Newspapers
Wallpaper* City Guides	Travel - General
Westfield	Retail
Whistles	Fashion - Highstreet
Whole Foods Market	Retail
Wolford	Fashion - Lingerie
Wonderbra	Fashion - Lingerie
Xbox	Leisure & Entertainment - Games & Toys
XFM	Media - Radio & TV Stations
Yauatcha	Leisure & Entertainment - Restaurants & Coffee Shops
Yeo Valley	Food
YMC	Fashion - Designer
YouTube	Online
YSL	Toiletries - Fragrances
Zara	Fashion - Highstreet
Zubrowka	Drinks - Spirits