

*National Antiques Week 14th - 21st November 2011*

# COULD YOU BE BRITAIN'S BEST?



To celebrate this year's National Antiques Week (14th-21st November), Homes & Antiques magazine and Antiques News & Fairs (the organizers of National Antiques Week) have joined together to find Britain's best antiques businesses.

**From early October until the end of November, the public will be invited to nominate their favourite antiques destinations in five categories:**

#### THE CATEGORIES ARE:

- ◆ Best antiques shop
- ◆ Best specialist shop
- ◆ Best auction house
- ◆ Best antiques centre
- ◆ Best mid-century/vintage shop

Nominators can win one of 10 great prizes, each with a value of at least £200, but the prizes for the winning venues are far greater. Not only will they be able to claim to be 'Britain's best' (with all the media opportunities that presents); they will also receive a feature in the May issue of Homes & Antiques.

The winning businesses will be announced by **TV celebrity Kirstie Allsopp** at the Bath Decorative Antiques Fair on 8th March 2012.

#### HOW TO GET INVOLVED:

Simply display one of the postcards (distributed in the Antiques Trade Gazette in late September and available to download from the websites below) and encourage your customers to nominate you!

For more details visit [www.homesandantiques.com](http://www.homesandantiques.com) or [www.nationalantiquesweek.co.uk](http://www.nationalantiquesweek.co.uk)

#### TIMELINE

- ◆ **Late Sept/Early Oct** - Campaign announced in the national press - voting starts on [homesandantiques.com](http://homesandantiques.com) and [nationalantiquesweek.co.uk](http://nationalantiquesweek.co.uk)
- ◆ **November 14th - 21st** - National Antiques Week - to be launched by Kirstie Allsopp at the Winter Fine Art & Antiques Fair, Olympia. We're hoping for lots of media coverage
- ◆ **30th November** - 'Britain's Best Antiques shop' voting ends
- ◆ **1st March** - shortlisted winners are announced in Homes & Antiques
- ◆ **8th March** - winners announced by Kirstie Allsopp at Bath Decorative Antiques Fair; PR opportunities
- ◆ **Early April** - feature on winners in Homes & Antiques magazine



“ Too many people are afraid of buying antiques or think they're expensive. The message that needs to be sung from the rooftops is this: this is the right way to buy - antiques hold their value in a way that modern furniture simply does not. This initiative is the perfect opportunity for the trade to reach out to new customers.”

**KIRSTIE ALLSOPP, TV PRESENTER**



“ The antiques and vintage industry is unique in its ability to adapt, and provide true quality, value for money, and quirky individuality. We hope that this campaign and competition will raise the profile of the entire industry at a time when buying vintage or antique is both desirable and fashionable. We have so much to offer, so let's shout about it.”

**MARK HILL, AUTHOR AND ANTIQUES ROADSHOW EXPERT**

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