

M&S and John Lewis win Telegraph shop awards

Marks & Spencer and John Lewis, the cornerstones of the British high street, have cemented their reputations as the nation's favourite retailers with prizes at the Telegraph Magazine Shop Awards.

Tamsin Blanchard and Harry Wallop
Published: 11:17PM GMT 17 Nov 2009

Telegraph readers voted Marks & Spencer the best store to buy both men's and women's clothing, while John Lewis triumphed in the home products category.

Retail experts said the awards showed that shoppers were drawn to recognisable brands during a recession. Well-established high street names Boots and Waitrose also took prizes at the ceremony in central London last night.



Mary Portas said it was not surprising that shoppers were drawn to big recognisable brands during a recession Photo: WILL WINTERCROSS

Related Articles

[Telegraph Shop Awards \(/lifestyle/shopawards/6591155/Telegraph-Magazine-Shop-Awards-2009.html\)](/lifestyle/shopawards/6591155/Telegraph-Magazine-Shop-Awards-2009.html)

Mary Portas, Telegraph Magazine's shop reviewer, said: "What binds these winners together is the trust that we have as consumers. Trust is probably the most powerful thing we need in the world that's a rocky place."

The winning shops – from national department stores to a local deli in Cambridge – were determined by the votes of thousands of Telegraph readers.

M&S, which was initially hit hard by the downturn, said it was "absolutely thrilled" to have picked up the national Men's Fashion and the national Women's Fashion awards.

Most of the winners are also marked out as being reasonably priced, with Waitrose – despite its reputation for expensive food – enjoying great success with its Essentials range of food and drink, launched this year.

It was named the Food & Drink retailer of the year while Boots won the Health and Beauty retailer of the year award. Amazon.co.uk pipped the fashion website asos.com and johnlewis.com to the Online retailer award.

As well as winning home retailer of the year John Lewis was a runner up in five other categories, underlining how its customer base has kept loyal to the retailer during the recession. It has transformed the fortunes of its struggling furniture business with its Value range of cheap beds and sofas.

But it is not just big brands and cheap prices that have impressed Telegraph shoppers in these straitened times. Regional food has also won over many, with Origin8, a deli-café in Cambridge, winning the Local Food and Drink award. The retailer sells the best of East Anglian produce, from Buxlow Wonmill cheese to Norfolk Bronze Turkeys.

George MacDonald, deputy editor of Retail Week, said the Telegraph Magazine Shop Awards were testimony to the strength of the UK retail industry, which has coped with the recession far better than initially feared a year ago when Woolworths and MFI collapsed.

"Retailers are feeling a bit more confident than at the beginning of the year because they have managed their businesses well. They have kept a strong eye on cost and stock, but the market remains intensely competitive."

Clare Wilkes at M&S said: "We're absolutely thrilled to win these two awards, particularly as they are voted entirely by Telegraph readers. We're proud and honoured that your readers think we are the number one clothing retailer in Britain."

Telegraph Magazine Shop Awards: the winners and runners-up

National Men's Fashion

Winner: Marks & Spencer

Runners-up: Debenhams, John Lewis

National Women's Fashion

Winner: Marks & Spencer

Runners-up: Topshop, John Lewis

National Home

Winner: John Lewis

Runners-up: Ikea, Habitat

National Health and Beauty

Winner: Boots

Runners-up: John Lewis, Space NK

National Food and Drink

Winner: Waitrose

Runners-up: Marks & Spencer, Sainsbury's

National Entertainment

Winner: Waterstone's

Runners-up: HMV, John Lewis

National Online

Winner amazon.co.uk

Runners-up asos.com, johnlewis.com

Local Fashion

Winner: Folk, London

Runner-up: Sunday Best, Rawtenstall, Lancashire

Local Home and Entertainment

Winner: Big Blue Sky, Wells-next-the-Sea, Norfolk

Runner-up: Daunt Books, London

Local Food and Drink

Winner: Origin8 deli-café, Cambridge

Runner-up: Joseph Barnes Wines, Saffron Walden, Essex
