

CATEGORIES

Here's all the categories you can enter, remember it's totally **FREE** to enter but please make sure you read all the guidelines and criteria to make sure you have the best possible chance of being shortlisted.

Design Categories

- Kitchen Designer of the Year: project cost up to £30,000
- Kitchen Designer of the Year: project cost £30,000–£50,000
- Kitchen Designer of the Year: project cost over £50,000
- Bathroom Designer of the Year: project cost up to £15,000
- Bathroom Designer of the Year: project cost £15,000–£30,000
- Bathroom Designer of the Year: project cost over £30,000

People Categories

- Rising Star of the Year
- Unsung Hero of the Year
- Supplier Team of the Year

Retail Categories

- New Kitchen Retailer of the Year
- Kitchen Showroom of the Year
- Kitchen Retailer of the Year
- New Bathroom Retailer of the Year
- Bathroom Showroom of the Year
- Bathroom Retailer of the Year

DESIGN CATEGORIES

IMPORTANT: You can enter as many design categories as you like but you can only enter each category once.

Putting projects forward for an award is always a brave thing to do. It pits your skills against your fellow designers and lets a judging panel decide who has hit the mark more than another for their brief.

Because of this, we take the entry and judging process really seriously and we believe it's unique to this industry and is designed to make sure that those who win have truly earned their trophy.

WHO CAN ENTER?

The design categories are open to ANY designers of kitchen and bathroom projects that have been installed in a real residential home. In other words,

they are not for concept or showroom designs. However, one-off designs for a showhome or developer are eligible, but it must be stated on the entry form.

HOW DO YOU ENTER?

Designers submit their entries via a really simple online process that allows you to save, add, edit and change your entry up to the point you decide to send it to us.

HOW IS IT JUDGED?

Judges begin by going through all the submitted entries and scoring them against these fixed criteria:

- Aesthetics
- Meeting and exceeding the brief
- Problem solving
- Bespoke elements
- Product and material choice
- Unique ideas and initiative
- Value for money

All the shortlisted designers are invited to a dedicated online judging day where they are each given 15 minutes to present their project in person to the judging panel via Zoom.

It's their chance to give all the details and tell the full story of the design, but likewise it's the judges' chance to quiz them on all aspects of the project before deciding who the winners are.

WHAT IS 'PROJECT COST'?

The one question that always arises in the design judging is how we define 'project cost'. No two design projects are the same so the definition we use is 'the final cost paid to you by the client'. That cost may or may not include all aspects of the completed kitchen or bathroom but they do include the aspects that the designer had control over. So, for example, you may get two project costs of £29,000 but one includes building work, and installation and the other does not.

On the entry form, the designer must declare the project cost AND what is or isn't included in that

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figure. It's then up to the judges to take those factors into account when making their decisions. This is a design competition, not an audit, so we must take all the figures presented to us at face value, however there is no advantage to be had by manipulating the costs to push it into one category over another.

WHAT PERIOD DOES IT COVER?

The submitted projects must have been completed in the 12 months between November 14th, 2025 and November 13, 2026.

PEOPLE CATEGORIES

Rising Star of the Year

Successful businesses and industries are always looking for fresh, new, creative talent. These rising stars often drive companies to innovate and embrace new practices and technologies and guided by experienced hands, they can grow into valuable team members or even the next generation of business leaders.

The development of this pool of new, young talent is so important to the future of the kitchen, bedroom and bathroom retail sector and this is why we introduced the 'Rising Star' award.

So we need YOU to tell us who your Rising Star is – who are the members of your team that you believe stand out as a star of the future in this industry?

There are only two rules:

- They must be currently employed by a retailer – defined as a company that sells direct to the consumer.
- They must be 30 years of age or under on the closing date of November 13, 2025. Other than that, they can perform any job role within your business – admin, design, sales, finance, installation, we don't mind as long as they're a star!

Each company can nominate up to THREE people, and you must send us:

A clear high-resolution picture of them (one taken with your phone on normal settings is fine)

- Their full name and job title
- Up to 500 words telling us why they're your Rising Star
- Your full name and job title

And that's all you need to do.

This is a fantastic opportunity to raise the profile of your business and the talent within it. It's a great chance to let your people know how much you value them and believe in their contribution.

It's also a way of demonstrating to the wider industry just what can be achieved if you take the time to nurture raw talent.

Unsung Hero of the Year

The kbbreview Retail & Design Awards is all about celebrating the very best of independent KBB retail – and now we want to shine a spotlight on those who have perhaps never had the recognition they truly deserve.

The Unsung Hero of the Year award honours the people whose dedication, passion and commitment make an extraordinary difference every single day.

It could be a business owner who always goes above and beyond for their team, a designer who quietly transforms clients' dreams into reality, or a colleague behind the scenes who keeps everything running smoothly. Is it your boss? Your customer? Or maybe it's you. Whoever it is, we want to hear the story.

- You can enter yourself or nominate someone else
- Nominees must work for an independent kitchen, bedroom or bathroom retailer.
- Nominees must be 30 years of age or over on the closing date of November 12, 2026 (if the nominee is under 30 please see the Rising Star of the Year category).

This is your chance to celebrate the individuals who don't always take centre stage, but without

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whom the show simply wouldn't go on.
Behind every great business is an Unsung Hero.
Tell us who yours is.

Supplier Team of the Year

This very special award highlights the important work done by the people who work for those companies that supply the independent kitchen and bathroom retail network.

These brands are made up of teams of hard-working and dedicated people and we want to hear all about what they do to keep those retailers stocked, happy and full of customers.

A team can be any size (as long as it's more than one person) but that team **MUST** perform a specific function within the company. For example – sales, marketing, logistics, warehouse, design, admin etc. In other words, you can't nominate the whole company as one 'team'.

The one exception to that rule is if your company has less than TEN members of staff and they perform multiple roles as one team.

WHO CAN ENTER?

We are defining 'supplier' as anyone who provides products AND/OR services to the independent kitchen and bathroom retail network. So we're including product manufacturers and distributors but also service providers such as software, marketing support etc.

HOW DO YOU ENTER?

Companies submit their entries via a really simple online process that allows you to save, add, edit and change your entry up to the point you decide to send it to us. You can jump straight to the entry process by clicking [here](#).

HOW IS IT JUDGED?

A panel of experts will consider all entries and choose a shortlist

Supplier Team of the Year judging criteria

- Adaptation to changing market conditions
- Attention to detail
- Training and development
- Personal service
- Going beyond the call of duty
- Unique ideas and initiative

WHAT PERIOD DOES IT COVER?

The team achievements being put forward must have taken place in the 12 months between November 14th, 2025 and November 13, 2026.

What judges do NOT include in their deliberations for Supplier Team of the Year:

- Size of business – They judge the business on its merits not its size.
- Size of turnover – They are not looking for who is making the most money. Business success is relative to circumstance.
- Market position – Premium, mid-market or entry-level brands have as much chance as each other. The key is the definition of target audience.
- Writing ability and photography quality – We just need the facts!

RETAIL CATEGORIES

- New Kitchen Retailer of the Year
- New Bathroom Retailer of the Year

These categories celebrate entrepreneurs launching new retail businesses.

It is a brave step to start something from scratch but the industry always needs new blood, new ideas and new approaches if it is to continually evolve. We want to highlight those people and reward their thinking.

This is a great opportunity for the awards to actively support the leading retailers of tomorrow and encourage those moving the industry forward.

WHO CAN ENTER?

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For the purposes of the kbbreview Retail & Design Awards 2027, you are eligible to enter this category if you have opened a new kitchen/bathroom retail showroom business that sells direct to consumers in the 12 months between November 14th, 2025 and November 13, 2026.

WHAT IS A 'NEW' RETAILER?.

We're defining a 'New' retailer as EITHER a totally new business OR a new enterprise for an existing business – e.g. a new showroom in a different town, or new showroom with different concept or target audience.

Your existing business must only operate up to three retail showrooms. In other words, if you are a significant multiple retail business you cannot enter this category.

HOW DO YOU ENTER?

Retailers submit their entries via a really simple online process that allows you to save, add, edit and change your entry up to the point you decide to send it to us.

HOW IS IT JUDGED?

Entries are shortlisted and the finalists will receive a face-to-face visit from a judge to find out all about your business in person.

Judging criteria

- Adaptation to changing market conditions
- Concept and execution
- Marketing to target audience (includes digital)
- Product and supplier choice for target audience
- Future plans
- Unique ideas and initiative
- Potential for longevity

What judges do NOT include in their deliberations

- Size of business – They judge the business on its merits not its size.
- Size of turnover – They are not looking for who is making the most money. Business success is relative to circumstance.

- Market position – Premium, mid-market or entry-level businesses have as much chance as each other. The key is the definition of target audience.
- Writing ability and photography quality – We just need the facts!

Kitchen Showroom of the Year

Bathroom Showroom of the Year

REMEMBER: Enter Showroom of the Year

categories separately from Retailer of the Year

These awards are solely about showroom design. Putting your showroom forward for an award is always a brave thing to do as it pits your skills against your fellow retailers and lets a judging panel decide who has hit the mark more than another.

Because of this, we take the entry and judging process really seriously and we believe it's unique to this industry and is designed to make sure that those who win have truly earned their trophy.

WHO CAN ENTER?

The Showroom of the Year categories are open to any showroom-based retailers of kitchens/bathrooms based in the UK and Ireland.

IMPORTANT: Multiple retailers must choose ONE specific showroom to enter e.g. your flagship store, or latest opening.

HOW DO YOU ENTER?

Retailers submit their entries via a really simple online process that allows you to save, add, edit and change your entry up to the point you decide to send it to us.

You can enter Showroom of the Year separately from Retailer of the Year, however judges in each reserve the right to recommend also being included in the other.

WHAT PERIOD DOES IT COVER?

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Any showroom/company achievements being put forward must have taken place in the 12 months between November 14th, 2025 and November 13, 2026.

HOW IS IT JUDGED?

Entries are shortlisted and the finalists will receive a face-to-face visit from a judge to find out all about your business in person.

Showroom of the Year judging criteria:

- Adaptation to changing market conditions
- Considering sustainability
- Layout and effective use of available space
- Customer journey
- Displays and product choice
- Unique ideas and initiative
- Effectiveness as a sales tool
- Housekeeping

What judges do NOT include in their deliberations for the Showroom of the Year categories.

- Size of business – They judge the business on its merits not its size.
- Size of turnover – They are not looking for who is making the most money. Business success is relative to circumstance.
- Market position – Premium, mid-market or entry-level businesses have as much chance as each other. The key is the definition of target audience.
- Writing ability and photography quality – We just need the facts!

Kitchen Retailer of the Year

Bathroom Retailer of the Year

This award judges the overall retail business. Putting your business forward for an award is always a brave thing to do. It pits your skills against your fellow retailers and lets a judging panel decide who has hit the mark more than another.

Because of this, we take the entry and judging process really seriously and we believe it's

unique to this industry and is designed to make sure that those who win have truly earned their trophy.

WHO CAN ENTER?

The Retailer of the Year categories are open to any showroom-based retailers of kitchen and/or bathrooms based in the UK and Ireland.

IMPORTANT: This award is for independent retailers and, as such, any company with more than five showrooms is not eligible to enter a whole business. They must choose one showroom to enter and all details must pertain to that store.

HOW DO YOU ENTER?

Retailers submit their entries via a really simple online process that allows you to save, add, edit and change your entry up to the point you decide to send it to us.

You can enter Retailer of the Year separately from Showroom of the Year, however judges in each reserve the right to recommend also being included in the other.

HOW IS IT JUDGED?

Entries are shortlisted and the finalists will receive a face-to-face visit from a judge to find out all about your business in person.

Retailer of the Year judging criteria:

- Adaptation to changing market conditions
- Demonstrable business plan
- Staff care and management
- Marketing to target audience
- Unique ideas and initiative
- Understanding target audience

What judges do NOT include in their deliberations for Retailer of the Year:

- Size of business – They judge the business on its merits not its size.

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- Size of turnover – They are not looking for who is making the most money. Business success is relative to circumstance.
- Market position – Premium, mid-market or entry-level businesses have as much chance as each other. The key is the definition of target audience.
- Writing ability and photography quality – We just need the facts!

Good Luck!