

## OFFICIAL RESULTS 2007/08

## Top 20 CoolBrands

Brand		Category
Aston Martin	1	Automotive - Supercars
iPod	2	Technology - General
YouTube	3	Online - General
Bang & Olufsen	4	Technology - General
Google	5	Online - General
Playstation	6	Leisure & Entertainment - Games & Toys
Apple	7	Technology - General
Agent Provocateur	8	Fashion - Lingerie
Nintendo	9	Leisure & Entertainment - Games & Toys
Virgin Atlantic	10	Travel - General
Ferrari	11	Automotive - Supercars
Ducati	12	Automotive - Motorbikes
eBay	13	Online - General
Rolex	14	Fashion - Accessories, Jewellery, Watches
Tate Modern	15	Leisure & Entertainments - UK Attractions & The Arts
Prada	16	Fashion - Designer
Lamborghini	17	Automotive - Supercars
Green & Black's	18	Food
iTunes	19	Online - General
Amazon	20	Online - Retail

## Category Winners

Brand	Category
Porsche	Automotive - General
Ducati	Automotive - Motorbikes
Aston Martin	Automotive - Supercars
Guinness	Drinks - Beer & Cider
Innocent	Drinks - General
Grey Goose	Drinks - Spirits
Dom Perignon	Drinks - Wine & Champagne
Royal Academy of Dramatic Art	Education
Rolex	Fashion - Accessories, Jewellery, Watches
A Bathing Ape	Fashion - Boutique Clothing
Prada	Fashion - Designer
Jimmy Choo	Fashion - Footwear
Topshop	Fashion - Highstreet
Agent Provocateur	Fashion - Lingerie
Bench	Fashion - Streetwear
Egg	Financial Services
Green & Black's	Food
Smeg	Home Products & Furnishings
Playstation	Leisure & Entertainment - Games & Toys
Gibson Guitar	Leisure & Entertainment - Music
Gordon Ramsay	Leisure & Entertainment - Restaurants & Coffee Shops
Tate Modern	Leisure & Entertainments - UK Attractions & The Arts
Vogue	Media - Newspapers & Magazines
Rizla	Miscellaneous

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## OFFICIAL RESULTS 2007/08

Brand	Category
YouTube	Online - General
Amazon	Online - Retail
M&S Simply Food	Retail - General
Adidas	Sportswear & Equipment
iPod	Technology - General
iPhone	Technology - Telecommunications
Orange	Telecommunication Services
M.A.C	Toiletries - Cosmetics
Jean Paul Gaultier	Toiletries - Fragrances
Kérastase	Toiletries - Haircare
Kiehl's	Toiletries - Skincare
Expedia.co.uk	Travel - Agents & Tour Operators
Virgin Atlantic	Travel - General
Babington House & The Cow Shed	Travel - Hotels & Resorts
Japan	Travel - International Destinations

## Qualifying CoolBrands (A-Z)

Brand	Category
3	Telecommunication Services
42 The Calls	Travel - Hotels & Resorts
7 For All Mankind	Fashion - Designer
A Bathing Ape	Fashion - Boutique Clothing
A Butcher of Distinction	Fashion - Boutique Clothing
Abel & Cole	Food
Abercrombie & Fitch	Fashion - Highstreet
Absolut	Drinks - Sprits
Acqua Di Parma	Toiletries - Fragrances
Adidas	Sportswear & Equipment
AGA	Home Products & Furnishings
Agent Provocateur	Fashion - Lingerie
Agnès B	Fashion - Designer
Alexander McQueen	Fashion - Designer
Alfa Romeo	Automotive - General
Amazon	Online - Retail
American Apparel	Fashion - Highstreet
AmEx Red	Financial Services
Anna Sui	Toiletries - Fragrances
Another	Media - Newspapers & Magazines
Anya Hindmarch	Fashion - Accessories, Jewellery, Watches
Apple	Technology - General
Aprilia	Automotive - Motorbikes
Argentina	Travel - International Destinations
Art Review	Media - Newspapers & Magazines
Asahi	Drinks - Beer & Cider
Aston Martin	Automotive - Supercars
Audi	Automotive - General
Australia	Travel - International Destinations
Aveda	Toiletries - Cosmetics
Azzedine Alaïa	Fashion - Footwear

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## OFFICIAL RESULTS 2007/08

Brand	Category
B&B Italia	Home Products & Furnishings
Babington House & The Cow Shed	Travel - Hotels & Resorts
Bagioni	Travel - Hotels & Resorts
Bahamas	Travel - International Destinations
Balenciaga	Fashion - Designer
Bali	Travel - International Destinations
Bang & Olufsen	Technology - General
Barbican Centre	Leisure & Entertainments - UK Attractions & The Arts
Barbour	Fashion - Highstreet
Bath Spa Hotel	Travel - Hotels & Resorts
Bebo	Online - General
Beck's	Drinks - Beer & Cider
Belstaff	Fashion - Highstreet
Ben & Jerry's	Food
Bench	Fashion - Streetwear
Benefit	Toiletries - Cosmetics
Bentley	Automotive - General
Berghaus	Sportswear & Equipment
Berkeley Hotel & Spa	Travel - Hotels & Resorts
Bermuda	Travel - International Destinations
Beyond The Valley	Fashion - Boutique Clothing
Biba	Fashion - Designer
Bibendum	Leisure & Entertainment - Restaurants & Coffee Shops
Billabong	Sportswear & Equipment
Birkenstock	Fashion - Footwear
Blackberry	Technology - Telecommunications
Blaupunkt	Technology - General
Bliss	Toiletries - Skincare
Blogger	Online - General
BMW	Automotive - General
Bobby Brown	Toiletries - Cosmetics
Bodyglove	Sportswear & Equipment
Bolivia	Travel - International Destinations
Bollinger	Drinks - Wine & Champagne
Bombay Sapphire	Drinks - Spirits
Bose	Technology - General
Bottega Veneta	Fashion - Accessories, Jewellery, Watches
Boxfresh	Fashion - Streetwear
Brabantia	Home Products & Furnishings
Brazil	Travel - International Destinations
Breitling	Fashion - Accessories, Jewellery, Watches
British Airways London Eye	Leisure & Entertainments - UK Attractions & The Arts
BSA	Automotive - Motorbikes
Buddhistpunk	Fashion - Boutique Clothing
Budweiser Budvar	Drinks - Beer & Cider
Bugatti	Automotive - Supercars
Bulthaup	Home Products & Furnishings
Bumble & Bumble	Toiletries - Haircare
Burberry	Fashion - Designer
Burton Snowboards	Sportswear & Equipment
Burt's Bees	Toiletries - Skincare
Cambodia	Travel - International Destinations

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Brand	Category
Cambridge Audio	Technology - General
Canon	Technology - General
Carhartt	Fashion - Streetwear
Carluccio's	Leisure & Entertainment - Restaurants & Coffee Shops
Cath Kidston	Home Products & Furnishings
Central Saint Martins	Education
Chanel	Fashion - Designer
Charlotte Street Hotel	Travel - Hotels & Resorts
Chile	Travel - International Destinations
China	Travel - International Destinations
Chloé	Fashion - Designer
Christian Lacroix	Fashion - Designer
Christian Louboutin	Fashion - Footwear
Cirque du Soleil	Leisure & Entertainments - UK Attractions & The Arts
Cobra Beer	Drinks - Beer & Cider
Coco de Mer	Fashion - Designer
Comme des Garçons	Fashion - Designer
Converse All Stars	Fashion - Footwear
Courvoisier	Drinks - Sprints
Coutts & Co	Financial Services
Covent Garden Hotel	Travel - Hotels & Resorts
Crazy Bear	Leisure & Entertainment - Restaurants & Coffee Shops
Crème de la Mer	Toiletries - Skincare
Croatia	Travel - International Destinations
Cuba	Travel - International Destinations
D Squared	Fashion - Designer
Daily Candy	Online - General
Dazed & Confused	Media - Newspapers & Magazines
Dead Sea Spa Magik	Toiletries - Skincare
Decléor	Toiletries - Skincare
De'Longhi	Home Products & Furnishings
Denon	Technology - General
Dermalogica	Toiletries - Skincare
Design Museum	Leisure & Entertainments - UK Attractions & The Arts
Designers Guild	Home Products & Furnishings
Diane von Furstenberg	Fashion - Designer
Didsbury Hotel	Travel - Hotels & Resorts
Diesel	Fashion - Highstreet
Dior	Fashion - Designer
Diptyque	Home Products & Furnishings
Divertimenti	Home Products & Furnishings
Dolby	Technology - General
Dolce & Gabanna	Fashion - Designer
Dom Perignon	Drinks - Wine & Champagne
Dorset Cereals	Food
Dr Sebahg	Toiletries - Skincare
Dr.Hauschka	Toiletries - Skincare
Dries Van Noten	Fashion - Designer
Dualit	Home Products & Furnishings
Ducati	Automotive - Motorbikes
Duchy Originals	Food
EA	Leisure & Entertainment - Games & Toys

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Brand	Category
Earl Jeans	Fashion - Designer
eBay	Online - General
Eden Project	Leisure & Entertainments - UK Attractions & The Arts
Egg	Financial Services
Eidos Games	Leisure & Entertainment - Games & Toys
Electric Cinema	Leisure & Entertainments - UK Attractions & The Arts
Elemis	Toiletries - Skincare
Elle	Media - Newspapers & Magazines
Emilio Pucci	Fashion - Designer
Emirates	Travel - General
Emporio Armani	Fashion - Designer
Etnies	Fashion - Streetwear
Eurostar	Travel - General
Eve Lom	Toiletries - Skincare
Evian	Drinks - General
Expedia.co.uk	Travel - Agents & Tour Operators
Farrow and Ball	Home Products & Furnishings
Fender	Leisure & Entertainment - Music
Fendi	Fashion - Accessories, Jewellery, Watches
Ferrari	Automotive - Supercars
Fiji	Travel - International Destinations
First Direct	Financial Services
Flickr	Online - General
France	Travel - International Destinations
Fred Perry	Sportswear & Equipment
Fresh & Wild	Retail - General
Frieze	Media - Newspapers & Magazines
Gaggenau	Home Products & Furnishings
Gaggia	Home Products & Furnishings
Gap	Fashion - Highstreet
Gaydar.co.uk	Online - General
Gibson Guitar	Leisure & Entertainment - Music
Giles Deacon	Fashion - Designer
Glenfiddich	Drinks - Spirits
Global Knives	Home Products & Furnishings
Goldsmiths, University of London	Education
Google	Online - General
Gordon Ramsay	Leisure & Entertainment - Restaurants & Coffee Shops
GQ	Media - Newspapers & Magazines
Grazia	Media - Newspapers & Magazines
Great Eastern Hotel	Travel - Hotels & Resorts
Green & Black's	Food
Grey Goose	Drinks - Spirits
Gü	Food
Guardian	Media - Newspapers & Magazines
Gucci	Fashion - Designer
Guerlain	Toiletries - Fragrances
Guinness	Drinks - Beer & Cider
H&M	Fashion - Highstreet
Häagen-Dazs	Food
Habitat	Retail - General
Hackney Empire	Leisure & Entertainments - UK Attractions & The Arts

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Brand	Category
Hakkasan	Leisure & Entertainment - Restaurants & Coffee Shops
Harman Kardon	Technology - General
Harper's Bazaar	Media - Newspapers & Magazines
Harvey Nichols	Retail - General
Havaianas	Fashion - Footwear
Heal's	Retail - General
Helly Hansen	Sportswear & Equipment
Hennessy	Drinks - Spirits
Hermès	Fashion - Designer
Hip Hotels	Travel - General
Hoegaarden	Drinks - Beer & Cider
Hotel Chocolat	Food
Hotel du Vin	Travel - Hotels & Resorts
Howies	Fashion - Streetwear
Hugo Boss	Fashion - Designer
ICA	Leisure & Entertainments - UK Attractions & The Arts
I-D	Media - Newspapers & Magazines
Illy	Drinks - General
India	Travel - International Destinations
Indonesia	Travel - International Destinations
Innocent	Drinks - General
iPhone	Technology - Telecommunications
iPod	Technology - General
Issey Miyake	Toiletries - Fragrances
Italy	Travel - International Destinations
iTunes	Online - General
IWC	Fashion - Accessories, Jewellery, Watches
J Sheekey	Leisure & Entertainment - Restaurants & Coffee Shops
Jack Daniel's	Drinks - Spirits
Jaguar	Automotive - General
Japan	Travel - International Destinations
Jean Paul Gaultier	Toiletries - Fragrances
Jelly Belly	Food
Jimmy Choo	Fashion - Footwear
Jo Malone	Toiletries - Cosmetics
Jose Cuervo	Drinks - Spirits
Kenya	Travel - International Destinations
Kérastase	Toiletries - Haircare
Kiehl's	Toiletries - Skincare
Kirin	Drinks - Beer & Cider
KitchenAid	Home Products & Furnishings
Korg	Leisure & Entertainment - Music
Korres	Toiletries - Skincare
Krispy Kreme Donuts	Food
Krug	Drinks - Wine & Champagne
Krups	Home Products & Furnishings
La Perla	Fashion - Lingerie
La Prairie	Toiletries - Skincare
Lamborghini	Automotive - Supercars
Land Rover	Automotive - General
L'Artisan Parfumeur	Toiletries - Fragrances
L'Atelier de Joel Robuchon	Leisure & Entertainment - Restaurants & Coffee Shops

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Brand	Category
Laura Mercier	Toiletries - Cosmetics
Laurent Perrier	Drinks - Wine & Champagne
Lavazza	Drinks - General
Le Caprice	Leisure & Entertainment - Restaurants & Coffee Shops
Le Creuset	Home Products & Furnishings
Le Gavroche	Leisure & Entertainment - Restaurants & Coffee Shops
Le Manoir aux Quat Saisons	Leisure & Entertainment - Restaurants & Coffee Shops
Leffe	Drinks - Beer & Cider
Leica	Technology - General
Levi's	Fashion - Highstreet
Liberty	Retail - General
Ligne Roset	Home Products & Furnishings
Linda Farrow Vintage	Fashion - Boutique Clothing
Linn	Technology - General
L'Occitane	Toiletries - Cosmetics
Loewe	Technology - General
Logitech	Technology - General
Lomo	Technology - General
London College of Fashion	Education
London Guildhall	Education
Lonely Planet	Travel - General
Longines	Fashion - Accessories, Jewellery, Watches
Louis Roederer Cristal Champagne	Drinks - Wine & Champagne
Louis Vuitton	Fashion - Designer
Love Kylie	Fashion - Lingerie
Lovefilm.com	Online - General
Luella	Fashion - Accessories, Jewellery, Watches
Lulu Guinness	Fashion - Accessories, Jewellery, Watches
M&S Simply Food	Retail - General
M.A.C	Toiletries - Cosmetics
Maglite	Sportswear & Equipment
Magma	Retail - General
Malaysia	Travel - International Destinations
Maldives	Travel - International Destinations
Malmaison	Travel - Hotels & Resorts
Mandarin Hotels	Travel - Hotels & Resorts
Mandarina Duck	Fashion - Accessories, Jewellery, Watches
Manolo Blahnik	Fashion - Footwear
Marc Jacobs	Fashion - Designer
Marmalade	Media - Newspapers & Magazines
Marmite	Food
Marni	Fashion - Designer
Marshall	Technology - General
Marvel Comics	Media - Newspapers & Magazines
Masai Barefoot Technology	Fashion - Footwear
Maseratti	Automotive - Supercars
Mason Pearson	Toiletries - Haircare
Matthew Williamson	Fashion - Designer
McLaren	Automotive - Supercars
Mean Fiddler	Leisure & Entertainments - UK Attractions & The Arts
Mercedes-Benz	Automotive - General
Mexico	Travel - International Destinations

## OFFICIAL RESULTS 2007/08

Brand	Category
Miele	Home Products & Furnishings
Mini	Automotive - General
Missoni	Fashion - Designer
Miu Miu	Fashion - Designer
Molton Brown	Toiletries - Cosmetics
Mongoose	Sportswear & Equipment
Mont Blanc	Retail - General
Moog	Leisure & Entertainment - Music
MOP	Toiletries - Haircare
Morocco	Travel - International Destinations
Motorola	Technology - Telecommunications
Mozambique	Travel - International Destinations
Mr & Mrs Smith	Travel - General
Muddy Fox	Sportswear & Equipment
Muji	Home Products & Furnishings
Mulbury	Fashion - Designer
My By Myla	Fashion - Lingerie
MySpace	Online - General
Napster	Online - General
Nars	Toiletries - Cosmetics
Neal's Yard	Food
Neff	Home Products & Furnishings
Net-A-Porter	Online - Retail
New Balance	Sportswear & Equipment
New Covent Garden Food Co	Food
New York Bagel Company	Food
New Zealand	Travel - International Destinations
Nicole Farhi	Fashion - Designer
Nike	Sportswear & Equipment
Nikon	Technology - General
Nintendo	Leisure & Entertainment - Games & Toys
NME	Media - Newspapers & Magazines
Nobu	Leisure & Entertainment - Restaurants & Coffee Shops
Nokia	Technology - Telecommunications
Notting Hill Arts Club	Leisure & Entertainments - UK Attractions & The Arts
Nylon	Media - Newspapers & Magazines
O2	Telecommunication Services
Oakley	Sportswear & Equipment
Ocado	Online - Retail
Olympus	Technology - General
O'Neill	Sportswear & Equipment
Orange	Telecommunication Services
Origins	Toiletries - Skincare
Panasonic	Technology - General
Paperchase	Retail - General
Parker & Farr	Home Products & Furnishings
Patisserie Valerie	Retail - General
Patrick Cox	Fashion - Footwear
Paul & Joe	Fashion - Designer
Paul Smith	Fashion - Designer
Peroni Nastro Azzurro	Drinks - Beer & Cider
Peru	Travel - International Destinations

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Brand	Category
Philosophy	Toiletries - Skincare
Phyto	Toiletries - Haircare
Piaggio	Automotive - Motorbikes
Pimm's	Drinks - Sprits
PJ Smoothies	Drinks - General
Planet Organic	Retail - General
Play.com	Online - Retail
Playstation	Leisure & Entertainment - Games & Toys
Poggenpohl	Home Products & Furnishings
Pomegreat	Drinks - General
Pop	Media - Newspapers & Magazines
Pop Bitch	Online - General
Porsche	Automotive - General
PPQ	Fashion - Designer
Prada	Fashion - Designer
Preen	Fashion - Designer
Prescriptives	Toiletries - Skincare
Prestige	Home Products & Furnishings
Proenza Schouler	Fashion - Designer
Proud Galleries	Leisure & Entertainments - UK Attractions & The Arts
Puma	Sportswear & Equipment
Purves & Purves	Home Products & Furnishings
Quiksilver	Sportswear & Equipment
Rachel's Organic	Food
Range Rover	Automotive - General
Reiss	Fashion - Highstreet
REN	Toiletries - Skincare
Rickenbacker	Leisure & Entertainment - Music
Rigby & Peller	Fashion - Lingerie
Rip Curl	Sportswear & Equipment
Riva Boats	Miscellaneous
Rizla	Miscellaneous
Roberts Radio	Technology - General
ROC	Toiletries - Skincare
Roland	Leisure & Entertainment - Music
Roland Mouret	Fashion - Designer
Rolex	Fashion - Accessories, Jewellery, Watches
Rolls Royce	Automotive - General
Rothschild Wines	Drinks - Wine & Champagne
Rough Guides	Travel - General
Roundhouse	Leisure & Entertainments - UK Attractions & The Arts
Royal Academy of Dramatic Art	Education
Rubik's Cube	Leisure & Entertainment - Games & Toys
S. Pellegrino	Drinks - General
Saatchi Gallery	Leisure & Entertainments - UK Attractions & The Arts
Samsung	Technology - Telecommunications
San Miguel	Drinks - Beer & Cider
Sanderson	Travel - Hotels & Resorts
Scalextric	Leisure & Entertainment - Games & Toys
Scrabble	Leisure & Entertainment - Games & Toys
Second Life	Online - General
Seeds of Change	Food

## OFFICIAL RESULTS 2007/08

Brand	Category
Selfridges	Retail - General
Sennheiser	Technology - General
Shaker	Home Products & Furnishings
Shiseido	Toiletries - Cosmetics
SKII	Toiletries - Skincare
Skype	Technology - General
Smart Car	Automotive - General
Smeg	Home Products & Furnishings
Smiths of Smithfield	Leisure & Entertainment - Restaurants & Coffee Shops
Smythson of Bond Street	Retail - General
Snow+Rock	Sportswear & Equipment
Soho Hotel	Travel - Hotels & Resorts
Somerset House	Leisure & Entertainments - UK Attractions & The Arts
Sonia Rykiel	Fashion - Designer
Sony	Technology - General
Sony Ericsson	Technology - Telecommunications
Sophia Kokosalaki	Fashion - Designer
Soul Jazz Records	Leisure & Entertainment - Music
South Africa	Travel - International Destinations
Space NK	Toiletries - Cosmetics
Spain	Travel - International Destinations
Square Pie	Food
Sri Lanka	Travel - International Destinations
St John	Leisure & Entertainment - Restaurants & Coffee Shops
Staropramen	Drinks - Beer & Cider
Steinberg & Tolkein	Fashion - Boutique Clothing
Stella McCartney	Fashion - Designer
Stephen Webster	Fashion - Accessories, Jewellery, Watches
Stila	Toiletries - Cosmetics
Stokke	Home Products & Furnishings
Stolichnaya	Drinks - Spirits
Storm	Miscellaneous
Stussy	Fashion - Streetwear
Sunseeker	Miscellaneous
Tag Heuer	Fashion - Accessories, Jewellery, Watches
Tanner & Kroll	Fashion - Accessories, Jewellery, Watches
Tanqueray	Drinks - Spirits
Tanzania	Travel - International Destinations
Tate Modern	Leisure & Entertainments - UK Attractions & The Arts
Tattinger	Drinks - Wine & Champagne
Technics	Technology - General
Temperley	Fashion - Designer
Thailand	Travel - International Destinations
The Conran Shop	Home Products & Furnishings
The Dispensary	Fashion - Boutique Clothing
The Duffer of St George	Fashion - Highstreet
The Fat Duck	Leisure & Entertainment - Restaurants & Coffee Shops
The Gaucho Grill	Leisure & Entertainment - Restaurants & Coffee Shops
The Halkin Hotel	Travel - Hotels & Resorts
The Independent	Media - Newspapers & Magazines
The Ivy	Leisure & Entertainment - Restaurants & Coffee Shops
The Lowry	Travel - Hotels & Resorts

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Brand	Category
The North Face	Sportswear & Equipment
The Observer	Media - Newspapers & Magazines
The Old Vic	Leisure & Entertainments - UK Attractions & The Arts
The Organic Pharmacy	Toiletries - Skincare
The Photographer's Gallery	Leisure & Entertainments - UK Attractions & The Arts
The Pineal Eye	Fashion - Boutique Clothing
The Sanctuary	Toiletries - Skincare
The Sunday Times	Media - Newspapers & Magazines
The Waterside Inn	Leisure & Entertainment - Restaurants & Coffee Shops
Theo Fennell	Fashion - Accessories, Jewellery, Watches
Tiger Beer	Drinks - Beer & Cider
Time Out	Media - Newspapers & Magazines
Tom Ford	Fashion - Accessories, Jewellery, Watches
TomTom	Technology - General
Top Trumps	Leisure & Entertainment - Games & Toys
Topshop	Fashion - Highstreet
Trailfinders	Travel - Agents & Tour Operators
Traveller	Travel - General
Triple Five Soul	Fashion - Streetwear
Triumph	Automotive - Motorbikes
TVR	Automotive - Supercars
Tyrrells	Food
Urban Decay	Toiletries - Cosmetics
Urban Golf	Leisure & Entertainment - Games & Toys
Urban Outfitters	Fashion - Highstreet
VV Rouleaux	Fashion - Accessories, Jewellery, Watches
Vanity Fair	Media - Newspapers & Magazines
Vans	Fashion - Footwear
Vera Wang	Fashion - Designer
Vespa	Automotive - Motorbikes
Veve Clicquot	Drinks - Wine & Champagne
Victoria's Secret	Fashion - Lingerie
Vietnam	Travel - International Destinations
Viktor & Rolf	Fashion - Designer
Villeroy & Bosch	Home Products & Furnishings
Virgin Atlantic	Travel - General
Vitra	Home Products & Furnishings
Vivienne Westwood	Fashion - Designer
Vodafone	Telecommunication Services
Vogue	Media - Newspapers & Magazines
Volkswagen	Automotive - General
Wallpaper*	Media - Newspapers & Magazines
Wharfedale	Technology - Telecommunications
Whole Earth	Food
Xbox	Leisure & Entertainment - Games & Toys
Y3	Fashion - Footwear
Yauatcha	Leisure & Entertainment - Restaurants & Coffee Shops
YMC	Fashion - Accessories, Jewellery, Watches
YouTube	Online - General
Zara	Fashion - Highstreet
Zetter	Travel - Hotels & Resorts
Zildjan	Leisure & Entertainment - Music