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Events

The Puppet Company Shortlisted for Three Retail Awards



The Puppet Company has announced that it is a finalist in three categories in the Retail Gazette (RG) Retail Excellence Awards, an award program designed to recognise the very best across the retail sector.

The company has been shortlisted in the **Brand Partnership of the Year** category, while Co-founder & CEO **Sue Lockey** appears twice as a finalist: in both the **Lifetime Contribution** and **Women in Leadership** categories.

Retail excellence and high-profile brand partnerships

The Brand Partnership shortlist recognises The Puppet Company's collaboration with world-famous toy retailer Hamleys. The partnership included a summer-long takeover of Hamleys Window One, co-branded Hamley weekend sightseeing bus tours through central London, and regular in-store puppet shows within the branded Hamleys & The Puppet Company puppet theatre.

Recognising 25 years of leadership and growth

Sue Lockey, who co-founded The Puppet Company alongside her late husband Peter, has built the business from a small home operation in 2001 into a global supplier celebrating its 25th anniversary. Today, the company offers retailers a portfolio of over 800 products — including hand puppets, finger puppets, backpacks, and soft toys — as well as licensed collaborations with major charities and entertainment brands.

These nominations follow additional recognition in 2026, including winning the **Family Business Award** category for the East of England in The Small Business Growth Awards and being shortlisted across two categories at the **Brand and Lifestyle Licensing Awards**.

Katy Rugman, Product & Marketing Director at The Puppet Company, says: *"We're delighted to see our collaboration with Hamleys shortlisted among awards designed to recognise the very best in the retail sector. And of course we're even more thrilled that, as the company celebrates its first quarter century, Sue's contribution has been honoured. She has built a thriving and successful business that is proud of its continued strong support for retail. Importantly too, this is something that Sue and we, her children, who are part of the family business, love doing – and something that continues my Dad's legacy. Above all she continues to build on the roots in education of the company – and its founding motto: 'have a puppet – have fun!'."*

Award ceremony details

Organised by the Retail Gazette, the winners of the 2026 RG Retail Excellence Awards will be presented during a ceremony on **14 October 2026** at the Underglobe, located at Shakespeare's Globe in London.