PRESS RELEASE **November 6, 2026**

Esin Güral Argat Receives the "Highly Commended" Special Jury Recognition in the "Female Founder of the Year" Category at the Future Icons Awards 2027

Esin Güral Argat has received the "Highly Commended" Special Jury Recognition in the "Female Founder of the Year" category at the 2027 Future Icons Awards, organised by UK-based Country & Town House magazine. This international recognition highlights the global appreciation of the initiatives developed under the JOALI umbrella, guided by a commitment to sustainability, innovation and responsible leadership.

Organised by Country & Town House, one of the UK's leading lifestyle magazines, the Future Icons Awards celebrate individuals and brands driving positive change for people and the planet. Spanning more than 40 categories, the awards bring together pioneering business leaders and innovative brands, with a particular focus on leadership, innovation, inclusion and sustainability.

The "Female Founder of the Year" category recognises women founders who demonstrate pioneering vision, overcome barriers and show that sustainability and commercial success can go hand in hand. Nominees are evaluated based on their vision, measurable impact and contributions to creating lasting change beyond their own businesses.

Esin Güral Argat's recognition in this category highlights the international appreciation of her approach to business, which places sustainability and responsible leadership at its core.

Commenting on the international recognition, Esin Güral Argat said:

"I see sustainability not merely as a business objective, but as a responsibility we carry towards the future. Throughout our journey with JOALI, we have sought to reinterpret luxury hospitality through an approach that is in harmony with nature and creates value for both the environment and people. Seeing this approach recognised on an international platform brings me great happiness and motivation. Behind this meaningful recognition lies tremendous dedication and a shared vision. I would like to extend my heartfelt thanks to all my colleagues who have contributed to this journey. We will continue creating value for a more sustainable future."

Redefining Sustainable Luxury with JOALI

Continuing to evolve under the leadership vision of Esin Güral Argat, JOALI brings together luxury hospitality with harmony with nature, sustainability and wellbeing. Going beyond the guest experience, this approach aims to create environmental and social value, setting an example for a more responsible and conscious future in the tourism industry.

This international recognition at the Future Icons Awards 2027 represents an important endorsement of JOALI's values-driven journey and Esin Güral Argat's vision for advancing sustainable business models.