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The **2022 Glossy Awards** honor the companies and campaigns that have helped define the worlds of beauty and fashion over the past year.

This year's winners highlight key stories of growing businesses working tirelessly to reach millennials and Generation Z – critical audiences whose values differ sharply from previous generations. Additionally, this year's recipients have focused on people of all body types, skin colors, hair variations and more; diversity and inclusion are certainly part of the beauty and fashion story in 2022.

The judges' picks spotlight the importance of responding to the times, and it is also clear that winning teams featured future-

mindful founders, sustainable business practices and innovative partnerships. All proved to be essential ingredients for up-and-coming brands looking to make a splash, respect their customers and remain at the forefront of their shoppers' minds – and wallets.

In this two-part guide – the first part focusing on the Glossy Beauty Awards and the second half spotlighting the Glossy Fashion Awards – we look at the winning programs, highlighting what worked best for the creators who made them and the lessons marketers can take from the campaigns our judges selected.



Glossy Beauty Awards

Best
Influencer
Partnership

Sally Beauty –
YOU by Sally

SALLY BEAUTY®

Program

After up-and-coming musician Heather Chelan's 15-second TikTok song about how colored hair doesn't make a person unprofessional went viral, Sally Beauty partnered with her to create a full-length version. The song became the background track for the YOU by Sally campaign, which featured a diverse array of influencers, encompassing varying ages, backgrounds and professions. The song "Colored Hair" was released on Spotify and YouTube, and Sally Beauty partnered with TikTok to feature a special cut of the track on the platform.

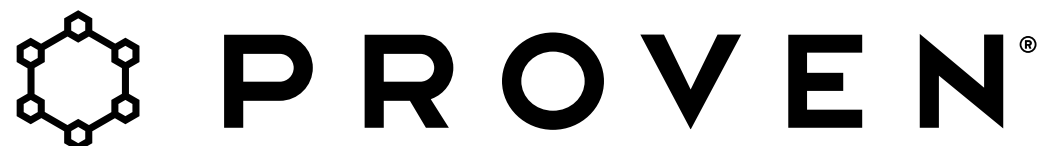
Insights

This campaign was created to normalize self-expression through vibrant hair color, the goal being to resonate with a wide variety of people. Partnering with influencers from "granfluencer" Baddie Winkle to professional dancer, Marquese "NonStop" Scott helped drive the message to audiences and started a conversation across social channels. On Facebook, Instagram, YouTube and TikTok combined, the campaign videos garnered over 79.5 million views and 1.6 million total engagements, with the influencer partners increasing reach even further.



Best Use of
Technology

PROVEN
Skincare



Program

PROVEN has created the world's largest beauty database, its Skin Genome Project. The database utilizes data and AI to make personalized, adaptive and effective skincare recommendations based on a three-minute quiz that collects information about the individual's lifestyle, local environment and skin concerns. This information is then analyzed along with over 20,000 skincare ingredients, 28 million customer testimonials, 4,000 scientific publications and information about 100,000 individual skincare products.

Insights

Traditionally, finding new skincare products has been a trial-and-error game, but the Skin Genome Project has eliminated the guesswork. The company has taken cues from the experience of visiting a dermatologist, with the customer quiz designed to mimic a professional consultation, and its products are designed to adapt to varying needs over time. Two years after launching, PROVEN has reached \$22 million in annual revenue, and customers are becoming loyal and genuine fans of the brand. When its first new products were announced, amassing a waitlist of more than 6,000, 80% of new customers opted to subscribe to products rather than make a one-time purchase.



Best Strategy Pivot

P&G
Gillette Venus

Venus Gillette®

Program

When Gillette Venus was launching its Pubic Hair and Skin Collection, it initiated the #SayPubic campaign to encourage the connection between using correct anatomical terms and healthier body image for women. However, a shift was needed from traditional tactics due to content regulations on TV networks, so TikTok became the central platform for the campaign. On TikTok, the brand could feature its animated pube, Penny, that sang an anthem inviting women to be unafraid of talking about their nether regions. Throughout the influencer series, creators shared stories of their unpleasant grooming experiences and promoted the new product line.

Insights

From the initial goal of simply promoting the new product line, the brand realized that to have a real impact, it needed to address the taboos associated with down-there care. Destigmatizing taboos while promoting products was inherently challenging, and the difficulties were amplified by media restrictions on TV and platforms like Instagram, where images of pubes are banned. Finding a welcoming platform and audience on TikTok allowed the brand to move the conversation from the shadows to the spotlight. Ultimately, the workarounds and the unabashed content propelled the campaign to virality.

Venus Gillette®

One small step for humans.
One giant leap for pubic hair.



#SayPubic

Best
Strategy Pivot

TOMS Impact
Strategy

TOMS

Program

To mark its 15th anniversary, TOMS introduced a new impact strategy to replace its One for One model. After intensive research, the new model is based on a commitment to give at least one-third of annual net profits to grassroots causes led by passionate and informed leaders working within the communities they're serving. This new model enables TOMS to contribute to causes and support solutions designed to address the unique needs of communities, helping to make the contributions scalable and sustainable. The TOMS Giving Team will now build true partnerships with organizations to maximize impact, rather than simply approaching them with an idea and a check.

Insights

Consumers, especially young millennials and Gen Z cohorts, are vocal in their desire to support brands that stand up for important causes. With the new model, TOMS will be able to collaborate with giving partners to help bring about lasting change in communities. In 2021, the model resulted in over \$2 million in grants to partners, impacting over 400,000 lives. The company also launched the School of Grassroots Good, which paired Gen Z activists with seasoned community leaders to share knowledge and experiences, bridging the generation gap through conversations rooted in impact.

INTRODUCING THE TOMS 2021 IMPACT REPORT

In business to improve lives.

We're proud to share what 1/3 of profits for grassroots good really looks like and the steps we've taken to bring to life our vision of a more equitable tomorrow.

In 2006, we pioneered a new way of doing business by bringing profit and purpose together. And now we're innovating again to really maximize our impact. In 2021, we officially moved away from One for One® donations and launched our evolved Giving Model: **investing 1/3 of profits for grassroots good**. Through cash grants and deep partnership with community organizations, we are already seeing incredible results in communities. In fact, just in 2021, we invested over \$2M in communities and positively impacted over 400,000 lives.

We've taken action in key areas to ensure our culture is rooted in Diversity, Equity, Inclusion and Anti-Racism for our employees and partners.

We've always been in business to improve lives. That's why it's so meaningful to be recognized in the top 5% of B Corps™ in the Community category and have received an overall score of 121.5 points (25% higher than our first). Thanks for sharing our vision of a future where people, the planet and purpose can all thrive.



1/3 OF PROFITS FOR GRASSROOTS GOOD 1/3 OF PROFITS FOR GRASSROOTS GOOD 1/3 OF PROFITS FOR GRASSROOTS GOOD

TOMS



ABOUT TOMS SHOES, LLC

TOMS is a footwear and lifestyle brand using business to improve lives. Since 2006, our community has impacted over 100,000,000 lives through support for the work of non-profit organizations around the world.

We believe in a future where all people have a chance to thrive. That's why we're committing 1/3 of our profits to grassroots good, supporting people working to build a more equitable tomorrow. Our support is focused on boosting mental health, increasing access to opportunity, and ending gun violence—all elements we know to be essential for progress to take root.

So, throw on your TOMS and let's keep moving forward.
@TOMS

Best Use of Customization

IPSY

IPSY

Program

To deliver its customized Glam Bags, the beauty subscription company leverages IPSY Match. This proprietary machine learning technology analyzes hundreds of attributes to find products that best fit each customer's lifestyle. In 2021, a new version of the technology was launched to facilitate the Ultra Personalization experience, where members can choose three of five products they receive from a highly personalized assortment. The algorithm considers a plethora of data, including product reviews, ratings, previous purchases, member preferences and compares it against the inventory available to suggest the perfect products for everyone.

Insights

The IPSY Match technology requires a blend of art and science, with the merchandising and machine learning teams running hundreds of simulations to optimize the assortment each month to avoid product repeats, brand redundancies and to take seasonality changes into account. This thoroughness ensures that customers will be delighted with the recommended products and improves IPSY's planning and forecasting. The company has also focused on removing bias from its algorithm to ensure that the experience is optimized for all skin tones and that customers are only recommended products that are relevant to them.



Best Sustainability Initiative

Pangea

Program

With its body care and soon-to-launch skincare lines, Pangea is infusing sustainability into each facet of its business. In addition to its 100% plastic-free, recyclable and renewable packaging, Pangea's ingredients are ethically sourced from communities it works with closely. Great care and respect are shown to these ingredients, with the highest quotient of active components being extracted to use in product offerings, resulting in highly effective products featuring 1–5% active ingredients, well above industry standards.

Insights

Pangea operates by the belief that sustainability means everything must be holistically healthy – for the body, earth and all living beings. The brand spent a decade researching and meeting with partners worldwide to find those best aligned with these values, including organizations like Kiss The Ground and the Plastic Pollution Coalition. The brand has now added to its mission to inspire and unify other brands to create a more sustainable plastic-free world with the hashtag #LifeAfterPlastic, creating a turtle icon that other brands can use on their products to demonstrate their commitments to supporting change.



Best Brand
Collaboration

Touchland



Program

Touchland, the creator of a next-generation hand sanitizer with a fast-evaporating, naturally moisturizing and sanitizing formula, has created a buzz around the hand sanitizer category and has been able to stand out in the crowd during the pandemic. In addition to its unique formulation, its products prioritize design, garnering over a million likes on TikToks and devoted celebrity fans. The brand partnered with Disney for a limited-edition, four-piece collection. Featuring custom-designed, pop-art style Mickey Mouse wallpaper stickers that appear through the bottle, the collection is also packaged in a customized gift box highlighting a pop-art cartoon.

Insights

During the pandemic, the hand sanitizer space proliferated. Touchland doubled down on what made its products unique, like the fact that its hand sanitizer has won eight skincare awards, to cut through the noise and launch a successful collectible collection with Disney. The brand secured distribution of the collection with top retailers, like Neiman Marcus, and was able to sell 30% more units in retail in 2021 compared to 2020. One week after the collection's launch, Touchland saw an 89% increase in revenue and a 77% increase in traffic from social channels.



Best Multi-Platform Campaign



Program

One key brand value for TULA Skincare is #EmbraceYourSkin, which translates to a commitment to using inclusive language, not retouching any brand photos and creating inclusive content that depicts realistic beauty standards. In response to a brand survey that revealed 89% of respondents felt their own negative self-talk weakens their confidence, a multi-platform campaign was launched to highlight how negative self-talk impacts self-esteem. The campaign included a full-page ad in the Sunday edition of the New York Times, a national TV commercial and partnerships with over 400 content creators to drive the messages that “you are enough” and “what we tell ourselves matters.”

TULA Skincare

Insights

With its #EmbraceYourSkin as a critical brand pillar, TULA looks to be a catalyst for positive change in the beauty industry, promoting being healthy rather than perfect using inclusive imagery and messaging. This campaign fits into that mission by authentically tapping into viewers’ emotions to amplify messages of confidence while highlighting the toxicity of negative self-talk. Overall, the campaign generated over 200 million impressions and its traction and the conversations it created on social media landed it in several consumer and industry media features.

Why am I still getting pimples at this age? I HAVE ZERO WILLPOWER. I feel so old, NO WONDER I'M SINGLE. Everyone thinks I'm gross. My acne is so disgusting right now. I CAN'T GO OUTSIDE WITH THIS SKIN. I always look SO TIRED. My skin looks like shit. I'M SO UGLY. I'll never be any different. My body sucks. YOU ARE NEVER GOING TO HAVE GOOD SKIN. Ugh look at my neck. I don't deserve to be loved. Why does my skin look like this? HOW CAN YOU LOOK SO OLD YET HAVE ACNE AT THE SAME TIME? I'M SO STUPID.

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Best CSR Initiative

Innersense Organic Beauty



Program

The clean haircare brand Innersense Organic Beauty started Mission In Action three years ago as an initiative to reduce their environmental impact and support their partners to do the same. As part of this initiative, the brand received its Plastic Neutral Certification through rePurpose Global in 2021, supporting efforts to finance plastic waste management and mitigation projects worldwide. The brand also recently earned its Carbon Neutral certification through Climate Neutral, a non-profit organization that helps companies measure and offset their carbon footprint. It's also received its B Corp Certification and launched refillable pouch packaging for its products using 70% less plastic than standard bottles.

Insights

The brand has put a lot of effort into assessing its climate impact at every level of its operations to identify areas where it can improve. Beyond reducing plastic waste and carbon emissions, Innersense strives to go beyond what's expected of a brand by being plastic proactive, thinking outside of their own carbon footprint to clean up more than their fair share. Through its varying commitments, the brand has helped divert thousands of pounds of plastic waste from nature and tons of carbon emissions.



Best
Digital Event

Valdé Beauty

VALDÉ

Program

This January, Valdé Beauty made history as the first beauty brand to host a launch party in the metaverse. Valdé launched The Divine Collection with limited-edition hand-sculpted crystal refillable lipstick vessels and unique digital artwork. Valdé collaborated with Latina 3D artist Serena Elis for its NFT drop, for which she created the NFT artwork. The launch was a huge success, attracting 400 guests, selling one-third of the collection on the day of and receiving positive media buzz across social media with close to 13 million impressions in editorial coverage.

Insights

Ahead of the launch party, Valdé educated its audience on why it decided to enter the NFT space and how fans could participate in the digital event. The education helped build excitement, especially for those entering the NFT space for the first time. The Valdé NFT Collective was created to fund initiatives supporting women creatives, artists and entrepreneurs in the Latinx, BIPOC and LGBTQ communities. On top of this, 100% of the net proceeds from The Divine Collection funded the Valdé Beauty Grant for Latinx Beauty Entrepreneurs, an initiative supporting the vision of emerging Latinx entrepreneurs and the next generation of leading beauty brands.



Best Product Launch Campaign



Program

Ethique was launched 10 years ago to tackle the beauty industry's plastic waste by reimagining products in solid form. While this simple switch had a significant impact, there was a gap for about two-thirds of the U.S. population with curly and textured hair. This portion of the population needed a solid hair range that ticked environmental boxes while also being formulated to protect and nourish their curls. After years of testing, Ethique launched a solid shampoo and conditioner pair for curly hair — Professor Curl and Curliosity — and within two weeks, the range became a bestseller.

Ethique

Insights

When Ethique began formulating this new range, its goal was to develop a product so effective that it would motivate consumers to switch from their usual bottled product. The company believed people would only make sustainable changes if there were no sacrifices in quality. The new curl-friendly products received over 500 five-star reviews shortly after launching. Within weeks, the range had become the best-selling products on Ethique's North American website, overtaking more than 70 other established products, including Ethique's best-seller for the past 10 years, their original shampoo bar, Heali Kiwi. The immediate demand for the product suggested it met a significant unmet need.

How to use: *Curliosity*



Best Brand
or Sub Brand
Launch Campaign

TWICE

twice.

Program

TWICE was launched to bring effective oral wellness products to the masses and shift the consumer mindset that brushing their teeth is a passive act. By carefully formulating products, TWICE turns the routine of brushing your teeth into a ritual by adding intention and strengthening the connection between mouth, body and soul. TWICE combines cutting-edge science and clean ingredients to create a comprehensive oral health system, including toothpaste, floss, rinse and whitening products designed to balance your oral microbiome, raise your pH and improve the wellness of the mouth. The company has projected over 500% year-over-year growth in 2022, solidifying retail partnerships with Target, CVS and Wegmans to bring its products to the masses.

Insights

Guided by the philosophy that a healthy mouth is a healthy self, TWICE inspires consumers to rethink oral care as an integral part of their health and wellness journey, rather than a passive hygienic activity, while providing free dentistry to those around the world without access to such care. TWICE's innovative product suite stands out among the sea of sameness through its unique philosophy and its upgraded yellow packaging to reflect the brand's new aesthetic.



Most Engaged
Brand Community

Rare Beauty

BY SELENA GOMEZ

Program

Rare Beauty, founded and created by Selena Gomez, sought to help its community feel more authentically connected while providing them with the tools to feel less alone in the world. The brand created Rare Chats to introduce community members to one another, the Rare Beauty team and mental health professionals and help shape positive conversations around self-acceptance. Rare Beauty used social media platforms to educate its community about mental wellbeing while providing tips and resources for navigating the mental health topics that affected them. This resulted in over 6 billion user-generated posts on Instagram alone and a 281% increase in TikTok engagement that continues to grow.

Rare Beauty

Insights

Rare Beauty has proven to be more than just a celebrity beauty brand by galvanizing its community through purpose and connection. The brand is all about celebrating people and what makes people different. It was essential to create a safe, welcoming environment within Beauty – and beyond – that supported mental health across age, gender identity, sexual orientation, race, cultural background, physical or mental ability and perspective. Showing remarkable growth on social media, Rare Beauty has built a community of over 4 million members.

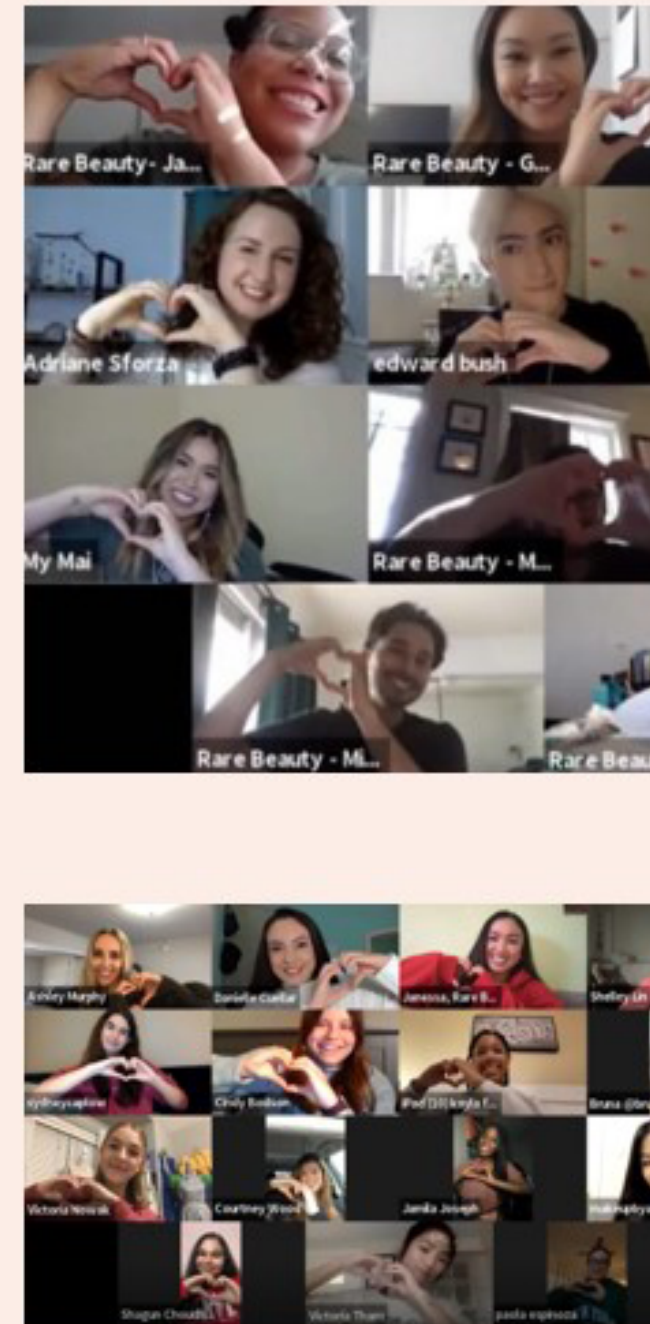
38
Rare Chats

240
Members

110+
Cities

30
US states

11
countries



Best Use of TikTok

eos + Mischief
@No Fixed Address



Program

eos harnessed the power of an engaging organic content creator to ignite brand love, increase category awareness and drive sales for its new shave cream. The brand partnered with TikTok creator Carly Joy to highlight its shave cream's newly-minted gynecological approval for use in the cooch area with a cheeky yet informative campaign. Carly's unfiltered product endorsement of eos' shave cream created an authentic conversation that combatted taboos through a viral TikTok, teaching millions of people to 'bless your f*ing cooch.' Furthermore, eos launched a limited edition line of shave cream featuring the creator's spicy language and a tutorial directly on the bottle.

Insights

Carly Joy's organic endorsement helped shift the conversation from the flowery and confusing language used by most brands to a more authentic, accessible and educational place. Then, eos expanded the campaign to include additional TikTok creators to amplify this much-needed conversation around how to shave your bits properly, featuring eos' shave cream. The social campaign reached over 60 million people, resulting in over 700 million earned media impressions. Carly's TikTok post alone has been linked to a 25x order growth of shave cream on eos' website and a 450x increase in website visits for shave products.



Best Use of an Emerging Digital Platform

Stella Rising
and jane
iredale



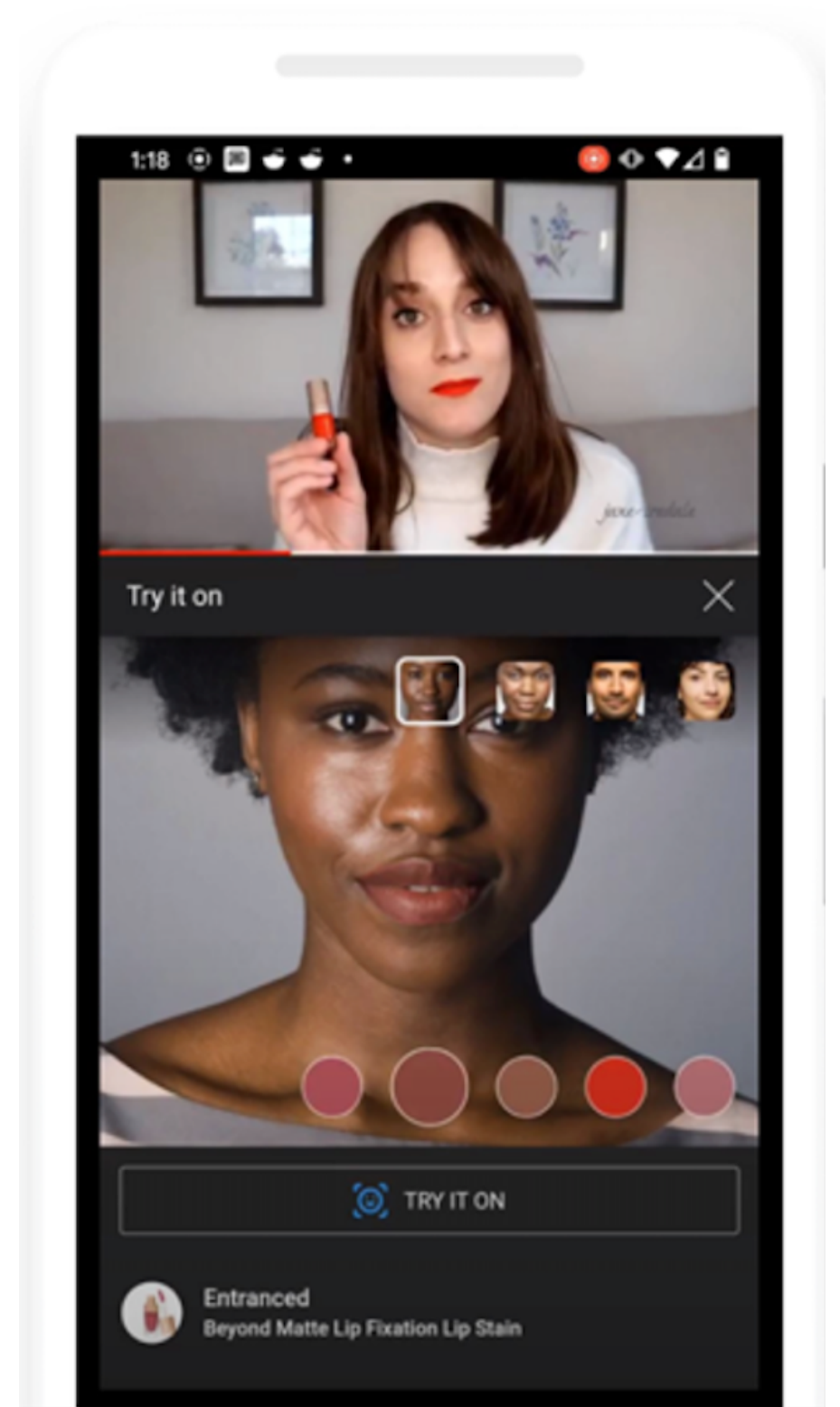
jane iredale
THE SKINCARE MAKEUP®

Program

As the pioneer of clean beauty, jane iredale sought to grow its brand as the clean beauty market boomed. But, getting consumers to engage with its Beyond Matte™ Lip Fixation Lip Stain proved a challenge in such a crowded industry. So, the brand was one of the first to add AR functionality to its site in 2021 to engage consumers with the technology and spark excitement through the virtual trial of its lip product. The in-stream AR ad campaign drove a 22% lift in brand awareness and a 73% stronger view-through rate than non-AR in-stream ads. In just one week, campaign efforts resulted in over 1 million virtual try-ons.

Insights

The brand jane iredale launched its on-site AR functionality when many consumers were still uncomfortable with venturing into stores. By engaging with AR ads, customers could test the brand's products on their terms. As the brand worked on reaching new customers who would make their first purchase online, it knew providing an exceptional virtual try-on experience was key to customer acquisition. Conversions for consumers using the virtual try-on capability increased 117% over all visitors, with consumers performing an average of 31.4 try-ons per session.



Best Breakthrough Beauty Startup

indē
wilde

indē wild

Program

indē wild launched in October 2021 with the mission to empower, educate and advocate for those struggling with common skin concerns with their streamlined two-step skincare system. Within three months, with only two SKUs in the market and no marketing spend, the company achieved \$422,000 in sales with a 21% customer retention rate. indē wild's powerful launch video also garnered 250,000 views and 60,000 likes on Instagram.

Insights

indē wild was created with the help of an all-female expert board of dermatologists, Ayurvedic doctors and practitioners, R&D experts and even a student working toward their Ph.D. in chemistry. Together, they created their skincare category — Ayurvedistry™ — that combined 5,000 years of Ayurvedic rituals, modern dermatology and chemistry. To expand its community, indē wild held focus groups across three continents and issued surveys to create a better brand catered to its audience. As a result, over 20,000 members of its tribe shared stories of dual-identity — one that respects culture and tradition while being forward-thinking and creating a brand with real people and natural skin. And so, indē wild is rooted in delivering marketing materials without Photoshop to bring radical transparency to the forefront.



Best Breakthrough
Wellness Startup

Veracity

VERACITY

Program

Veracity was born out of a desire to provide women with the tools they need to take control of their hormones and skin health. The team helps women connect the knowns of their skin, such as rosacea and acne, with the unknowns, such as how hormonal imbalances cause these skin issues. Through its Skin and Health Test, which measures five key hormones and pH, Veracity helps women identify the root causes of their skin concerns while delivering a personalized skincare regimen addressing hormonal imbalances. The Veracity team secured seven partnerships across retail and subscription kits, along with features in 62 publications and 13 podcasts, with over 35 million impressions.

Insights

Veracity was founded alongside a whole-health team of medical experts – from dermatology and endocrinology to OBGYN, functional medicine and nutrition – to help women understand the connection between their hormones, skin and health. Effective marketing, testing and consumer connection were crucial to helping push this mindset shift from treating external symptoms to uncovering root causes to address skin issues from the inside out. With consumer perception studies, product testing and collaborative PR efforts, resulting in brand placements across publications such as Vogue, Allure, Zoe Report and Hormone University, Veracity experienced rapid growth.

FOUNDER



“
Like most women,
I struggled with my skin

LILIE EGGA

Best Use of Instagram

Byrdie

BYRDIE

Program

As a company dedicated to providing readers with the most detailed, informative and best-in-class stories covering beauty and style, Byrdie made a social media diversity pledge in 2020. Byrdie aimed to consistently showcase diversity in its Instagram posts and frequently repost content from diverse creators to promote content from creators of different skin tones, hair textures, ages, abilities and gender identities. And the media company delivered on this pledge — by December 2021, it highlighted diverse beauty in one-third of its Instagram posts and nearly half of its reposts.

Insights

Byrdie is committed to representation and inclusivity and wanted to ensure it used Instagram to widen the traditional notions of beauty by featuring diverse voices and creating content for everyone. Byrdie knows the beauty industry has often excluded certain groups. The brand continues to change this reputation by providing meaningful and diverse content that users of all races, ages and body types can see themselves in, inviting greater inclusivity and acting as a model for the beauty industry. Across Instagram, 100% of Byrdie's try-on series and about 80% of its digital covers, features and interviews highlighted diverse individuals with a wide range of skin tones, body types, abilities and identities.

Best E-Commerce Experience

Kosas

Kosas

Program

As the online options for buying makeup proliferated, Kosas's founder Sheena Yaitanes prompted the beauty company to create an at-home try-on program. Kosas offers a dollar-for-dollar credit when customers buy sample sizes of their products and then shoppers use those credits to purchase anything they like from the brand's site over the next 20 days. Samples are available individually or as part of a "Take the Site Home Kit," and customer service teams are on hand to help with shade matching and complexion and color consultations.

Insights

While AR tools and quizzes have been a mainstay of beauty's e-commerce explosions, the try-on approach that Kosas introduced has unlocked a surge of its own. The program has driven more than one-third of the company's on-site sales since launch, with 80% of those purchases coming from new clients, and the return rate to the brand within a one-month window has hit 8x that of non-tryout clients. As conversions more than doubled, Kosas realized that trying a sample is the differentiator for the at-home complexion and lip-color beauty buyer.



Founder of
the Year

Olowo-n'djo
Tchala – Alaffia

BEAUTY > EQUALITY > EMPOWERMENT

▲ L ▲ F F I ▲[®]



Profile

Alaffia is a clean, plant-based, fair-trade beauty brand and social movement. Founded by Olowo-n'djo Tchala in 2004, he started Alaffia partly in response to the unfair systems women in Africa face when trading valuable natural resources. Preserving cultural traditions and knowledge, Alaffia handcrafts its collections with unrefined shea butter, African black soap, coconut oil, neem extract, baobab and moringa oils from the women-led Alaffia Village Co-op. Furthermore, empowerment Projects put Alaffia's mission into action, funded by profits. The programs, including the company's Maternal Care Empowerment Project, Reforestation Empowerment Project, Regenerative Agriculture Program, Eyeglass Program and Bicycle Project, provide support for maternal care, job creation, education, reforestation and regenerative agriculture to West African communities to help them rise out of poverty.

Impact

Since the launch of Alaffia, Tchala's work has directly impacted the lives of over 250,000 individuals in West Africa. In 2021, Alaffia and Tchala continued to grow their Empowerment Projects and launched two new collections: Beautiful Curls and Authentic African Black Soap Haircare. Alaffia has empowered more than 14,000 lives in Togo, allowing traditional knowledge to be preserved. Some 750 cooperative members work on Alaffia production and more than 10,000 women collectors. Alaffia's Maternal Health Project facilitated 5,597 healthy births; the Reforestation Project planted 99,964 trees; Bicycles for Education donated 10,817 bicycles to Togolese students. The Eyeglass Program contributed eyeglasses to 30,852 people, and education initiatives built 16 schools and provided school supplies to 37,521 students.



Best Use
of Video

Byrdie

BYRDIE

Program

As a publisher on a mission to celebrate individuality and empower its nearly 8 million unique monthly readers to find confidence, community, and joy through beauty and style, Byrdie's new video series is part of an overarching effort to create a space where everyone is represented and feels welcome to find joy in beauty. The new video series, 'Crowned,' aims to raise awareness about the context, history, and prejudice surrounding Black hairstyles by creating a well-researched, educational, and entertaining campaign for their 1.5 million followers. The videos go deeper than simple hair tutorials by bringing to life the history of Black hairstyles that are often stigmatized and appropriated. Crowned makes viewers feel seen and educates those who don't know the history and cultural significance of Black hairstyles to continue taking steps toward more equity and understanding.

Insights

Since launching in July 2021, 'Crowned' has become one of Byrdie's most successful social media campaigns and its best-performing TikTok series with nearly 100,000 views and more than 10,000 likes. The first episode earned 30,000 Youtube views, and the second has over 22,000 IGTV views. This success has also contributed to impressive social media growth. Byrdie has used the series as an opportunity to promote Black-owned hair salons and partnered with brands to promote episodes for Black History Month. Beyond the numbers, Byrdie is championing the kind of meaningful conversations about beauty that its readers look for, and the series is part of an ongoing and evolving conversation around the history and traditions that have shaped the Black experience.



Best Omnichannel Experience

Sephora

SEPHORA

Program

Throughout the year, 2021 was an omnichannel story for Sephora. The beauty retailer launched Live Beauty Help, a virtual consultation service that enables Sephora's Beauty Advisors to provide clients with real-time, personalized consultations online. Sephora also introduced BOPIS options across all its U.S. locations and collaborated with Facebook to host shoppable livestreaming events on their channels with Sephora talent. In October 2021, Sephora launched same-day delivery, with clients selecting their desired products online, with orders fulfilled by Beauty Advisors in-store.

Insights

For Sephora, options have equaled engagement. Same-day delivery has seen a higher penetration in fragrance compared to total retail and Sephora.com, and BOPIS has seen a higher penetration in makeup compared to the same channels. Live Beauty Help has conducted more than 120,000 chats per month. On average, clients are asking for tailored recommendations for their beauty needs, and the program is resulting in a triple-digit annual incremental revenue lift. Overall, with the omnichannel moves in 2021, Sephora is seeing a 30%–50% lift in average order size compared to its site average and 2x–3x increases in average site conversion.

Beauty Brand
of the Year

Tower 28

TOWER 28

Program

To further Tower 28's mission — a beauty company inclusive of all skin tones, skin types, budgets and beauty philosophies — founder Amy Liu launched the Clean Beauty Summer School initiative in 2020 (and continued with it in 2021) to support the growth of BIPOC-owned brands. Tower 28 recently took an ambitious sustainability pledge. The brand promised to transition all packaging to a minimum of 50% PCR by 2023, and this year launched its now-bestselling SunnyDays SPF 30 Tinted Sunscreen Foundation, developed in partnership with BIPOC makeup artist Kirin Bhatta to ensure the extensive shade range is as inclusive as possible.

Insights

For Tower 28, the mission is not only the message; it is moving the needle for the brand's business outcomes. Tower 28 is regularly a top-selling Clean at Sephora brand and has received 40 awards, including Allure's Best of Beauty (twice) and Oprah's Beauty O-Wards. In 2021, the LA-based brand expanded overseas through a partnership with Cult Beauty. Tower 28 is also setting the benchmark for sustainability; despite the challenges with supply chain issues, it kicked off 2022 with a relaunch of its hero product, the SOS Daily Rescue Facial Spray featuring 100% PCR materials. And with two seasons of the Clean Beauty Summer School completed, Liu will spearhead a third year of the successful program to uplift BIPOC beauty brands this coming summer.



Wellness Brand
of the Year

Sunday II Sunday

SUNDAY II SUNDAY

Program

Athleisure haircare brand Sunday II Sunday secured \$4.2 million in Series A funding with participation from Johnson & Johnson Innovation — JJDC, Inc. (JJDC) — and Ignite Venture Studio. Focusing on Black women and seeking to remove barriers between haircare and exercise, the funds were used to scale Sunday II Sunday's brand and expand the product line. Sunday II Sunday has also expanded its direct-to-consumer reach this year, becoming available in multiple retail stores such as Sephora, Ulta, Bloomingdales, and Macy's. Through these retail partnerships, women within the textured hair community have increased access to products specifically formulated to cleanse and replenish their hair post-workout. In addition to the signature products within the Moisture Balance line, Sunday II Sunday launched various new product lines, including Hair Flourish Vegan Biotin Gummies and an Essential Oils Trio with additional products in development.

Insights

Exemplifying the power of paying attention to niche and specialized demands within the beauty marketplace, since launching, Sunday II Sunday has seen an average monthly growth rate of 23%, with conversion rates nearly double the industry average, along with positive consumer sentiment. Meanwhile, founder Keenan Beasley has been an example of leading with a helping hand and extending resources to others with similar ideas. He has been an advocate for closing the massive funding gap for Black entrepreneurs, operating a nonprofit called Venture Noire that worked with over 1,000 businesses last year.



Best Use of Live Shopping

three ships™

Program

The Three Ships Beauty team tested live shopping for the first time throughout the past year with the LiveScale platform. The natural, sustainable, pregnancy-safe skincare brand focused on testing organic channels to find additional profitable avenues to acquire new customers. This was particularly important in 2021, given the iOS14.5 impacts on paid marketing tracking and costs to acquire new customers. Three Ships Beauty prepared for weeks, including prepping exclusive perks, gift-with-purchases, building a beautiful backdrop and hiring influencer speakers and a director of R&D to educate viewers on its ingredients.

Three Ships Beauty

Insights

The one-hour event was a smashing success, garnering \$25,000 in sales, 26% conversion, and 1,200 unique viewers. The average amount of orders for a live shopping event was 60, but Three Ships Beauty broke the record with 356 orders during the event. Since then, the brand has completed two additional live shopping events, and the tactic has become a pillar in its product launch strategy. The successes of these events have reduced paid CACs from \$100–\$1000 — depending on the geographic region — to \$52. Three Ships Beauty also reduced its blended CACs from \$100 (or more) to \$32.



Breakout Clean Beauty Brand of the Year

MARA[®]

Program

MARA's clean Algae Retinol Face Oil helped launch and define a new category of clean retinol products and was the first retinol to be housed in an oil and exclude BHT and parabens from its preservative system. In 2020, MARA saw a 300% increase in sales due to strategic influencer and makeup artist seeding — Chrissy Teigen shared the face oil organically, prompting a global sellout and a waitlist of more than 10,000 customers. In 2021, MARA launched two new hero products, Volcanic Sea Clay Detox Masque and Sea Kale Sunscreen Sérum, the first-ever 100% oil-based sunscreen serum to market, which sold out twice within 48 hours of launch. MARA was also the first skincare brand to collaborate with the wellness mecca Erewhon on a custom MARA Skin Detox smoothie to celebrate the launch of the Algae Mineral Skin Detox supplement, shared by Addison Rae. MARA furthered sustainability initiatives with new partnerships, including RePurpose Global, 1% For the Planet, Eco Cart and a recycling program with Terracycle to offset the brand's carbon footprint and protect the original inspiration for the brand — the Earth's oceans.

MARA

Insights

With a 360-degree marketing approach with influencer seeding, press desksides, an influencer brunch at Soho House Malibu and experiential consumer activations, the Sunscreen Serum launch was MARA's most successful. It outpaced sales predictions by 150%, selling out twice in 48 hours at Credo, outpacing retailer reorder predictions by 100%, garnering a TODAY show feature and top influencer support from Mary Phillips, Amelie Zilber, Jen Atkin, Geri Hirsch and others. The brand's Masque product sold out at Credo within two days, outpacing retailer reorder predictions by 150% and won three 2021 beauty awards in the first six months. Overall, MARA increased new website customer acquisition by 70% with partnerships such as Erewhon, and MARA successfully entered further distribution at REVOLVE, Amazon, Free People and Anthropologie.



Beauty Influencer of the Year

Patrick Starr

ONE / SIZE

Profile

In 2021, Patrick Starr, celebrity make-up artist, digital star and beauty guru, continued to uphold the mission of beauty brand ONE/SIZE to be inclusive of all by launching the brand's first-ever complexion product that included 32 different shade options. Starr then continued the expansion of complexion products from ONE/SIZE by creating the Turn Up the Base Butter Silk Concealer and Turn Up the Base Beauty Blur Balm. Starr continues to spearhead the charge in showcasing talented individuals who are diverse in every way, shape, and form. Starr's podcast 'Say Yas To the Guest' has grown in popularity throughout the last year, welcoming many notable guests, including Barbara Corcoran, Deepica Mutyala, Jackie Aina, Jen Atkin, Todrick Hall, Patrick Ta and Meghan Trainor. Named as one of the leading AAPI beauty creators, Starr appeared on the February cover of The Advocate with Michelle Phan, Plastique Tiara and Patrick Ta. A collaboration between all four creators, the issue highlighted the importance of inclusion in every facet of the industry.

Impact

Illustrating the power of a focused vision — to help lead the beauty industry in innovation, inclusivity and artistry — Starr continues to expand into more complexion products. The most recent achievement was an in-person product launch for the brand's Turn Up the Base Beauty Blur Balm at the Museum on Sex in New York City on Valentine's Day. This event marked the first-ever in-person launch for Starr as a brand founder and ONE/SIZE since the brand's debut in 2020.



G Glossy Fashion Awards

Best Brand Collaboration

FENDI + SKIMS

SKIMS

Program

Since SKIMS's inception, the brand has challenged industry standards by expanding into new categories and forging unexpected partnerships to further the brand's mission of providing solutions for every type of body. In November 2021, SKIMS announced a collaboration with fashion house FENDI for a limited-edition capsule collection featuring shapewear, hosiery, ready-to-wear, beachwear and accessories. The collection focused on fit for all bodies, featuring the fabric innovation for which SKIMS is known combined with the luxury and quality of FENDI. As part of the collaboration, four pop-up experience stores were opened worldwide — with locations in Japan, Dubai, London and Los Angeles.

Insights

In their individual ways, SKIMS and FENDI have shared the desire to push boundaries and challenge conventions. As partners, they could cement their positions at the forefront of the fashion industry and as cultural forces. Within the first 10 minutes of launch, the collaboration generated more than \$3 million in sales, and more than half the overall demand came from outside the U.S. When the collection was restocked due to demand, the waitlist surpassed 120,000 customers and resulted in 30,000 orders.



Best Breakthrough Product Innovation



Program

Among women of color, there is often an unspoken rule against getting their hair wet — unless deliberately planned — due to the specifics of styling and washing that go with it. Beyond this, salt and pool water are known to harm hair, causing breakage and damage. In response, You Go Natural created the first-ever, patent-pending waterproof fashion turban to give women with natural hair more freedom around the water. The swim turban keeps hair dry with the outer shell composed of a fast-drying, chlorine-resistant, premium quality Lycra fabric and an inner cap that can hold up to 24 inches of hair in comfortable silicone material.

You Go Natural

Insights

YGN's swim cap has become one of the brand's most popular product lines, with over 20,000 units sold and being recognized as one of the best fitness products for 2022 by Women's Health. Above all else, the product has given women with all kinds of hair the freedom to enjoy water activities while keeping their hair photo-ready and protecting it from damage.



Best Use of
Technology

Cutera

truSculpt® fleX

Program

Designed for people of all shapes, sizes and fitness levels, Cutera's TruSculpt Flex was recently enhanced with a 15-minute no-downtime, muscle-building mode. The enhanced product enables the treatment of multiple muscle groups simultaneously, using Cutera's proprietary Multi-Directional Stimulation technology to stimulate muscles in both sculpt and tone mode. This technology allows the FDA-approved tool to firm and strengthen the abs, glutes and thighs to increase muscle mass by up to 30%.

Insights

Cutera built this technology to provide an outstanding muscle-sculpting treatment in a shorter time frame than any competitor. The brand maintains inclusivity at the focus of its technology development, meaning that the tool was made to work effectively for all shapes and sizes and be customizable for differing fitness and comfort levels. Delivering energy to produce deep, full and rapid muscle contractions in 15 minutes, the TruSculpt Flex has similar results to 54,000 crunches and 10,000 squats. It enables multiple areas to be targeted at once.



truSculpt® fleX+

15-MINUTE RAPID MUSCLE SCULPTING

Best Retail
Partnership

Faire + WGSN

F A I R E

Program

Faire and WGSN partnered to produce a comprehensive, data-driven whitepaper showcasing the latest in consumer apparel and lifestyle trends. The report was released right before Faire Fashion Week in March 2022 to give Faire's community of brands and retailers an exclusive preview into what will be trending in womenswear for the fall and winter 2022 seasons. The companies also hosted a free webinar featuring a WGSN senior consultant for all Faire's customers around the globe to break down the whitepaper and offer insight into what colors, materials, patterns, and styles would be trending for the season.

Insights

The report, 'Big Ideas in Womenswear,' served as a guide for independent retailers as they planned what to stock ahead of a critical buying period. With its release timed to occur immediately before Faire Fashion Week, the report provided insight into Faire's brands and retailers they could leverage when buying during the event. After the company's expansion into Europe in 2021, a key challenge with the report was to make it applicable to as many markets as possible. To do this, Faire and WGSN translated the report and distributed the webinar with subtitles for non-English speaking customers to ensure everyone entered the buying season with equal knowledge.

WGSN
×
FAIRE



Best Omnichannel
Experience

Ring
Concierge

RING CONCIERGE

Program

Since its founding in 2013, Ring Concierge has scaled its growth year over year by strategically utilizing social media to build a passionate community. In 2021, the brand opened its first brick-and-mortar location. With an e-commerce site growing 2x year over year since launch, the brand knew that the in-store experience needed to live up to standards. Through all of its retail experiences, whether in person, online or via a virtual bespoke appointment, the common thread reflects the vision of the brand's founder, Nicole Wegman, and her unique perspective on purchasing fine jewelry.

Insights

Ring Concierge has made it a mission to bring a strong female perspective to fine jewelry, empowering women to think of jewelry as the ultimate self-purchase item. This vision has been a success, with women making 70% of the brand's purchases in 2021. Also, that year, revenue nearly doubled from 2020 and is on track to do the same in 2022. By creating consistent and authentic omnichannel experiences, Ring Concierge can provide just what each customer wants while minimizing excess inventory and driving growth.



Best Resale
Company

Rebag

REBAG

Program

By bringing transparency, convenience and simplicity to the resale process, Rebag is transforming the resale industry. After raising an additional \$33 million in Series E funding in 2021, the company launched Clair Trade. This new feature allows consumers to buy and sell items in a single transaction, eliminating the traditional siloed buying and selling flows. Clair Trade is the latest addition to the Clair by Rebag Technology Suite, the proprietary software tool backed by seven years of data and millions of reference images that instantly determines the resale value of more than 15,000 styles that Rebag sells online and in stores.

Insights

With the Clair AI's ability to scan and access the resale value of a handbag instantly, anyone is empowered to sell their items, even without prior knowledge or experience. And with Clair Trade, consumers can immediately put money from a sale toward a purchase in one transaction. These innovations make the resale space more accessible, encouraging the luxury industry to move toward an investment mindset from a consumption mindset.

Most
Inclusive Brand

Summersalt

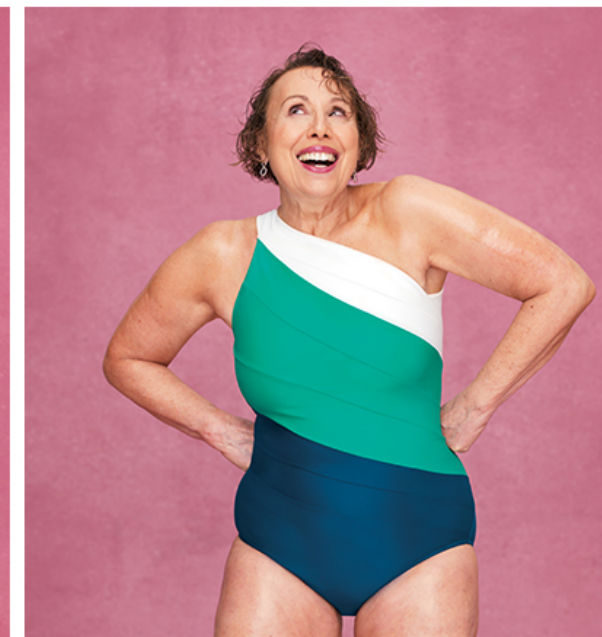
SUMMERSALT

Program

Summersalt first launched in 2017 with swimwear made from recycled materials at an affordable price point. Since then, the brand has expanded its offerings but prides itself on data-backed fit based on 1.5 million measurements from 10,000 real women. So, in 2021, Summersalt launched the 'Every Body is a Summersalt Body' campaign to continue challenging the old-fashioned view of swimwear and who should be wearing it while shining a light on women's true beauty and power everywhere. The campaign featured 24 accomplished women aged 23–73 to promote body positivity and self-confidence. The campaign garnered more than 1 billion press impressions from outlets such as AdWeek and People.

Insights

Summersalt's campaign wasn't just to introduce a new swimwear line; it put forth a call for inclusivity in a previously male-dominated and over-sexualized swimwear industry that had catered to impossible beauty standards for decades. Summersalt changed the game with a campaign representing real, diverse women, such as plus size advocate and yogi Jessamyn Stanley, with supporters sharing that the images made them feel seen. The campaign mission and message resonated with women everywhere and allowed the company to exceed growth goals for 2021 after 100% year-over-year growth in 2020.



Best Sustainability Initiative

KOIO

Program

Koio, a digitally-native luxury footwear brand, wanted to create sneakers that reduced carbon emissions and increased biodiversity. To do this, the brand built a regenerative-leather supply chain. Regenerative leathers are sourced from regenerative farms, which reverse carbon emissions and revive ecosystems by sequestering carbon from the atmosphere to increase biodiversity and restore soil health. Koio used this regenerative leather to craft new versions of its best-selling Capri sneaker. With the first 1,500 pairs created, Koio saved 420 metric tons of carbon dioxide – minimizing waste and supporting regenerative farming methods.

Koio

Insights

Eco-conscious Koio wanted to find a sustainable alternative to vegan leather, as the ones on the market are made using plastics that pollute the environment. Cowhides, however, are a waste product that would exist even if meat consumption was cut in half, as they're a by-product of meat production. But, agriculture is responsible for 10% of annual greenhouse gas emissions, with one-quarter of those coming from livestock. To solve this problem, Koio developed a regenerative-leather supply chain. In it, regenerative agriculture mimics the natural processes of animals and plants while taking up to 18 billion tons of atmospheric carbon into the ground to revive soils that have been depleted by industrial agriculture to create biodiverse ecosystems.



Best Fashion
Marketplace

FashWire

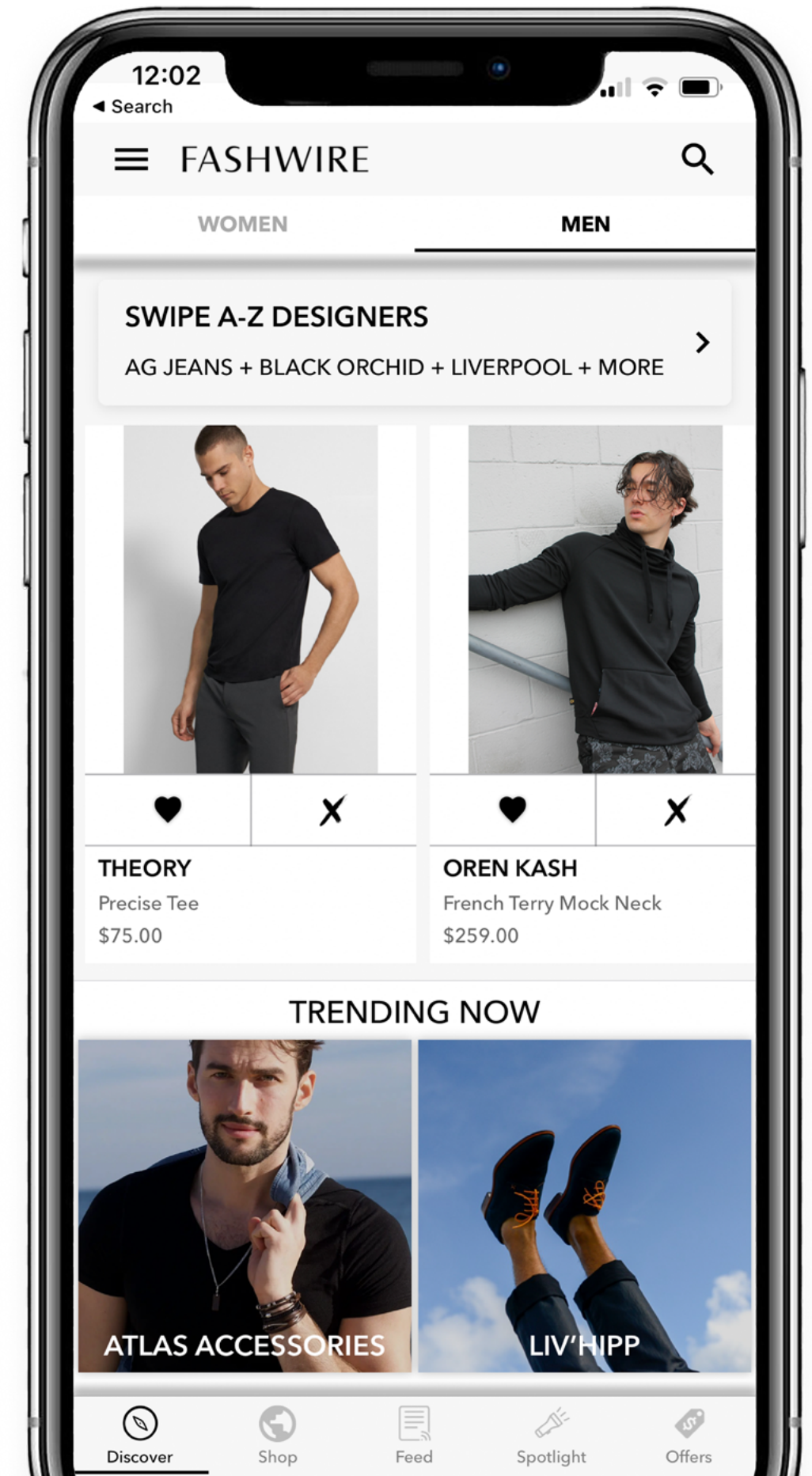
FASHWIRE

Program

FashWire is a fashion technology company connecting consumers and brands through real-time trending data and actionable insights. For the brand, FashWire supplies a B2B data suite to help navigate consumer demand and improve margins by amplifying the brand's product offerings. For the consumer, FashWire offers organic discovery and shopping of worldwide fashion by leveraging social integration tools – swiping, liking and sharing, for example, across more than 25,000 products sourced from over 400 contemporary designers and brands from more than 40 countries – to engage the consumer and build community.

Insights

Brands on FashWire are tapping resources to combat supply chain challenges, allowing smaller brands, especially, not just to survive but succeed. Emerging and established brands are leaning into the company's integrated social media capabilities to help them stay relevant through real-time digital engagement while waiting for inventory to be back in stock. The brands also become more discoverable to wider audiences allowing them to generate revenue more efficiently. Fashion designers are benefitting from real-time insights into user experiences, which, in turn, gives consumers a powerful voice in the products they buy.



Best Breakthrough Startup

The House of LR&C

THE HOUSE OF
LR&C®

Program

Founded by retail veteran Christine Day, alongside Russell and Ciara Wilson, The House of LR&C sought inspiration from the best iconic, celebrity, sustainable and community-based brands, combining them to create a fashion brand focused on doing good. The House of LR&C's focus is building brands with community and for all people while collectively making a large-scale positive impact, driving a triple bottom line of people, planet and profit). The startup donates 3% of net revenue from every purchase to the Why Not You Foundation. It launched LITA by Ciara, a ready-to-wear collection inspired by Ciara's passion for fashion, her iconic red-carpet moments and signature tomboy chic style. Over 70% of the collection uses materials with a lower environmental impact.

Insights

The House recently closed a \$7-million-plus oversubscribed convertible note offering with a group of participating investors, including Harlem Capital, Ames Watson, Darco Capital, Lightspeed Venture Partners, MTC (More than Capital), Williams Family Trust and Michael D. Williams. The LITA collection by Ciara and Good Man Brand launched onto Revolve and Revolve Man, respectively, at the end of the year. In 2022, the House opened its first retail location in University Village, Seattle, featuring several upcycled elements and closed-loop solutions like vintage chairs and additional furniture purchased for reuse in future stores. Recycled paper fiberboard hangers allow for more product capacity on shelves, and The House introduced 100% home compostable shopping bags. As a startup with a cause at its core, The House of LR&C is already walking the walk of doing good while doing business.

Founder of
the Year

Joe Kudla —
founder, CEO, Vuori

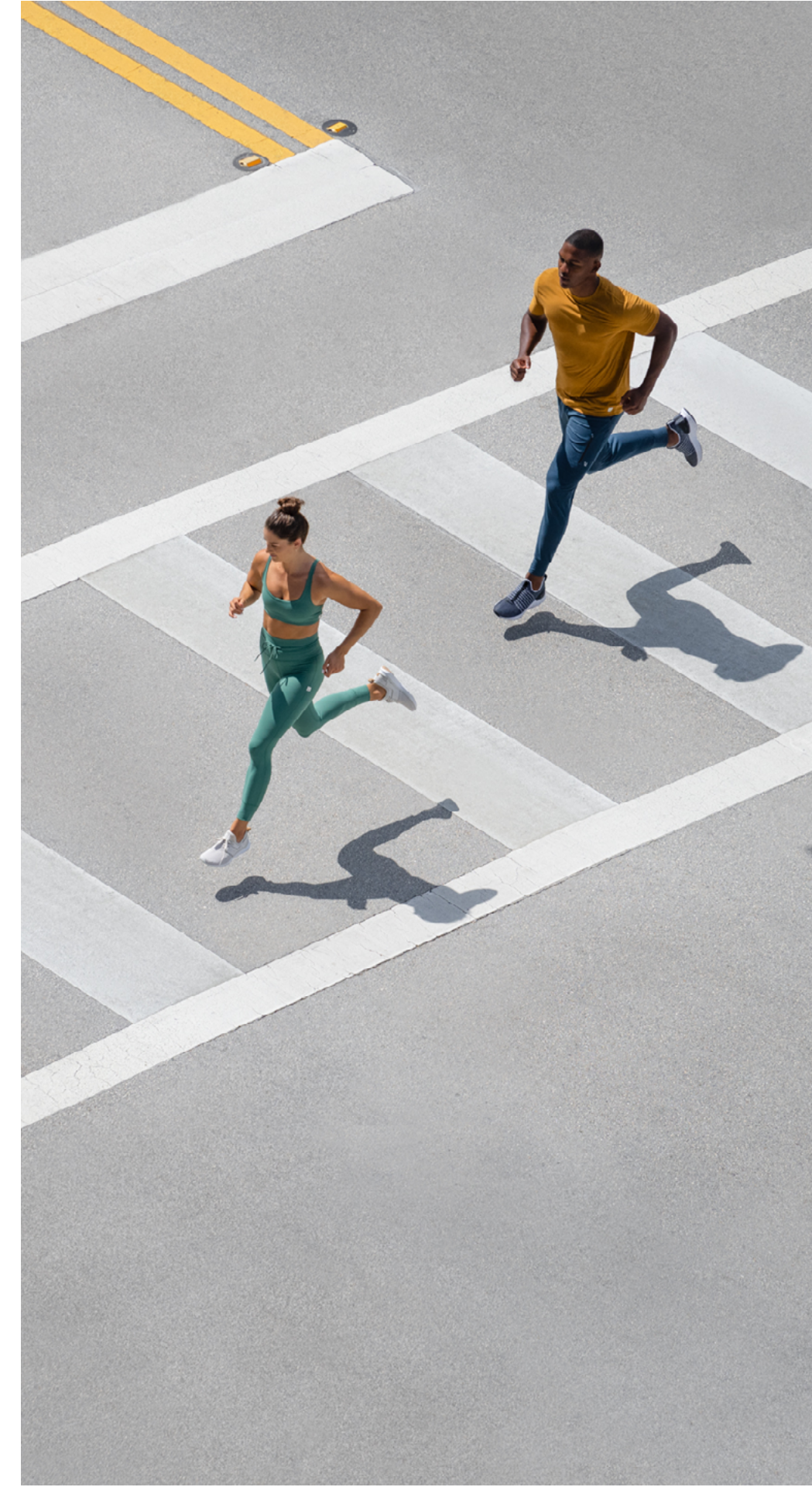


Profile

Joe Kudla launched Vuori in 2015 with just \$2 million of seed funding and a brand mantra of “built to move but styled for life.” Just six years later, under Joe’s leadership, the company received a \$4 billion valuation in October 2021, and following six years of steady growth and prescient market anticipation, Joe led his team in securing \$400 million of investment from Softbank Vision Fund 2. Also announced in October 2021, this is believed to be the most significant investment in any private apparel brand.

Impact

Taking care of people has helped Vuori’s found and CEO take care of business. With its new funding, Kudla is now leading Vuori in an international expansion into Europe, Asia, Australia and Canada in 2022. In addition to launching e-commerce for these new markets, Vuori is partnering with various leading wholesale partners in select geographies, including Selfridges, Brown Thomas, Cotswold Outdoor, Barry’s Bootcamp and Bever. An innovation center is also opening this year in Taiwan. As the company grows globally, Vuori will simultaneously open more than 100 stores in the U.S. between today and 2026. Internally, Kudla has fostered a strong, dedicated community within Vuori and continues to strive for a happy, productive team. Much of the original team remains, and Joe has recently recruited senior leadership from competitor organizations such as lululemon, Athleta and Ralph Lauren.



Fashion Retailer
of the Year

Rebag

REBAG

Program

Rebag, the buyer and seller of luxury handbags and goods, raised \$33 million in Series E funding in 2021, bringing its total funding to \$101 million. The retailer added to that by launching Clair Trade, a new feature allowing consumers to buy and sell items in one transaction and shop tax-free. An extension of Clair, Rebag's pricing tool that launched in October 2019, Clair Trade is backed by seven years of data and millions of image references, instantly determining the resale value of more than 15,000 styles that Rebag carries online and in-store. In early 2022, Rebag also introduced its first loyalty program – Rebag Rewards. The multi-tiered loyalty program offers various incentives at different levels – bronze, silver, gold, and diamond – based on the amount a customer trades, sells and buys over time. Additionally, members will earn points that can be redeemed for future purchases.

Insights

Rebag has maintained its high growth trajectory over the past 12 months – 4x growth of new categories, such as fine jewelry and watches, since its category expansion in 2020. The company has tripled sourcing due to the launch of Clair AI and Clair Trade and has seen 1 in 5 buyers simultaneously trade items to Rebag following the recent Clair Trade launch. The retailer is a prime example of building a platform to meet a need, and its highly engaged consumers are doing the rest.

Fashion Brand of the Year

SKIMS

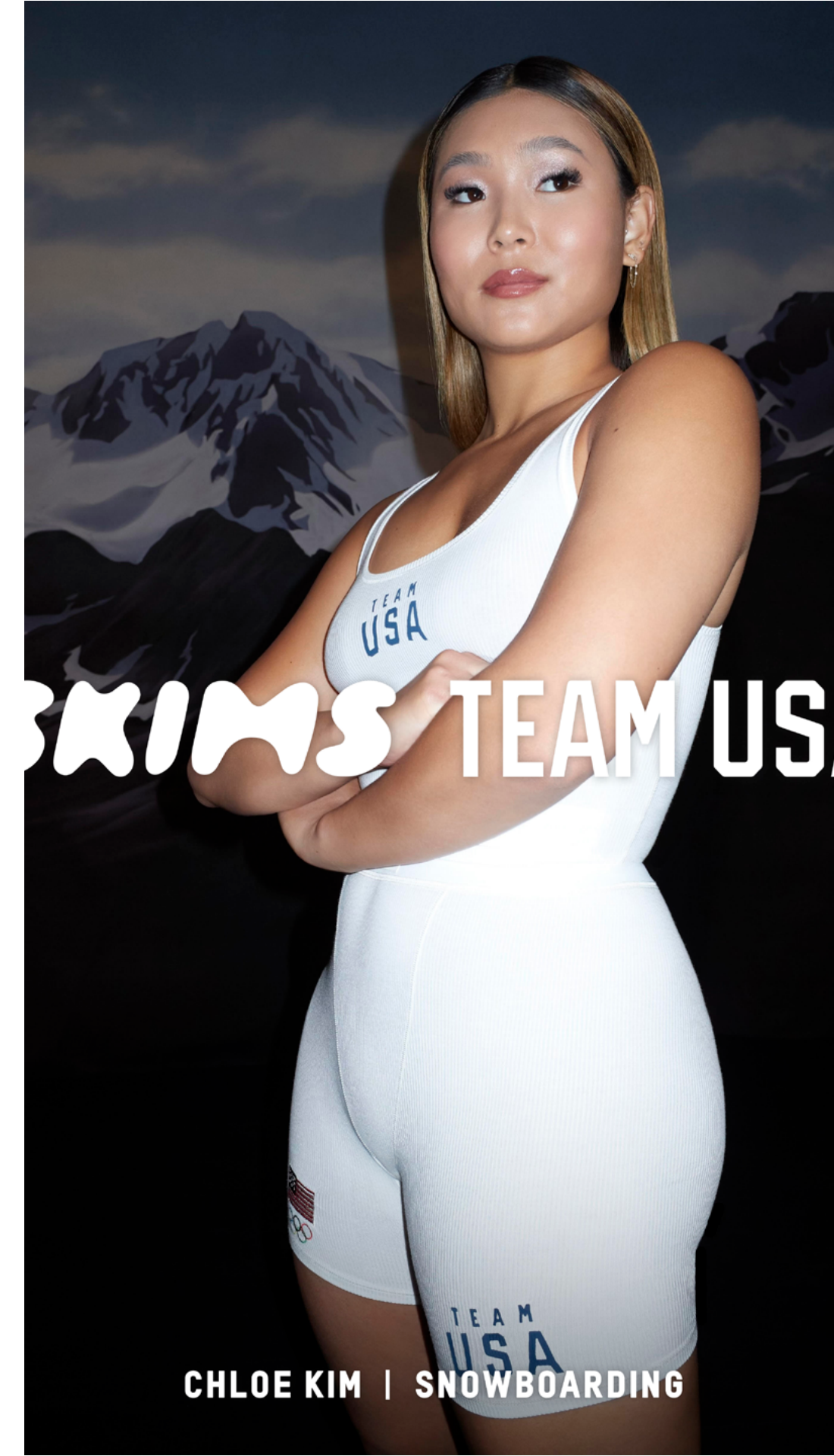
SKIMS

Program

SKIMS, founded by Kim Kardashian and Jens Grede, has forged industry-leading partnerships traditionally reserved for legacy fashion brands, such as the brand's licensing deal with Team USA. In June 2021, SKIMS introduced a limited-edition collection of sleepwear and loungewear that outfitted all U.S. Olympic and Paralympic female athletes participating in the 2020 Olympics in Tokyo. On the heels of the success of the first partnership — the collaboration sold out within 24 hours — a second capsule collection was created for the 2022 Winter Olympic and Paralympic Games in Beijing. The accompanying campaigns featured iconic female athletes competing in each game, including Alex Morgan, Scout Bassett, Dalilah Muhammad and Chloe Kim, among others. Additionally, in November 2021, SKIMS partnered with renowned fashion house FENDI for a limited-edition capsule collection featuring shapewear, hosiery, RTW, beachwear and accessories. The collection combined a focus on fit and fabric innovation with the luxury and quality of FENDI, generating more than \$1 million in sales within the first minute of launch.

Insights

Riding the wave of attention it created across its 2020 and 2021 activations, SKIMS added 400,000 new customers in Q4 2021 and has raised funding against a new valuation of \$3.2 billion. Revenue was 163% YOY in Q4 2021 and SKIMS projected more than \$400 million in sales in 2022. The company is also an example of how partnerships drive the bottom line. For example, last year, the brand's pop-up at The Grove shopping center in LA generated nearly \$1 million in sales in just the first week.



CHLOE KIM | SNOWBOARDING

Best Launch or Rebrand

Vibrant Body Company



Program

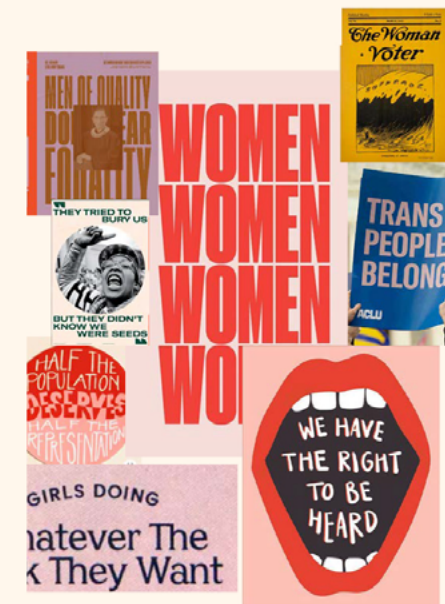
For decades, the intimates industry has been marketed from the perspective of a male gaze. As the Vibrant Body Company works to change how women think about the materials they wear on the layer closest to their skin, the company launched a rebrand that focused on two concepts: Body First and Certified Clean First Layer. The mission was to centralize products that are best for a woman’s body — sourced and manufactured with clean and pure principles. The rebranding expanded to highlight empowered female energy, drawing inspiration from posters from the Women’s Movement starting in the 1960s.

Insights

Powerful concepts make for robust sales. The response was overwhelmingly positive and enthusiastic for the new Body First, Certified Clean First Layer, empowered female branding. Quantitatively, the Vibrant Body Company increased its average order value by 64%, revenue by 46% and saw a 28% increase in site traffic.

ENDING

AFTER



vibrant
WE BELIEVE IN
A BODY FIRST™ MISSION OF
DESIGNING AND MANUFACTURING
CLEAN, HIGH-PERFORMING, EVERY
DAY ESSENTIALS THROUGH OUR
UNCOMPROMISING FOCUS ON
WOMEN’S HEALTH AND WELLNESS.



Best Launch or Rebrand

Canada Goose

CANADA GOOSE



Program

In 2020, Canada Goose announced HUMANATURE, its purpose platform that unites its sustainability and values-based initiatives, reinforcing its commitment to the planet and its customers. With the launch of their first-ever footwear collection, Canada Goose's promise to "Live In The Open" was brought to life, transforming the brand from a luxury parka brand to a head-to-toe luxury lifestyle designer, including styles for men and women — the Snow Mantra Boots and the Journey Boots. The storytelling concept leaned into being a "force of nature," which tied everything back to what it means to thrive and truly live in the open. Featuring professional footballer Romeo Beckham, Indigenous artist and activist Sarain Fox, and Indigenous leader and former NHL player Jordin Tootoo, this campaign celebrated what makes each of these personalities a force of nature in connection with the brand's living in the open narrative.

Insights

It is impossible to overstate the power of an inspiring story. From a marketing perspective, the global launch campaign for the new Canada Goose footwear collection was the most successful of its recent launches. Earned media impressions exceeded KPIs by 242% globally. FY22 Q3 revenue increased 26.5% YOY, and Gen Z influencer activations reached an audience of more than 71 million with a total engagement of more than 1.4 million.



G