

G Glossy Fashion Awards

Entry Kit
2023

The Glossy Fashion Awards



The **Glossy Fashion Awards** recognize the companies transforming the fashion industry.

In the past, the Glossy Fashion Awards have honored companies such as SKIMS, Stitch Fix, Rothy's, The Knot and many more.

Deadlines & Entry Fees

EARLY DEADLINE	March 2, 2023	\$499 per entry
REGULAR DEADLINE	April 13, 2023	\$599 per entry
LAST CHANCE DEADLINE	May 25, 2023	\$729 per entry

Categories

Overall



Best Back-End E-Commerce Technology | NEW

Awarding a platform or vendor that has most successfully helped e-commerce brands streamline their business and achieve set goals.

Best E-Commerce Experience | NEW

Awarding the e-commerce strategy that has successfully driven revenue and/or engagement for a fashion brand.

Best Experiential Marketing Activation | NEW

Awarding the experiential marketing activation that has most successfully achieved set goals.

Best In-Store Experience | NEW

Awarding the physical retail strategy that has most successfully achieved set goals.

Best Use of Instagram | NEW

Awarding an Instagram strategy (Shop, Live, Stories, etc.) that has most successfully achieved set goals.

Best Use of TikTok | NEW

Awarding a TikTok strategy that has most successfully achieved set goals.

Categories

Overall



Best Use of YouTube | NEW

Awarding a YouTube strategy (Shorts, Live, Stories, etc.) that has most successfully achieved set goals.

Best Brand Collaboration

Awarding a collaboration (brand x brand or brand x agency) that has most successfully achieved set goals.

Best Breakthrough Product Innovation

Recognizing the product innovation by a fashion brand that has most successfully achieved set goals.

Best Breakthrough Startup

Awarding the emerging fashion brand that has most successfully established its brand and grown its business.

Best CSR Initiative

Awarding the CSR initiative that was most successful in acknowledging a company's environmental or social impact and working to offset it.

Best Fashion Marketplace

Awarding the fashion marketplace that has most successfully achieved set goals.

Categories

Overall



Best Influencer/ Celebrity Brand or Collaboration

Awarding an influencer and/or celebrity brand or collaboration that has most successfully achieved set goals.

Best Launch Campaign

Awarding a product, category, or sub brand launch campaign that most successfully generated buzz and audience engagement.

Best Rebrand

Recognizing the rebrand by a fashion brand that has been most successful in reorienting the brand's positioning.

Best Resale Business

Awarding the resale business that has most successfully achieved set goals.

Best Retail Partnership

Awarding the retailers that have best leveraged their partnership to serve customers and meet business objectives.

Best Strategy Pivot

Awarding the strategy that, following changes due to the changing demands of the industry, was able to successfully achieve set goals.

Categories

Overall



Best Use of Liveshopping

Awarding a liveshopping campaign that has most effectively drove sales for a fashion brand.

Best Use of Technology

Awarding a brand whose use of technology has most significantly enhanced the customer experience and/or sales.

Best Use of the Metaverse

Recognizing the best use of the metaverse by a fashion brand in order to market and sell to customers.

Best Use of Video

Awarding a video strategy that most effectively drove audience engagement for a fashion brand.

Most Personalized Shopping Experience

Awarding the brand that has provided the most cohesive and personalized experience for customers across channels.

Categories

Grand Prix



Creative Director of the Year | NEW

Awarding the creative director that has most successfully achieved set goals.

Fashion Brand of the Year

Awarding the brand that has most successfully achieved set goals.

Fashion Retailer of the Year

Awarding the retailer that has most successfully achieved set goals.

Founder of the Year

Awarding the founder that has best displayed excellence through outstanding and inspired work at their company.

Inclusive Brand of the Year

Awarding the most inclusive fashion brand that embraces people of all races, ages, genders, incomes, and more.

Sustainable Brand of the Year

Awarding the most sustainable fashion brand that is built on green practices, equality, animal welfare, and ecological integrity.

Entry Tips



Begin with favorable odds.

Search for the perfect category to enter. If you plan on entering more than one, make sure you curate your entries with intention.

Tell a compelling story.

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

Tie your results back to your campaign objectives.

Tell us what problems inspired your work, discuss how it solved them and provide KPIs for support. Remember, “the why” is just as important as “the what.”

Keep your copy short and sweet.

Award winners share three distinctive traits: they’re direct, discerning, and descriptive. Judges don’t need a copy-heavy description to get the full picture.

Paint a complete picture.

Don’t just write about your work—judges want the full experience. Include supporting materials like videos, photos, and campaign art to strengthen your story.

It takes a village.

Get your team excited about your company’s submission by planning for edits together. A marketer’s eye and a copywriter’s wit might be exactly what you need to punch up your entry.

Submission Questions



How do I start my submission?

[Submit here.](#) You will be brought to the Glossy Fashion Awards submission platform where you will be asked to register if not already.

Am I eligible to enter this program?

Case studies must be relevant to January 2022 to May 2023.

How do I increase my chances of winning an award?

Be sure to emphasize the goals of your campaign, as well as the achievements. Provide supporting materials and specific examples of success when possible (KPIs, ROI, etc.)

What if my company has a juror on the judges panel?

Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

Are the entry fees per category?

Yes. Further, if you enter the same campaign into multiple categories, which companies often do, you will be charged the entry fee per category entered.

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