

**G** Glossy Fashion & Luxury Awards

---

Entry Kit  
**2024**

---

# The Glossy Fashion & Luxury Awards



The **Glossy Fashion and Luxury Awards** recognize the companies transforming the fashion and luxury industries. In the past, the Glossy Fashion Awards have honored companies such as Good American, Skims, Danger Dover, Rebag and many more.

## Deadlines & Entry Fees

---

EARLY DEADLINE	June 14, 2024	\$499 per entry
REGULAR DEADLINE	July 26, 2024	\$599 per entry
LAST CHANCE DEADLINE	September 13, 2024	\$729 per entry

# Categories

## Overall



### **Best Brand Marketing Campaign** | NEW

Awarding the brand marketing campaign that has demonstrated exceptional creativity, strategic thinking, and effectiveness in achieving set goals.

### **Best Category Launch** | NEW

Awarding a new category launch that most successfully introduced a groundbreaking product or service.

### **Best New Company Initiative** | NEW

Awarding the corporate plan that demonstrates innovation, strategic foresight, and measurable impact in driving organizational growth and success.

### **Best Use of OOH Advertising** | NEW

Awarding the out-of-home advertising campaign that has creatively and effectively captured audience attention, engagement and impact.

### **Best Breakthrough Product Innovation**

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

### **Best Collaboration**

Awarding a collaboration (brand x brand, brand x influencer, other) that has most successfully achieved set goals.

# Categories

## Overall



### **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 E-Commerce Experience**

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

### **Best Experiential Marketing Activation**

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

### **Best Fashion Marketplace**

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

### **Best In-Store Experience**

Awarding the physical retail strategy 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.

# Categories

## Overall



### **Best Resale Business**

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

### **Best Strategy Pivot**

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

### **Best Use of Technology**

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

### **Best Use of TikTok**

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

### **Best Use of Video**

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

### **Most Personalized Shopping Experience**

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

# Categories

## Grand Prix



### **Luxury Brand of the Year** | NEW

Awarding the luxury brand that has most successfully achieved set goals.

### **Store Opening of the Year** | NEW

Awarding the new store opening that has been most successful in terms of creating a positive retail experience and driving sales

### **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, sizes 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 and Luxury 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 June 2023 to September 2024.

## **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.

## **Do you offer a discount for for non-profit organizations?**

Digital Media is offering a discount code to all non-profits to help aid in their submission process. If you are a non-profit organization and want to learn more, please email us at [awards@digiday.com](mailto:awards@digiday.com).



# G Glossy Fashion & Luxury Awards

---

Contact  
[awards@digiday.com](mailto:awards@digiday.com)

---