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Entry Kit  
**2025**

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# The Glossy Fashion and 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 SKIMS, Stitch Fix, Rothy's, The Knot and many more.

## Deadlines & Entry Fees

EARLY DEADLINE	June 13, 2025	\$499 per entry
REGULAR DEADLINE	July 25, 2025	\$599 per entry
LAST CHANCE DEADLINE	September 12, 2025	\$729 per entry

# Categories

## Overall



### **Best Community-Building Strategy** | NEW

Awarding the strategy that most successfully built and engaged a loyal brand community, both online and offline.

### **Best Customer Service Experience** | NEW

Awarding the brand that delivered the most seamless and personalized service across every touchpoint, creating a cohesive, thoughtful experience throughout the customer journey.

### **Best Purpose-Driven Campaign** | NEW

Awarding the campaign that most effectively communicated a brand's values while delivering meaningful social or cultural impact.

### **Best Use of AI** | NEW

Awarding the brand or agency that has most successfully implemented AI to enhance personalization, customer service, or overall marketing and commerce strategies.

### **Best Use of TikTok Shop** | NEW

Awarding a TikTok shop activation that most successfully achieved set goals.

### **CMO of the Year** | NEW

Awarding a chief marketing officer who has made a clear and measurable impact on their brand over the past year.

# Categories

## Overall



### **Fragrance of the Year** | NEW

Awarding the brand that has showcased exceptional innovation in both crafting and promoting fragrance.

### **Best Brand Marketing Campaign**

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

### **Best Brand Pivot**

Awarding the strategy or rebrand that, in response to shifting industry demands, successfully achieved its goals. This may include changes to brand positioning, messaging or operations.

### **Best Breakthrough Product Innovation**

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

### **Best Category Launch**

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

### **Best Collaboration**

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

# Categories

## Overall



### **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.

### **Best New Company Initiative**

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

# Categories

## Overall



### **Best Resale Business**

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

### **Best Use of OOH Advertising**

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

### **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.

### **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.

### **Fashion Brand of the Year**

Awarding the brand that has most successfully achieved set goals.

### **Inclusive Brand of the Year**

Awarding the retailer that has most successfully achieved set goals.

### **Luxury Brand of the Year**

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

### **Most Personalized Shopping Experience**

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

### **Positive Luxury Sustainable Brand of the Year**

Awarding the fashion or luxury brand that has best prioritized sustainability.

### **Store Opening of the Year**

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

# Entry Tips



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## **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.

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## **Tell a compelling story.**

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

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## **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.”

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## **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.

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## **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.

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## **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 2024 to September 2025.

## **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.)

## **Need help deciding what categories are the best fit?**

Request a 15-minute call with our team by emailing [amy@digiday.com](mailto:amy@digiday.com).

## **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@digidaymedia.com](mailto:awards@digidaymedia.com).



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