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The **2023 Glossy Fashion Awards** recognize the brands and companies transforming the industry. Sustainability, inclusivity and personalized shopping experiences are themes seen throughout this year's winners. The programs were engaging, focusing on revitalizing the customer experience through tech.

The Glossy judges saw renewed attention to using social media to gain traction. Whether it's on Instagram, YouTube or TikTok, brands are finding new ways to reach target audiences, particularly Gen Z. Industry leaders are using emerging technology to their advantage, creating VR and gaming experiences to capture shoppers' attention.

Brands also continue to adopt sustainable practices throughout their supply chains, including using eco-friendly materials, implementing ethical production processes and promoting circularity. These efforts lessen the industry's environmental impact and garner attention — and dollars — from today's values-driven consumers.

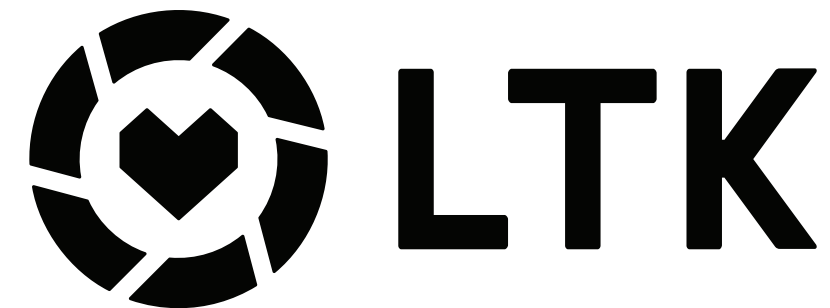
In this guide to the Glossy Fashion Awards, each entry unpacks the programs and insights our winners brought to the conversation. They are examples of how fashion and retail companies are thriving and innovating amid industry challenges, and each stands as an example for leaders and teams in the months and years ahead.

G Glossy Fashion Awards

NEW

Best Back-End E-Commerce Technology

LTK



Background

Global technology platform LTK is built to empower lifestyle creators to monetize their content. The full-service platform connects brands, creators and more than 20 million monthly shoppers with a world-class shopping app and trusted tools and technology that make content instantly shoppable. More recently, LTK Connect, a self-serve solution launched in May 2022, has opened the door for more brands, especially direct-to-consumer companies, to tap into creator-guided commerce. LTK Connect gives brands access to a database with 12 years of historical data, the largest community of curated creators and more than 20 million monthly shoppers through the top-rated LTK shopping platform.

Insights

Nearly 1,000 brands have joined LTK Connect since its launch. The all-in-one tool allows brands to manage their creator campaigns, reducing integration time into LTK from several weeks to minutes and offering instant payment to creators. Brands also note they can quickly scale to a national audience versus a regional one in their local markets. This is especially powerful for smaller DTC brands. The LTK platform was initially designed for larger brands and retailers, but offering DTC brands access to the trusted LTK influencer platform has been a disruptive force.

Best Brand Collaboration

Gucci + Oura Ring

Background

Health technology company ŌURA believes that health is a daily practice, and personalized guidance can empower people to take control of their health and live a more balanced life. With advanced sensors, the Oura Ring offers state-of-the-art heart rate, heart rate variability, personalized temperature, activity and sleep monitoring technology in a convenient, non-invasive ring. The special edition Gucci + Oura Ring and accompanying app deliver ŌURA's research-grade technology, personalized guidance and insights in a ring that exemplifies Gucci's legendary style. A dynamic campaign showcased the ring's personalized and responsive capabilities, illustrating how the health data and insights empowered the protagonist to unlock their true potential.

Insights

With the new ring design, Gucci and ŌURA bring together fashion and technology – introducing top-tier fashion and technology publications, influential tech luminaries and celebrities to a new level of holistic wellness. The Gucci and ŌURA teams captured global press coverage through ongoing proactive and reactive outreach, including more than 795 million earned media impressions. Key ŌURA ambassadors, including iJustine, Lindsey Vonn and Chris Paul, shared the Gucci x Oura Ring on their respective social platforms, resulting in a combined reach of more than 15 million social impressions. Across all organic social channels and posts, ŌURA saw a 192% increase in engagement across platforms.



Best Breakthrough Product Innovation

VIVAIA

VIVAIA

Background

Sustainable footwear brand VIVAIA operates in the growing eco-friendly fashion market and serves customers seeking stylish and comfortable shoes that minimize their environmental impact. VIVAIA creates shoes using a zero-waste, 3D knitting process and materials such as recycled plastics and natural rubber. Its footwear options range from daily flats to heels, including a design called Running Heels that blend style, comfort and environmental responsibility.

Insights

The primary goal of VIVAIA's Running Heels campaign was to develop stylish, sustainable and comfortable heels and to raise awareness about the potential of sustainable materials. By leveraging 3D knitting technology and developing innovative solutions like cushioned insoles and breathable materials, VIVAIA's sustainable and comfortable heels led to glowing customer reviews and testimonials. In addition to increased customer satisfaction, VIVAIA successfully showcased the benefits of sustainable materials and positively impacted the environment.

Best CSR Initiative

Canada Goose

CANADA GOOSE

Background

Lifestyle brand and luxury performance apparel maker Canada Goose launched HUMANATURE, its purpose platform, in 2020. The platform unites the brand's sustainability and values-based initiatives, underscoring Canada Goose's purpose to keep the planet cold and its people warm. These commitments include Canada Goose's longstanding partnership with Polar Bears International to raise awareness about the importance of the people, wildlife and landscapes of the North. Additionally, the brand's Resource Centre Program donates fabric, materials and repurposed parkas to Inuit communities to further their craftsmanship traditions while giving products a second life. As part of its sustainable impact strategy, Canada Goose is also fur-free and transitioning 90% of its materials to Preferred Fibers and Materials (PFM) by 2025.

Insights

Canada Goose continues to make progress on its sustainability and values-based goals. The brand plans to become carbon-zero by 2025, having achieved carbon neutrality since 2019. It also plans to discontinue per- and poly-fluoroalkyl substances (PFAS) in its Arctic Tech fabric, eliminate single-use plastics in all owned and controlled facilities, and integrate sustainable solutions into 100% of its packaging by 2025. Canada Goose has raised more than \$6 million for Polar Bears International and donated more than 1 million meters of fabric to more than a dozen communities across northern Canada, including those in Iqaluit, Cape Dorset and Cambridge Bay.

NEW

Best E-Commerce Experience



KIVISENSE

Background

With a presence in more than 100 countries, Tommy Hilfiger is known for its preppy and classic American style. The brand offers a wide range of products, including sportswear, denim, outerwear, footwear and accessories for men, women and children. To celebrate the Year of the Rabbit in 2023, Tommy Hilfiger launched an innovative and festive collaboration blending virtual try-on technology with the beloved character Miffy. The label offered the experience through WeChat, allowing users to try on clothes and see how their new outfits look on them without leaving their homes.

Tommy Hilfiger

Insights

Besides the AR wardrobe, the experience included features such as playful Miffy interactions in AR, limited-edition red envelopes and stickers on WeChat, and gift cards for the holiday. Tommy Hilfiger also launched an AR Chinese New Year fashion guide and various interactive features to foster competition and engagement through social media. The immersive effort increased brand awareness and brand loyalty among Chinese shoppers, especially Gen Z, and reinforced Tommy Hilfiger's image as a fashion-forward, innovative and creative brand.



NEW

Best Experiential Marketing Activation

Background

Fashion and jewelry brand Kendra Scott connects with shoppers through a customer-centric, omnichannel approach, including a growing network of more than 125 namesake stores and pop-ups, an e-commerce business and premiere and boutique wholesale partnerships. As part of its “Family, Fashion and Philanthropy” philosophy, Kendra Scott looks to inspire joy and connection through unique and interactive experiences. To celebrate Valentine’s Day at its flagship location, the brand collaborated with the Museum of Ice Cream for a ‘Sweet on You’ campaign featuring a custom ice cream flavor, a philanthropic giveback and more.

Kendra Scott + Museum of Ice Cream

Insights

The Museum of Ice Cream collaboration is just one way Kendra Scott is reinvigorating its in-store experience with warm and welcoming design and experiences. For instance, its location in The Woodlands, Texas, houses a Kendra Scott Sips & Sweets Café featuring local vendors. Kendra Scott and the Museum of Ice Cream also hosted ice cream parties at schools in Austin, Chicago and New York. Surprised students constructed their own Museum of Ice Cream trucks to take home, and teachers received an Amazon gift card to offset the cost of supplies.



Best Fashion Marketplace

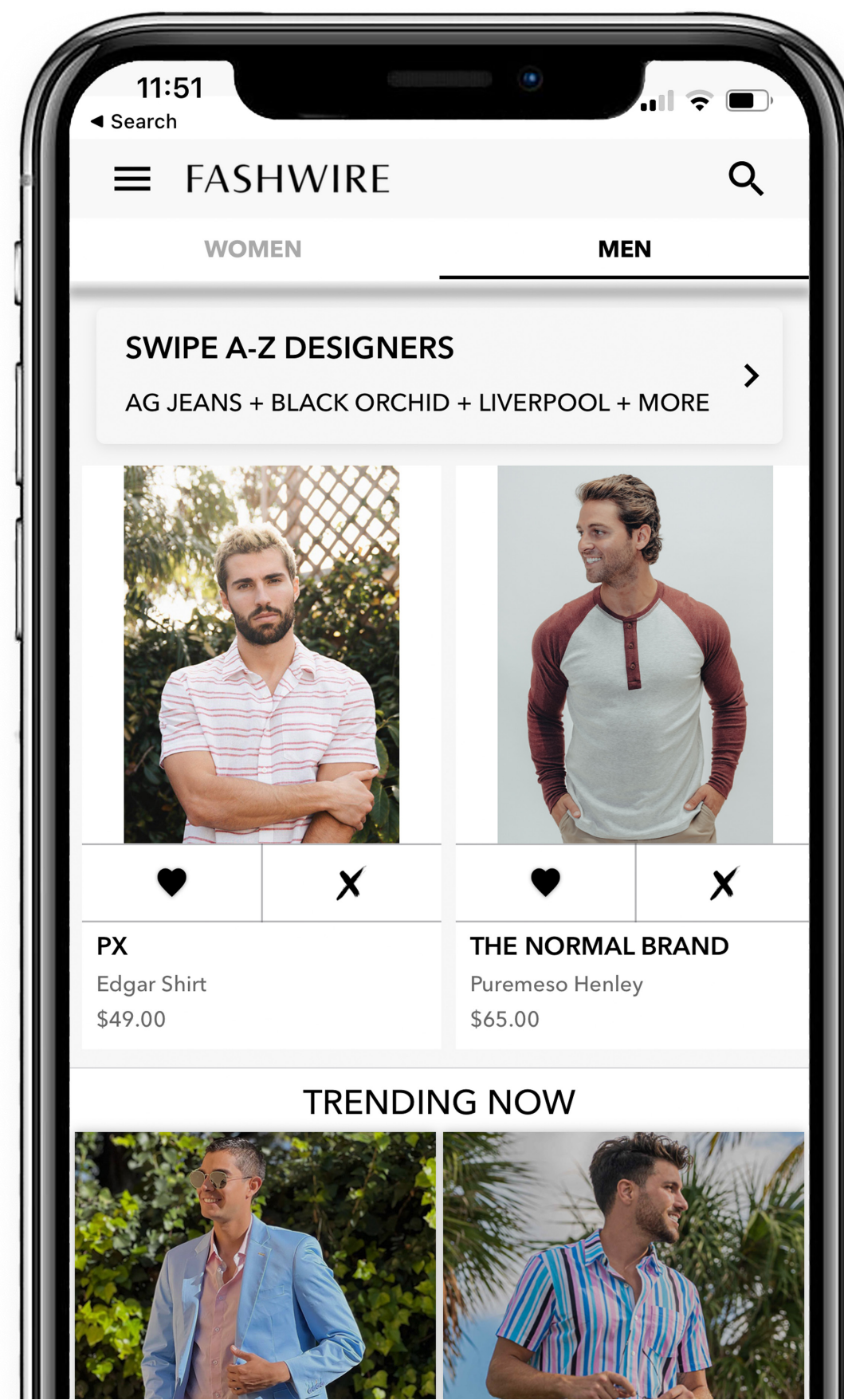
FashWire

Background

A two-sided marketplace, FashWire's high-growth platform has redefined how emerging and established designers interact with the consumer by leveraging technology to provide consumers an opportunity to discover brands and trends. In turn, partnering brands receive vital real-time data and consumer feedback. A private interactive social feed lets designers and consumers share style ideas, inspiration and photos. This type of user interaction and community building is a key differentiator, and combining that experience with deep data hyper-curated content — including more than 40,000 products sourced from more than 475 designers — has made FastWire a coveted destination.

Insights

FashWire has become a go-to platform for an engaged, sustainable and inclusive shopping experience between designers and consumers. It encourages organic discovery of ready-to-wear shoes and accessories by personalizing the customer experience through social tools, including swiping, liking, saving and sharing capabilities. In addition to browsing by best sellers, brands or categories, consumers can shop by country or cause to support minority-owned or eco-conscious brands. With real-time data and insights from customers' shopping patterns, FashWire empowers brands to make smarter production decisions — reducing excess inventory and positively impacting the environment.



NEW

Best In-Store Experience

Canada Goose

CANADA GOOSE

Background

Performance luxury brand Canada Goose's immersive retail experience aims to provide warmth in every interaction and expertise behind every recommendation. The brand's in-store Cold Room is a temperature-controlled facility replicating extreme weather conditions, including a simulated snowstorm. The Cold Room also allows consumers to test the brand's Thermal Experience Index (TEI) rating system, which ranks each coat from 1 (lightweight) to 5 (for the coldest places on Earth). Additionally, retail locations feature a variety of contemporary art by Canadian and international artists, reflecting the brand's deep relationship with the Canadian North and driving awareness of Arctic culture and craft.

Insights

With TEI, Canada Goose has created an essential aid to help consumers purchase products for their activity, climate and lifestyle. Due to its success, there are more than 25 Cold Rooms across the brand's more than 50 global retail locations. The Canada Goose Art Program spans more than 500 works of art – including carvings, prints, paintings and drawings – and features nearly 100 artists across the brand's stores. It is the world's most extensive retail collection of Inuit art, with 75% of the pieces by Inuit and Indigenous artists.

Best Launch Campaign



Background

In November 2022, global fashion brand H&M launched a year-long concept store in Williamsburg, Brooklyn. H&M Williamsburg is an elevated version of the brand's retail experience, including exclusive collections, evolving store designs and customer events. To promote H&M MOVE, a new sportswear sub-brand, H&M Williamsburg transformed into a kinetic playground with chromotherapy lighting, photo opportunities and a lounge area. The H&M MOVE fitness studio featured free workout classes for loyalty members and customers, led by local fitness instructors. The location also hosted a VIP event with brand ambassadors Jane Fonda and JaQuel Knight and a dance class by fitness partner Good Move.

H&M MOVE + H&M Williamsburg

Insights

The H&M MOVE experience aimed to promote the new sub-brand with interactive experiences that allowed shoppers to see the collection in action. The partnership with local fitness studios enhanced the campaign's storytelling, and classes at the H&M MOVE fitness studio had an average attendance of 18 out of 20 people. Additionally, the store saw positive customer feedback, strong omni-selling results and a social reach exceeding 3 million, improving on the location's previous activation. The H&M Williamsburg launch also increased the brand's health KPIs, elevating H&M MOVE within the market.



Best Launch Campaign

2nd Winner

SKIMS

SKIMS

Background

Co-founded in 2019 by Kim Kardashian and Jens Grede, SKIMS is creating the next generation of underwear, loungewear and shapewear while pushing the cultural envelope and engaging diverse audiences. In September 2022, SKIMS launched its new, long-awaited bra category. The launch campaign was SKIMS' most extensive to date. In photos and video interviews, it featured legendary and of-the-moment celebrities, including Becky G, Brooke Shields, Cassie, Chelsea Handler, Juliette Lewis and Indya Moore. The SKIMS campaign also featured 50 real women of various ages and backgrounds.

Insights

The campaign served to highlight the technological advancements SKIM made to the bra category through each style and the range of women who could wear and feel comfortable in them. By featuring various women from various ages and backgrounds, the campaign reinvigorated the previously stagnant bra category for multiple audiences. The multichannel effort garnered nearly 1 billion impressions across press and social. Since the campaign launch, website searches for bras on Skims.com have increased by 143%, and the brand anticipates the category will grow by more than 500% in the next year.



Best Rebrand

True Religion

TRUE RELIGION
BRAND JEANS®

Background

Launched in 2002, True Religion became one of the era's most iconic brands. With Y2K trends resurgent among Gen Z shoppers, the company saw an opportunity for a comeback. True Religion has focused its rebrand on engaging consumers through its e-commerce channel, expanding its women's business, partnerships with young creatives and limited-edition capsule collections with established brands and celebrities (including Supreme and 2 Chainz). As it pivoted to become a DTC-first brand, True Religion launched a mobile app and loyalty program. Mentorship and DEI initiatives, such as the True Religion + FSF Community College Bridge Scholarship, are also core brand values.

Insights

The most critical component of True Religion's repositioning strategy was understanding a new, diverse customer base who wants affordable jeans, T-shirts, hoodies and branded accessories. The brand re-engineered its supply chain to reduce manufacturing costs to drive gross margins and profitability. The company's investments and new strategies have helped True Religion reach its plan of doing roughly \$280 million this year, up from \$250 million last year, including \$125 million in online sales, growing its e-commerce footprint to 50% of its total business. Additionally, the Chinese market is expected to represent 10% of True Religion's global brand volume by 2026, and the company will open 65 freestanding and shop-in-shop stores in China within this timeframe.

Best Resale Business

Rebag

REBAG

Background

Founded by Charles Gorra, Rebag is an authority on buying and selling luxury goods and has established itself as a leader in the resale space. Through Rebag, customers can sell and authenticate their designer handbags and receive instant payment — a first in the luxury re-commerce space. Customers range from fashion lovers with curated collections to casual shoppers interested in entering the luxury market at an affordable price point. Rebag has introduced CLAIR, the Comprehensive Luxury Appraisal Index for Resale, as part of its efficient and transparent retail process. The proprietary software gathers data and insights based on consumer purchases, selling habits, industry trends and more.

Insights

Equipped with a universal taxonomy and condition grades, CLAIR is a worldwide standard pricing reference for resellers. Since the development of CLAIR, Rebag has expanded its technology suite to include CLAIR AI and CLAIR Trade to enable further transparency in the resale market. The company has also expanded into new categories, including accessories, watches and fine jewelry, expanding products' lifecycles and promoting circularity. Rebag has maintained its high growth trajectory and experienced 4x growth of new categories since its expansion in 2020.

Best Retail Partnership

Rebag + Moda Operandi

REBAG

Background

Resale platform Rebag — which specializes in trading, buying and selling luxury accessories, including handbags, fine jewelry, watches and more — partnered with fashion discovery platform Moda Operandi to showcase how the primary and secondary markets converge and benefit one another. The Moda Operandi x Rebag partnership featured several digital trunk shows, with a curated assortment of highly-coveted and limited edition handbags. Noteworthy items included Hermès, Chanel, Christian Dior and Louis Vuitton pieces.

Insights

In addition to connecting the primary and secondary markets, the Moda Operandi + Rebag partnership is intended to reach a global audience and a new set of consumers. Rebag was able to access Moda Operandi's consumer base and increase its customer network. Each curated product available during the Moda Operandi + Rebag trunk shows has sold out.



Best Strategy Pivot

Old Navy



Background

As consumers face increasing financial pressures, Old Navy pivoted to a new back-to-school strategy that could help parents outfit their kids for the new school year without further budgetary concerns. In April 2022, the company announced 'Price ON-Lock' – a commitment to locking prices on its everyday kids' fashion essentials through the end of the back-to-school shopping season. This initiative aimed to carry on Old Navy's core mission of providing accessible and affordable clothing for all families, especially in the face of record-high inflation.

Insights

Old Navy's initial 'Price ON-Lock' announcement generated widespread media coverage across top national business and consumer outlets, resulting in over 300 earned media placements. The initiative ignited a powerful conversation and reprieve for customers amid surging inflation, resulting in over 1 billion earned media impressions overall with 150 local broadcast segments. Due to the campaign's success, the brand announced the expansion of the price freeze to include denim for the entire family.

LOVE OPTIONS?

Our **ALL-NEW DENIM FIT GUIDE** features more than 20+ jeans to choose from.

COMPARE DENIM FITS

in-store & online

PLUS! WE'VE LOCKED IN REGULAR PRICES ON ALL JEANS

now through 10/1

The advertisement features a photograph of five models wearing various styles of Old Navy denim jeans. Below the photo, the text "LOVE OPTIONS?" is highlighted in a yellow box. The main headline reads "Our ALL-NEW DENIM FIT GUIDE features more than 20+ jeans to choose from." Below this, "COMPARE DENIM FITS" is underlined. At the bottom, a dark blue banner contains the text "in-store & online" and "PLUS! WE'VE LOCKED IN REGULAR PRICES ON ALL JEANS" in large, bold, yellow and white letters, with "now through 10/1" in smaller white text below.

NEW

Best Use of Instagram

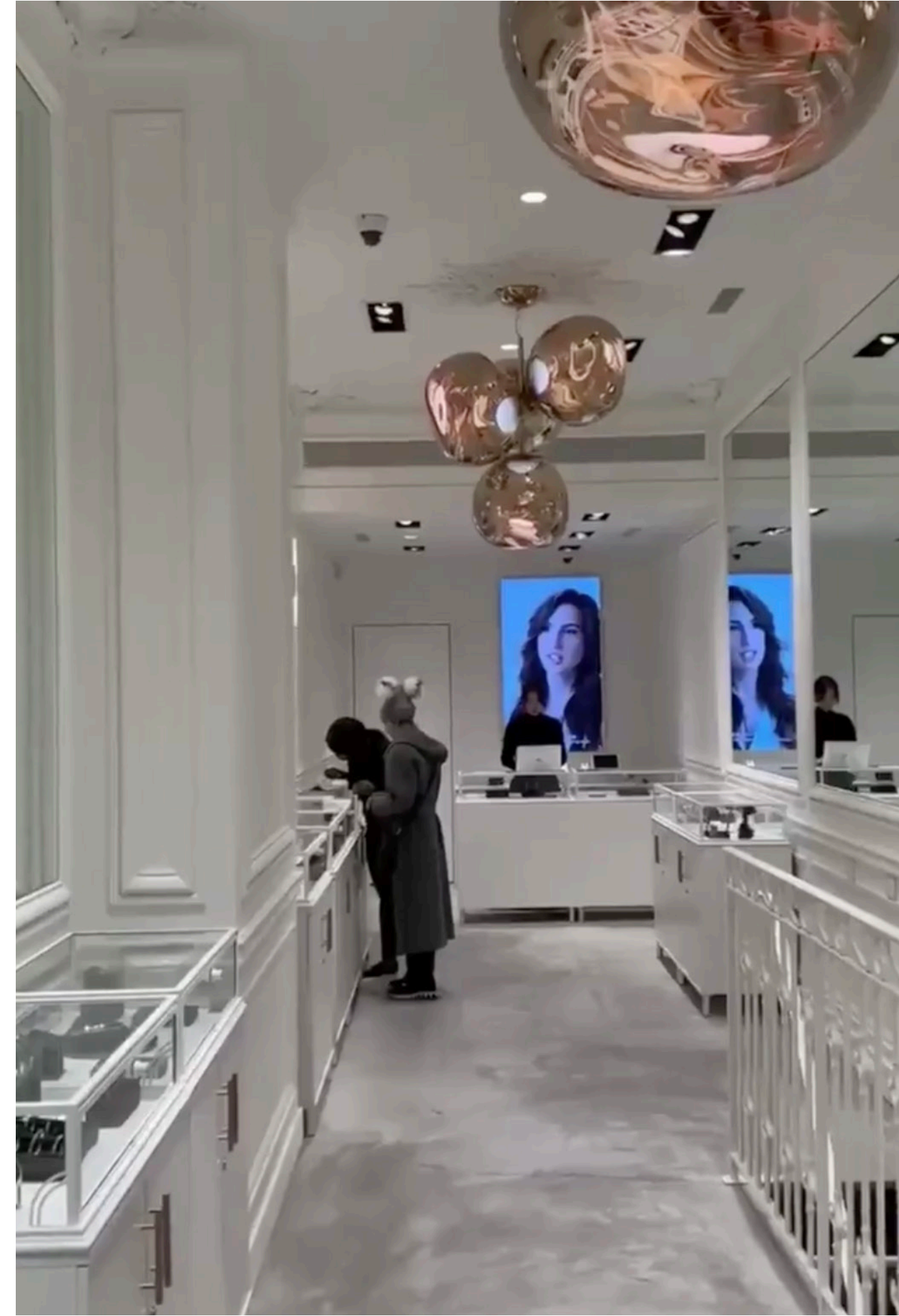
Ring Concierge

Background

In the summer of 2022, Ring Concierge — the bespoke bridal and luxury fine jeweler for the modern consumer — experienced a break-in at its Bleecker Street store, where thousands of dollars worth of merchandise was stolen. Instead of passively taking a hit, Ring Concierge devised a robbery-inspired campaign to reopen the store. This included fake newspapers with the headline, 'Jewelry Heist' outside the store and a 'burglar-approved' collection promoted across social. While many brands would have shied away from this approach, Ring Concierge leaned in and turned it into something light and fun.

Insights

Ring Concierge's Instagram video about the burglary and quick reopening led to more views than the brand had seen on any other post. Engagement on the brand's Instagram Stories related to the burglary was 142% higher than average, and the brand saw 50x more DMs than usual. At the end of 2022, the brand's Instagram followers reached 626,000 — more than Kay and Zales combined. The burglary-focused campaign allowed the brand to grow its social media presence, boost brand awareness, sales and increase its retail footprint by opening a second location on Madison Avenue.



Best Use of Liveshopping

Firework + Who What Wear



Background

After limited success with live shopping on Instagram Live, Old Navy leveraged Firework's platform to bring video commerce — livestream shopping and shoppable video — to its website. Old Navy then partnered with Who What Wear for a series of events to leverage their trusted editorial voices in the fashion space. With this medium still new to the brand, Old Navy tested the emerging tactic as a new way to reach and engage customers.

Insights

The primary goal for Old Navy's video commerce initiatives was to level up its flagship e-commerce site with the most cutting-edge, video-driven technology. And by using Who What Wear's live shopping expertise in conjunction with Firework's platform, Old Navy sought to bring its products to life in a way that would connect with online shoppers. The first livestream brought in 17,000 live viewers and over 3 million replay views. The experience also increased add-to-cart visits by over 21%, conversion rates by almost 6% and average order size by over 5%. The video commerce experience enhanced Old Navy's customer experience, providing strong results across the board and exceeding benchmarks for livestream engagement.

Best Use of Technology

Tommy Hilfiger



K I V I S E N S E

Background

Tommy Hilfiger, a high-end American fashion brand headquartered in Amsterdam, wanted to celebrate the Year of the Rabbit in 2023 with a fashion-forward edge. The brand departed from traditional design concepts to feature playful Miffy motifs — a Dutch-created rabbit character that grew to have a worldwide following — blended with virtual try-on technology. To keep up with the trends among Gen Z, Tommy Hilfiger offered a WeChat-based virtual try-on experience, allowing customers to try on clothes and see how their new outfits look without leaving their homes. The collection also included interactive features such as Miffy interactions in AR, exclusive benefits like limited-edition red envelopes, stickers on WeChat and new-year gift cards.

Insights

Tommy Hilfiger sought to increase brand awareness and brand loyalty among Chinese consumers, especially Gen Z, expand its market share in China and drive sales during the Chinese New Year shopping season. By engaging with customers through interactive and immersive digital experiences, such as virtual try-on and AR features, and fostering deeper connections with customers, Tommy Hilfiger reinforced its brand image as a fashion-forward, innovative and creative brand that embraces Chinese culture and traditions.



即日起，在官方商城小程序
下单购买任意商品
即可获得TOMMY X MIFFY
新年限定红包封面一份

Best Use of the Metaverse

H&M

Background

To build brand awareness and develop authentic connections as an innovative brand, H&M launched its first-ever Roblox experience, 'H&M Loooptopia.' The Roblox experience encouraged virtual garment experimentation, personalized digital fashion identities, circularity and more. In this world, players were invited to experiment with materials, designs and patterns in a playful way by visiting different worlds, such as Rainboow Fields, Neon Studiooo, Fabric Fooorest and Loooptopia City, where they could create virtual garments and wardrobes for their avatars.

Insights

The H&M Loooptopia experience on Roblox also aimed to educate players on sustainability. The users can recycle items to produce new style combinations for their avatars as they explore worlds and unlock new materials to combine in the Loop Machine. By putting circular actions at the center of the fun, Loooptopia helps users understand the importance of practicing sustainability in a fun, playful way. Within the first 90 days of launch, the experience saw nearly 5 million gameplays with an average playtime of 6.7 minutes — exceeding the industry average.



NEW

Best Use of TikTok

Pacsun

Background

To establish itself as an apparel destination and an entertainment force, Pacsun featured AR in its 2022 Spring/Summer campaign and internet sensation Emma Chamberlain. Pacsun directed a VR experience starring Chamberlain as her own personal avatar — the first time she appeared as herself in a digital world — taking consumers through the campaign vibrantly and visually. While shooting the campaign in Bora Bora, Pacsun captured behind-the-scenes footage of the Gen Z style icon for its TikTok audience, and Chamberlain filmed her own videos for the Pacsun account, providing viewers with raw access on set from her point of view.

Insights

The retailer worked with TikTok to transform a long-form video of Emma Chamberlain showing off her spring favorites from the collection into a livestream on the platform, providing further entertainment for users craving her content. This generated a seamless connection between Pacsun and the Gen Z online community, inclusive of Chamberlain's following. Fans proved eager for the behind-the-scenes content of Chamberlain on the campaign set. The brand experienced high follower growth, video and profile views and increased engagement due to the social campaign.



NEW

Creative Director of the Year | Dagne Dover

DAGNE DOVER

Profile

Dagne Dover has been a top three fastest-growing bag brand at Nordstrom and is led by co-founders Jessy Dover, Melissa Mash and Deepa Gandhi. Within the past year, the 30-person team has achieved six product launches with 211 new SKUs — including 11 new silhouettes. Within that time, it also incorporated recycled polyester linings into three collections to help the brand's impact on the environment and launched an eco-friendlier collection made of recycled materials.

Impact

The first time Dagne Dover partnered with an influencer marketing agency, it saw immense success — with the agency stating Dagne's campaign was the most successful launch they'd seen. The brand's reputation has grown and is now reflected in how changemakers and influencers such as Dolly Parton, Lizzo, Michelle Yeoh, Selena Gomez, Naomi Osaka, Reese Witherspoon and Ava DuVernay have asked to receive special gifting initiatives from Dagne Dover. Dagne's customers aren't made up of one type of face, skin color, gender or age — Gen Zers through Boomers carry Dagne Dover because the bags are made for people who want to feel organized, confident and prepared for every day.

Fashion Brand of the Year

Canada Goose

Profile

In 2020, Canada Goose, a lifestyle brand and leading manufacturer of performance luxury apparel, launched HUMANATURE, a purpose platform to unite its sustainability and values-based initiatives and underscore the brand's purpose to keep the planet cold and the people on it warm. Anchored by a rich heritage and strong brand identity, Canada Goose continues to define the performance luxury category by creating function-first products without sacrificing fashion and design. As the brand does so, it remains committed to growing its relationship with two core audiences: women and Gen Z. In addition, the brand is creating and expanding categories, further driving all-season relevance.

Impact

By intensifying its customer relationships and marketing, Canada Goose is building stronger connections with women and Gen Z and accelerating consumer-focused growth. The brand's FW22 campaign generated massive reach, helped shift brand perception and celebrated women. It was shot by Annie Leibovitz and inspired women to live boldly and bravely to thrive in the world outside. Canada Goose also collaborated with Reformation on a collection of whimsical prints, bold colors, responsibly sourced down and recycled materials. The campaign featured an all-women cast and a fresh, disruptive design, which received an overwhelmingly positive reaction among Gen Z.



Fashion Retailer of the Year | Saks

Saks

Profile

Throughout the fiscal year of 2022, Saks cemented its standing as the premier digital platform for luxury fashion, driving innovation and growing faster than its luxury peers — both pure-play luxury platforms and e-commerce businesses of omnichannel retailers — to become the largest in the U.S. Saks delivered engaging and personalized experiences and meaningful campaigns with notable talents while offering an unmatched luxury assortment and leveraging brand relationships to provide customers with exclusive access to the latest fashion. Since becoming an e-commerce company, Saks has acquired 3 million new customers online — about 5x the number of new customers who shopped on Saks.com in 2019.

Impact

The retailer delivered unique experiences, personalized interactions and elevated shopping experiences while offering an unmatched luxury assortment. Saks has also leveraged machine learning-driven algorithms using first-party data from across the Saks Fifth Avenue ecosystem to incorporate personalized content into 95% of customer emails. It also expanded Saks Limitless, the retailer's invite-only loyalty program, with a digital segment tailored to e-commerce customers. It celebrated with Limitless experiences in Aspen and Dallas, bringing its assortment and services to new markets. The program now includes thousands of top clients across the Saks Fifth Avenue ecosystem.



Founder of the Year

Dagne Dover – Jessy Dover

Profile

In the past year, the Dagne Dover team, led by co-founders Jessy Dover, Melissa Mash and Deepa Gandhi, implemented recycled polyester linings into three of their collections to help their impact on the environment on top of launching an eco-friendlier collection made of recycled materials. To further Dagne's agenda to always do better with the products it puts into the world, their impact on the environment, and how it serves customers, the brand launched Almost Vintage. This branded resale site allows customers to sell their used Dagne bags and ensure they don't end up in landfills. Almost Vintage also helps customers looking to snag a great deal or find a previous limited edition color.

Impact

Since its inception, Dagne Dover has always focused on building organic word-of-mouth instead of overpaying to acquire customers. When Dagne engaged with an influencer marketing agency for the first time, the campaign was so successful because so many of the influencers approached were already long-time customers. Through this campaign and all the sustainability initiatives, Dagne's brand reputation has grown, and to this day, word-of-mouth is a strong driver for Dagne, with 40% of the 60% of direct traffic being from word of mouth.



Inclusive Brand of the Year

Good American

GOOD AMERICAN

Profile

Good American, founded by Khloé Kardashian and Emma Grede, is the first fully inclusive fashion brand that continues to rewrite the rules of representation, offering products across a complete size range (00–32+). The brand champions inclusivity across its product categories, retail partnerships, diverse use of models, e-commerce sizing tools and programming, such as open casting, which spotlights women of all shapes, sizes and backgrounds in its campaigns. Last year, to reach more women, it launched the first-ever hybrid open-casting experience on Zoom, creating more comprehensive access for applicants beyond major cities — resulting in the most submissions ever.

Impact

Good American's mission is to make fashion as inclusive as possible so people feel empowered, represented and confident while setting a new industry standard. Beyond open casting, the brand continues to prioritize wholesale partnerships to reach more customers and provide further access to size-inclusive products. For Good American products, the goal is to continue to innovate on its fabrication and core offering to account for customers' feedback and ensure the brand is constantly offering new ways to help its customers feel, look and be their best — including its most innovative denim launch yet: compression denim.

Most Personalized Shopping Experience



Background

Caleres is a diverse portfolio of global footwear brands, including Famous Footwear, Sam Edelman, Vionic, Naturalizer, Allen Edmonds, Lifestride and more. With dozens of categories of products, subcategories for each, and variations in brand, color, material and price, there could be several hundred thousand products to choose from. A significant priority for Caleres was making the search process less complex and time-consuming to lead shoppers to the purchase stage faster. To meet these objectives, Caleres partnered with an AI and machine learning expert, using Coveo's Relevance Cloud to power its sites' new search and experience layer.

Coveo + Caleres

Insights

With Coveo's AI and machine learning technology powering the search function across all of Caleres' websites, the company experienced a 25% improved conversion rate within just a few months. Additionally, the company saw more relevant search journeys, with the machine learning-powered product recommendations driving a 74% increase in revenues year-over-year. Caleres' director of e-commerce and digital experience attributed Coveo's relevance engine as central to the functionality of Caleres' e-commerce for powering easy product discovery through the search box, recommendations, the sorting and ranking positions of its products and more.



Sustainable Brand of the Year | Everlane

EVERLANE

Profile

Everlane empowers people to live better with the least impact on the planet by providing wardrobe solutions for a conscious customer. Everlane worked with Desserto and BioFabbrica to create two plant-based leather alternatives, including one generating about 80% fewer CO2 emissions compared to virgin leather. The brand also developed a first-of-its-kind fabrication from post-consumer cashmere and wool garments repurposed into new yarns, resulting in 90% reduced raw material carbon emissions. On Earth Day 2022, Everlane released its first annual impact report outlining its progress across several areas, including that 75% of its cotton is certified organic, recycled or regenerative.

Impact

While Everlane's goals have remained consistent since 2010, 2022 marked a commitment to pursuing actionable ways to continue making an impact. Everlane designed its first-editions collection in 2022 using the aforementioned materials to create a forever wardrobe focused on durability, quality and longevity. In its 2022 impact report, the brand reached 76% preferred material use, up from 67% in 2021 and a GHG emission reduction of 20% — up from 9% in 2021 — from the 2019 baseline. Everlane is nearly halfway to its goal of a 50% emission reduction by 2030.

G