



Entry Kit
2025

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



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 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.

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 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.



Contact

awards@digidaymedia.com
