



2021 ENTRY KIT

Last Chance Deadline: April 2, 2021

The Glossy Fashion Awards

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

In 2020, we announced the first-ever list of Glossy Fashion Awards winners, which included ShopStyle, Stuart Weitzman, Frame, The Knot and more.

Deadlines & Entry Fees

EARLY DEADLINE		February 12, 2021		\$449 per entry
REGULAR DEADLINE		March 5, 2021		\$549 per entry
LAST CHANCE DEADLINE		April 2, 2021		\$699 per entry

Categories

Best Influencer Partnership

Awarding an influencer partnership that has most successfully achieved campaign goals.

Best Brand Collaboration

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

Best Digital Event Series - NEW

Awarding the best execution of a digital event series that served as an extension of the brand.

Best Use of TikTok - NEW

Awarding a TikTok strategy that most successfully achieved goals.

Best Use of Instagram - NEW

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

Best Use of Video

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

Best Use of Technology - NEW

Awarding a brand whose use of new technology has most significantly enhanced the customer experience. Note: One winner will be selected, by Glossy, from those submissions to this category in both the Glossy Fashion and Glossy Beauty Awards

Best Product, Category or Sub-Brand Launch Campaign

Awarding a launch campaign that successfully generated buzz and audience engagement around a new product.

Best E-Commerce Experience

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

Best Omnichannel Experience

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

Best Strategy Pivot - NEW

Awarding the strategy that, following changes due to external factors, was able to successfully deliver desired goals.

Best Resale Site - NEW

Awarding the resale site that has most consistently met or exceeded set goals and has gained a core following.

Most Inclusive Brand - NEW

Awarding the fashion brand with the best offerings for everyone.

Categories

Best Sustainability Initiative

Awarding an initiative that was successful in decreasing a company's carbon footprint through eco-friendly products or mission-driven marketing.

Best CSR Initiative - NEW

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

Best Subscription/Membership Product

Awarding a paid subscription/membership program that has successfully increased revenue and/or enhanced audience engagement.

Best Fashion Marketplace - NEW

Awarding the fashion marketplace which has best supported the sales and exposure goals of both startup and established fashion brands.

Best Breakthrough Startup

Awarding the emerging fashion brand that has successfully established a core following in the industry.

Founder of the Year - NEW

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

Fashion Retailer of the Year - NEW

Awarding the retailer that has most consistently met or exceeded set goals.

Fashion Brand of the Year - NEW

Awarding the brand that has most consistently met or exceeded set goals.

Submission Questions

Company/Industry Description

Describe the end-user client, what they do and the industry they serve. If submitting on behalf of a client, please be sure to describe their business. [100 words]

Overview

Provide a summary of the the campaign/team/initiative. [200 words]

Goals

What were the goals of the campaign/team/initiative? [100 words]

Challenges

Were there any challenges along the way? *this could refer to environmental, bandwidth, technology issues*
[150 words]

Results

Describe key results and the impact made since implementing the campaign/strategy. Please quantify and be as specific as possible. The results discussed in this section should relate directly to the goals presented above. [200 words]

Supporting Materials

Option to upload up to three campaign images, a sizzle reel under two minutes in length, and up to two URLs. No file format restrictions apply.

[GET STARTED](#)

Submission Questions

Founder of the Year, Fashion Brand of the Year and Fashion Retailer of the Year

Company/Industry Description

Describe the end-user client, what they do and the industry they serve. If submitting on behalf of a client, please be sure to describe their business. [100 words]

Overview

Provide a summary of the the individual/team achievements throughout the year. [300 words]

Goals

What were the goals of the individual/team for the past year? [150 words]

Challenges

What challenges did the individual/team overcome in the last year? *this could refer to environmental, bandwidth, technology issues* [150 words]

Results

Describe the individual/team results, impact on business, goals met, etc. Please quantify and be as specific as possible. The results discussed in this section should relate directly to the goals presented above. [200 words]

Supporting Materials

Option to upload up to three campaign images, a sizzle reel under two minutes in length, and up to two URLs. No file format restrictions apply.

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CONTACT

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