

Australian Fashion Industry Awards

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Recognising excellence in the
Australian apparel, footwear
and accessories sector.

Call for Entries

Entries close:
Friday, 15 May 2026

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About the Awards

The Australian Fashion Industry Awards are a celebration of the visionary ideas, leaders and companies redefining the fashion business landscape, setting new standards of excellence in the thriving \$28 billion sector.

From groundbreaking marketing campaigns and sustainable practices to innovative applications of design and technology, the Australian Fashion Awards are tailored to apparel, footwear and accessories businesses.

“In developing the awards programme, we wanted to recognise the unique capabilities of the Australian fashion industry. Fashion stands apart from retail as a sector where creativity meets commerce, fuelling economic growth while driving innovation through creative ideas and design.”

– Assia Benmedjdoub, publisher



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Submission Instructions

All work submitted must have been completed within the last 12 months.

Submissions should include evidence of the success or impact of the work, such as metrics, case studies and any other supporting materials relevant to the category.

Awards categories

The Australian Fashion Industry Awards will include twelve categories that demonstrate values of innovation, excellence and leadership.

Marketing Campaign of the Year

This award recognises a successful fashion marketing campaign with clear objectives, creative and effective implementation and demonstrable results.

Sustainability Excellence Award

This award recognises initiatives, projects and strategies which have contributed to better sustainable business practices.

Team of the Year

This award recognises teams which have made a demonstrable contribution to the objectives set out by a business.

Design Excellence Award

This award recognises a fashion range or collection that has delivered creative and commercial outcomes.

The Gamechanger Award

This award recognises a strategy, idea or project which has changed the game and solved a business challenge.

Best Use of Technology

This award recognises the innovative use of technology to deliver business objectives.

Best store design

This award recognises a retailer that has created a store design which reflects strong brand values, creativity and drives success through innovative design.

Best Place To Work

This award recognises a fashion business that demonstrates a commitment to making their business a great place to work.

Emerging Brand Award

This award celebrates a fashion brand or retailer in its early stages that has demonstrated strong growth, innovation and market potential. The brand must be under 5 years old.

Industry Collaboration Award

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This award recognises partnerships or collaborations between brands, designers, or suppliers that have resulted in outstanding creative and commercial outcomes.

Positive Impact Award

This award recognises a business, strategy or initiative that has driven a positive social or charitable impact within the community.

Hall of Fame

This award is independently selected and awarded to a ragtrader who has made a significant, longstanding contribution to the Australian fashion industry.

Marketing Campaign Of the Year

This award recognises a fashion marketing campaign that successfully combines creativity, strategic execution and measurable business outcomes.

Objectives & Strategy 40%

Describe the business challenge or opportunity, define clear campaign objectives, identify KPIs and target audience and explain how the campaign aligned with broader business goals.

Creative Idea & Execution 40%

Explain the core creative concept, show what made it distinctive or innovative, justify the chosen channels and outline how the campaign was executed.

Results & Business Impact 20%

Provide measurable results, demonstrate performance against KPIs and include supporting data or metrics.



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Sustainability Excellence Award

This award celebrates a project or initiative that has made a meaningful impact on environmental sustainability and innovation, yielding results that benefit the business and the broader effort to create a greener, more sustainable fashion industry.

Sustainability Challenge 30%

Define the environmental issue, explain its relevance to the business and outline the initiative's objectives.

Implementation 30%

Detail the actions taken including processes, partnerships or technologies used and the timeline and scale of execution.

Measurable Environmental Outcomes 40%

Provide quantifiable environmental improvements supported by data and explain the broader impact.



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Team of the Year

Awarded to a team that has demonstrated excellence in collaboration and significantly contributed to business success, this category highlights the power of teamwork in achieving shared objectives.

Team Structure & Collaboration 20%

Describe the team structure, roles and responsibilities and explain how collaboration drives performance.

Contribution to Business Performance 50%

Outline the team's objectives, demonstrate measurable outcomes and provide evidence of impact on revenue, growth or efficiency.

Innovation & Problem-Solving 30%

Describe a key challenge, explain how the team responded and present the outcome achieved.



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Design Excellence Award

Championing the power of design, this award recognises a fashion range or collection that demonstrates creative innovation while achieving commercial success.

Design Brief & Market Alignment 30%

Outline the design brief, define the target customer and explain how the collection aligned with brand and market demand.

Innovation & Creative Execution 30%

Explain what made the design innovative including materials, techniques or processes and how the concept was executed.

Commercial Performance 40%

Provide evidence of sales performance, customer or buyer response and relevant metrics.



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The Gamechanger Award

This award celebrates an idea, strategy or innovation that has improved the business, unlocking new opportunities and driving impactful change, growth or development.

Business Challenge & Strategic Idea 40%

Define the problem or opportunity, describe the strategy or initiative introduced and explain how it differed from existing approaches.

Transformation & Measurable Results 40%

Demonstrate business improvements with quantifiable results and outline the impact on operations, growth or market position.

Scalability & Future Impact 20%

Explain the long-term potential and how the initiative positions the business for future success.



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Best Use of Technology

This award celebrates a company which has integrated cutting-edge technology into the business model to drive success, solve problems or enhance customer experiences.

Technology Solution 40%

Describe the technology implemented, the problem it solved and why it was selected.

Implementation & Integration 20%

Explain how the solution was integrated, who was involved and how it was rolled out.

Business Outcomes 40%

Provide measurable improvements and supporting data demonstrating success.



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Best Store Design

This award recognises a retailer that has created a store design which reflects strong brand values, creativity and drives success through innovative design.

Concept & Strategy 40%

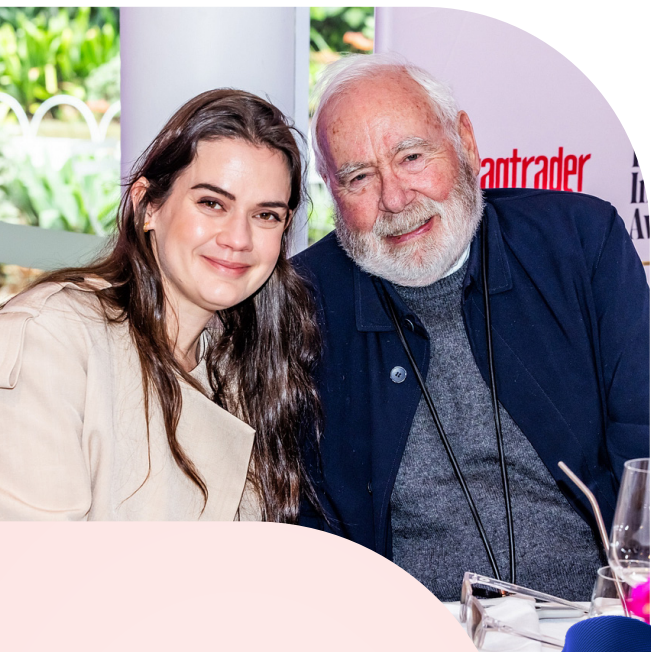
Outline the design brief, demonstrate brand alignment and explain how the target customer was considered.

Design & Execution 30%

Describe layout, materials, lighting and spatial planning, highlight innovation and explain the customer journey.

Commercial & Customer Impact 30%

Provide evidence of increased engagement, dwell time or sales supported by performance data.



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Best Place to Work

This award honours an organisation that cultivates a strong company culture through professional development, inclusivity and innovative employee initiatives that drive success.

Culture & Engagement 40%

Provide examples of employee initiatives supported by retention or engagement metrics demonstrating a positive workplace culture.

Professional Development 30%

Outline training programs, career pathways and leadership development initiatives.

Diversity & Inclusion 30%

Present diversity data where possible, describe inclusion initiatives and demonstrate measurable impact.



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Emerging Brand Award

This award celebrates a fashion brand or retailer in its early stages that has demonstrated strong growth, innovation and market potential. The brand must be under 5 years old.

Mission Statement 30%

Explain the brand's origin, positioning and innovation in product or operations.

Growth & Performance 40%

Provide evidence of growth, market traction and key milestones.

Future Strategy 30%

Outline growth plans, expansion strategy and investment in capability or scale.



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Industry Collaboration Award

This award recognises partnerships or collaborations between brands, designers, or suppliers that have resulted in outstanding creative and commercial outcomes.

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Partnership Overview 30%

Describe the parties involved, their shared objectives and the collaboration structure.

Execution & Creative Output 30%

Explain what was delivered and how the collaboration was executed.

Commercial & Strategic Results 40%

Provide performance outcomes, demonstrate mutual benefit and outline market impact.



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Positive Impact Award

This award recognises a business, strategy or initiative that has driven a positive social or charitable impact within the community.

Social or Community Objective 30%

Define the issue addressed and the purpose of the initiative.

Delivery & Engagement 30%

Describe the actions taken, stakeholders involved and level of community participation.

Measurable Impact 40%

Provide quantifiable outcomes, demonstrate lasting impact and explain broader community benefits.



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Hall of Fame Award

Independently selected.

Recognises an individual who has made a significant and sustained contribution to the Australian fashion industry.



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Supporting Materials

- A minimum of three images is required in each entry. Images can be used to show products, brands, teams and/or processes.
- Images should be 300dpi JPG, PNG or TIFF files.
- These images may be used in the awards presentation and the *Ragtrader* winners supplement.
- Any information that is not for publication should be clearly marked 'For Judges Eyes Only'.

Terms & conditions

The Awards are open to entries from Australian-based companies only. Note the entry deadline – 4pm, Friday 15 May 2026. This date is final and there will be no extensions provided.

You can enter more than one category but only if the entries are deemed by the organisers as significantly different and tailored to the specific category. Entries can not be edited after submitting, if you notice an error in your entry please contact events@twodeforce.com.au. Please note: no changes will be permitted after the entry deadline. Please make sure all entry details are entered accurately, including grammar. Details collected through the online entry portal will be used in the Awards presentation and in print if selected as a finalist.

The decision of the judges will be final and no correspondence will be entered into. All entries are treated as confidential. Judges reserve the right to move an entry to another category if deemed more suitable. Judges reserve the right to disqualify entries that do not follow the entry requirements. The entrant grants *Ragtrader* permission to show the entries at Australian Fashion Industry Awards and in the magazine in print and online at such times as deemed appropriate. Finalists and winners will be covered in the *Ragtrader* winners supplement using information from the entry.

If there is specific information in your entry that is commercially sensitive and should not be published please make this clear at the time you submit your entry. Any attachments containing sensitive information should include 'JUDGESEYESONLY' in their title. The entrant agrees that *Ragtrader* and Two de Force will not accept responsibility for errors or omissions reproduced in the presentation or the winners supplement or for work lost or damaged under any circumstances. The entry is a submission from the company. Should the individual designated to collect the award leave the company, another member of that company, not the individual, will collect the award.

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