

Australian Fashion Industry Awards

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

Call for Entries

Entries close:
Friday, 30 May 2025

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Call for Entries

About the Awards

The Australian Fashion Awards are a celebration of the visionary ideas, leaders and companies redefining the fashion business landscape, setting new standards of excellence in the thriving \$23 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 nine 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.



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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.

Strategic Brief and Objectives 40%

Demonstrate how the campaign was developed with clear, measurable objectives aligned with the overall business goals. Highlight the KPIs set for success and how they were defined to address the campaign's target audience. *(400 word limit)*

Innovation and Execution 40%

Showcase the creative execution of the campaign and its ability to resonate with the intended audience. Explain the innovative methods used, including the chosen media channels (digital, TV, print, etc.), and how the campaign conveyed the desired message effectively. *(400 word limit)*

Measurable Results and Business Impact 20%

Provide evidence of the tangible business outcomes driven by the campaign, such as increased brand awareness, sales growth, traffic or media coverage. Share metrics and data that demonstrate the campaign's business impact. *(200 word limit)*



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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.

Idea and Problem-Solving 30%

Demonstrate the idea behind your initiative and the environmental challenge it addresses. Explain why this issue is critical to your business and how your initiative aimed to solve it. *(300 word limit)*

Development and Execution 30%

Showcase how the initiative was developed and executed, highlighting the processes, technology and resources involved. Focus on how your solution was implemented effectively to create a measurable impact. *(300 word limit)*

Environmental Impact 40%

Demonstrate the environmental benefits of the initiative. This could include reductions in waste, carbon emissions, energy use or any other measurable outcome that demonstrates the success of your project. *(400 word limit)*



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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.

Collaboration and Synergy 20%

Demonstrate how your team collaborates effectively, leveraging the strengths of each member. Explain the size of the team, how roles and responsibilities are divided and how teamwork contributes to the team's overall success. *(200 word limit)*

Achievement of Business Objectives 50%

Provide evidence of how your team's work directly contributed to achieving business goals such as increased revenue, market share or operational efficiency. Highlight specific outcomes or key business metrics resulting from your team's efforts. *(500 word limit)*

Creativity and Problem-Solving 30%

Share a case study or example of how your team creatively solved a problem. Highlight your team's ability to adapt, find solutions under pressure and deliver successful outcomes, even when facing challenges. *(300 word limit)*

Design Excellence Award

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

Brief and Design Objectives 30%

Outline how the range or collection was developed with a clear and strategic brief. Highlight the design objectives set for the collection, detailing how the creative vision was aligned with both market trends and business goals. *(300 word limit)*

Innovation and Creative Execution 30%

Showcase the innovative aspects of the collection, focusing on how the design concept was translated into tangible, original products. Discuss the creative execution, including the techniques, materials and design processes used to bring the vision to life. *(300 word limit)*

Market Reception and Commercial Success 40%

Provide evidence of the range or collection's success in the market. Highlight the performance metrics that demonstrate how the collection achieved its commercial objectives, such as increased sales, customer engagement or brand recognition. *(400 word limit)*

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.

Innovative Concept and Approach 10%

Demonstrate the originality and boldness of the idea or strategy. Explain how it addressed a business challenge or opportunity in a fresh, impactful way. *(400 word limit)*

Business Transformation and Impact 10%

Showcase how the idea or strategy has led to significant transformation within your business, including examples of how the solution has driven positive outcomes and measurable results/metrics. *(400 word limit)*

Vision and Future Potential 20%

Explain how the idea or strategy aligns with the long-term vision for your business. Discuss how it contributes to future growth, innovation and market positioning, ensuring the business is well-positioned for sustained success. *(200 word limit)*

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.

Technological Innovation 40%

Demonstrate how the use of technology addressed a business challenge or created new opportunities.
(400 word limit)

Business Impact and Results 40%

Provide measurable business outcomes that resulted from the technology. Whether it improved efficiency, reduced costs or enhanced customer engagement, demonstrate how the technology has driven tangible business results. *(400 word limit)*

Vision and Future Potential 20%

Explain how the idea or strategy aligns with the long-term vision for your business. Discuss how it contributes to future growth, innovation and market positioning, ensuring the business is well-positioned for sustained success.
(200 word limit)

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.

Design brief and concept 50%

Demonstrate how the store design was developed from a clear and innovative design brief. Explain how the concept was shaped through research, market insights or strategic thinking and how the design aligns with the brand's values, vision and target market. *(500 word limit)*

Store design and execution 30%

Showcase the materials, layout, lighting and any unique design features that distinguish the store. Highlight how these elements contribute to the overall design, functionality and purpose of the space. *(300 word limit)*

Impact 20%

Explain how the design enhances consumer engagement and the in-store experience, providing any relevant metrics or insights to demonstrate the effectiveness of the store concept. *(200 word limit)*

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.

Employee Initiatives and Engagement 40%

Provide examples of innovative employee initiatives that encourage engagement, retention and a positive work environment. Highlight programs that promote collaboration, reward employee performance and ensure an inclusive and high-performing company culture. *(400 word limit)*

Professional Development and Career Progression 30%

Showcase the organisation's commitment to employee growth by outlining key professional development programs, training opportunities and clear career advancement paths. Demonstrate how these efforts contribute to both employee satisfaction and the organisation's long-term success. *(300 word limit)*

Diversity and Inclusion 30%

Provide details of the organisation's gender and cultural diversity, including specific policies and initiatives that foster a diverse, equitable and inclusive workplace. Demonstrate how these efforts enhance collaboration, creativity and innovation within the organisation. *(300 word limit)*



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Call for Entries

Hall of Fame Award

The Hall of Fame Award recognises an individual who has made a lasting, transformative impact on the Australian fashion industry through consistent leadership, innovation, and dedication over the course of their career. This award is independently selected by Ragtrader.



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Supporting Materials

- A minimum of five 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 30 May 2025. This date is final and there will be no extensions provided. The relevant eligibility period is between 1 January 2024 – 31 December 2024 unless otherwise stated.

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 The Hive Awards Presentation 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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