

# Iconic Influencer Award Isle of Man

## Individual Excellence Award Fashion Influencer

### OVERVIEW

Celebrate the visionary leaders of style and influence in the Fashion Influencer category of the Working Women Awards. This category honours women who redefine fashion through their creativity, impact, and unwavering dedication. From setting trends with innovative content to advocating for diversity and sustainability in fashion, these influencers inspire and shape industry standards. Nominees exhibit exceptional professionalism in collaborations and partnerships, engaging authentically to build a loyal following. Recognise a fashion influencer who embodies excellence and sets the benchmark for innovation and influence in the dynamic world of fashion

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### ELIGIBILITY

Eligibility for the Fashion Influencer category of the Working Women Awards includes:

- 1. Occupation: Nominees must actively operate within the fashion industry as influencers, demonstrating a significant impact on ..

### QUALITATIVE CRITERIA

In the Fashion Influencer category of the Working Women Awards, nominees are evaluated based on several qualitative criteria that highlight their impact and influence in the fashion industry:

- 1. Creativity and Innovation: Nominees must demonstrate creativity and innovation in their approach to fashion content creation..

### JUDGING CRITERIA

Nominees in the Fashion Influencer category of the Working Women Awards will be evaluated based on the following criteria:

- 1. Creativity and Innovation: Judges will assess the influencer's ability to innovate and create original content that pushes boundaries and sets new trends in the fashion industry.
- 2. Impact and Influence: The nominee's influence within the fashion community will be reviewed, considering their ability to shape trends, engage a significant audience, and influence consumer behaviour.
- 3. Professionalism and Collaboration: Judges will look at the influencer's professionalism in their collaborations with brands, partnerships, and representation within the fashion industry.
- 4. Diversity and Inclusivity: The extent to which the influencer promotes diversity..

### METRICS

Metrics Criteria	Current Year	Previous Year
When assessing nominees in the Fashion Influencer category of the Working Women Awards, the following metrics are considered:  1. <b>Engagement Rate:</b> The average engagement ..		



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