

# Iconic Influencer Award Isle of Man

## Individual Excellence Award Iconic Food Influencer

### OVERVIEW

The Iconic Fashion Influencer award celebrates individuals who have made a lasting impact on the fashion industry through their digital presence. These influencers are known for their unique style, ability to curate stunning outfits, and skill in promoting fashion trends. They share styling tips, fashion hauls, brand collaborations, and trend forecasts across social media platforms like Instagram, TikTok, YouTube, and personal blogs. Nominees in this category have built strong personal brands, influencing global fashion trends, empowering their audience to express themselves through style, and making fashion more accessible, inclusive, and diverse.

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### ELIGIBILITY

- **Active Content Creation:** The influencer must consistently produce fashion-related content, including styling tips, outfit inspiration, fashion hauls, or trend analyses on platforms like Instagram, YouTube, TikTok, or fashion ..

### QUALITATIVE CRITERIA

- **Authenticity:** The influencer’s ability to maintain a genuine personal style while staying true to themselves, even when working with brands or promoting trends.
- **Confidence and Empowerment:** The ability to empower followers to embrace their personal style and express themselves confidently through ..

### JUDGING CRITERIA

- **Content Creativity and Aesthetic:** The originality and creativity of fashion content, including the ability to create unique, stylish outfits, and visually captivating content.
- **Audience Engagement:** The level of interaction with followers, such as likes, comments, shares, and participation in fashion-related discussions or challenges.
- **Consistency in Posting:** Frequency and consistency in sharing fashion content, maintaining a regular flow of fashion inspiration and advice.
- **Fashion Expertise:** Demonstrated knowledge and expertise in fashion trends, styling techniques, or fashion history, showcasing a high level of industry awareness.
- **Trend Influence:** The ability to set or influence fashion trends, either by popularizing certain styles, colors, or clothing combinations..

### METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none"><li>• <b>Followers/Subscribers Count:</b> The total number of followers or subscribers across social media platforms, indicating the influencer’s reach and popularity.</li><li>• ..</li></ul>		



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