

# Iconic Influencer Award Isle of Man

## Individual Excellence Award

### Iconic Fashion and Retail Influencer

#### OVERVIEW

The Iconic Fashion and Retail Influencer award recognizes influencers who have made a significant impact on the fashion and retail industry through their unique sense of style, ability to influence trends, and successful collaborations with fashion and retail brands. These influencers leverage their platforms to promote fashion brands, retail products, and style trends that resonate with a global or niche audience. They often set trends, introduce new brands, and inspire their followers with their fashion choices, styling tips, and insights into the retail world. This award highlights those who have successfully merged style influence with retail success, driving consumer behavior, and shaping the fashion industry.

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#### ELIGIBILITY

1. Active Participation in Fashion and Retail Campaigns: The influencer must have been actively involved in promoting fashion brands or retail products throughout the year.
2. Fashionable and Trend-Savvy Content:

#### QUALITATIVE CRITERIA

- Influence on Fashion Choices: How much the influencer influences their audience's fashion choices, whether it's encouraging followers to adopt new styles, try new brands, or experiment with retail offerings.
- Aesthetic Appeal: The overall visual appeal and aesthetic of the influencer's fashion ..

#### JUDGING CRITERIA

- Content Quality and Creativity: The originality and quality of the influencer's content, including photos, videos, and styling advice, demonstrating their fashion expertise.
- Trend Influence: The influencer's ability to drive trends within the fashion and retail sectors, including how they introduce new styles, brands, or retail concepts to their audience.
- Brand Alignment and Impact: The relevance of the influencer's partnerships with fashion and retail brands, and the impact of these collaborations in terms of audience engagement and sales.
- Authenticity and Transparency: How genuine the influencer is in their promotion of fashion and retail brands, and their ability to maintain trust with their audience by providing honest reviews and feedback.
- Sales Conversions and ..

#### METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none"><li>• <b>Engagement Rate:</b> The level of engagement on fashion and retail-related content, including likes, comments, shares, and overall interactions that reflect how well the ..</li></ul>		



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