



GLAMAZ

25 OF 25 AWARDS

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JUNE 2025

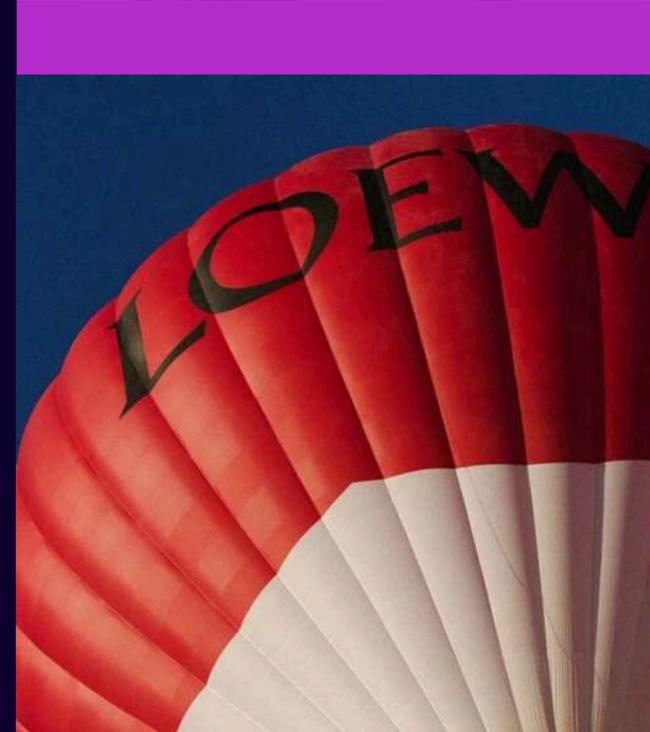
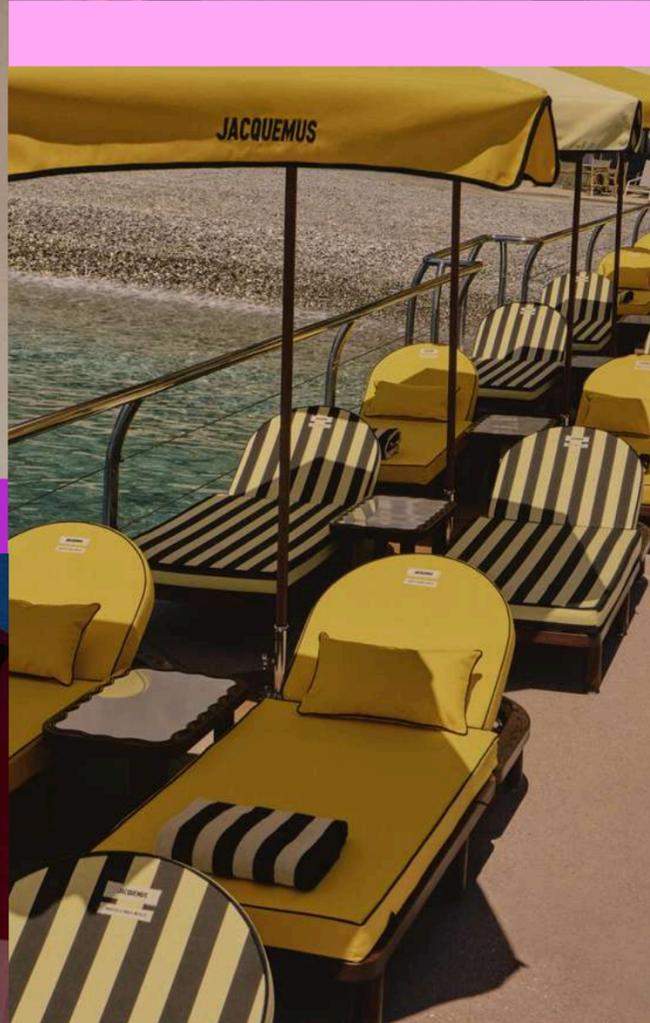
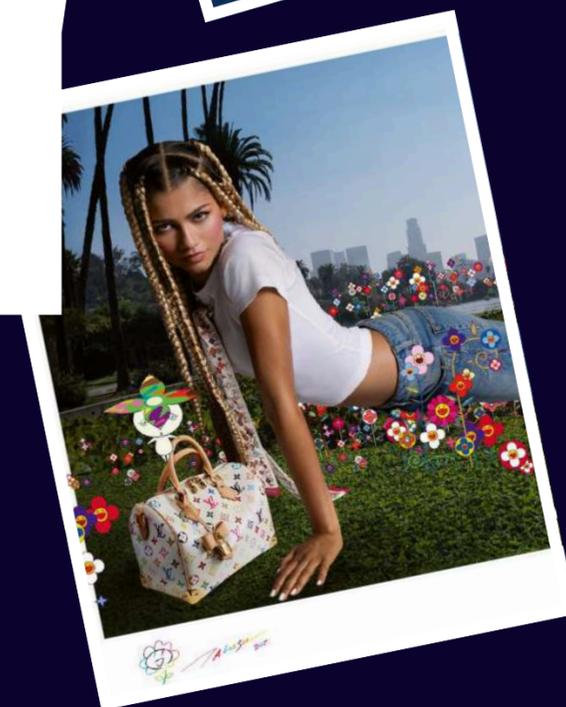
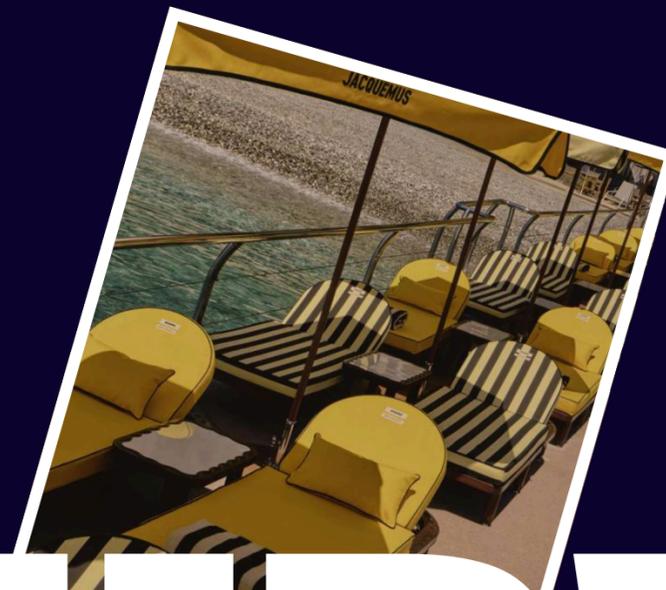




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LUWIPRYW

CATEGORY WINNERS

Tiffany & Co. – Strong Like Mom

Luxury Without the Filter

Tiffany's Mother's Day film paired employees and their children in candid portraits, answering one question —“What makes your mom strong?”— while subtly showcasing HardWear pieces in real-world moments.

There's no script, no celebrities—just genuine human connection anchored in brand DNA.



Tiffany & Co. – Strong Like Mom



Why It's on the List

Tiffany's Strong Like Mom campaign deepened brand relevance at a critical gifting moment. The decision to cast real employees and their children brought raw emotional authenticity to a luxury setting, while tightly linking the story to product through the HardWear collection.

Its real success? Showing that Tiffany can speak with emotional depth and style credibility — across generations, and without sacrificing either.

Jacquemus – Monte-Carlo Beach Club Takeover



When Fashion Becomes Destination



In May 2025, Jacquemus reimaged Monte-Carlo Beach Club as an immersive runway. Decked out in its signature banana-yellow, black-and-white palette, the makeover included parasols, towels, boutiques and even the pier—styled to match its “La Croisière” collection.

Jacquemus – Monte-Carlo Beach Club Takeover



Why It's on the List

Jacquemus blurred the lines between brand and playground, offering an activation that felt both curated and lived-in.

This was an approach that flipped traditional luxury marketing on its head, achieving impact through spatial storytelling, digital buzz, and retail uplift—all aligned under one brand mood.





Bottega Veneta – Craft is Our Language



Luxury, Hand to Hand

A 50th anniversary celebration of the Intrecciato weave, conveyed through close-ups of hands weaving leather and gesturing with quiet intent.

The campaign featured artisans alongside cultural figures—from Julianne Moore to Tyler, the Creator—communicating craft as a shared language, without a single word or logo.

Bottega Veneta – Craft is Our Language



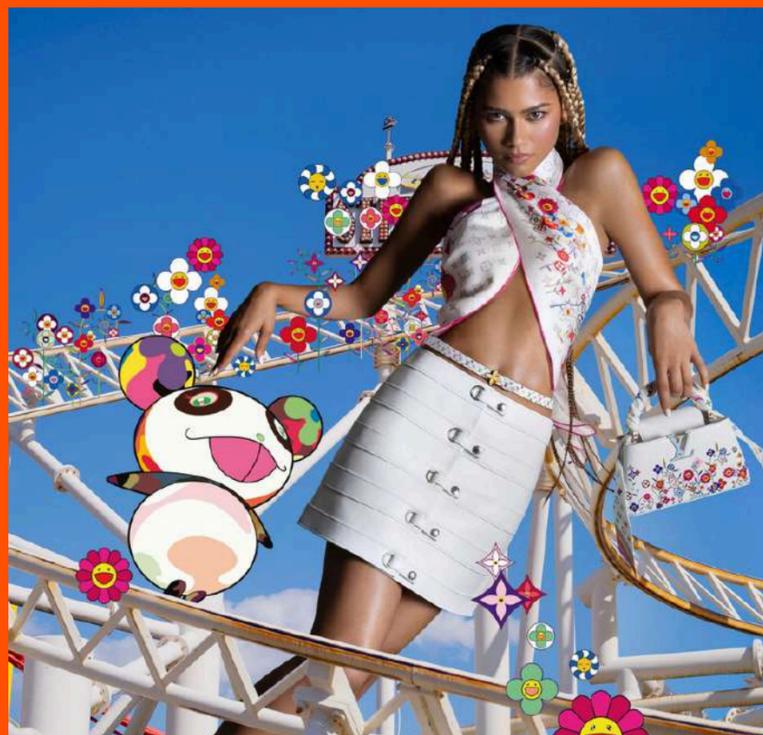
Why It's on the List

"Craft Is Our Language" is a philosophy distilled into visuals. In an industry addicted to novelty and noise, Bottega Veneta dared to be *still*.

The decision to center artisans alongside icons blurred the lines between luxury and labor, legacy and living culture.

At a time when so many luxury campaigns feel algorithmic or overproduced, this one offered something richer: intention.

Bottega Veneta reaffirmed that the future of luxury lies in what's handed down, not what's churned out.



Louis Vuitton × Murakami – 20-Year Re-Edition



Heritage That Pops — Twice Over

To mark the 20th anniversary of their groundbreaking collaboration, Louis Vuitton relaunched 200+ pieces from the iconic Murakami line—featuring vivid “Monogram Multicolore,” playful Cherry Blossom motifs, and more, all elevated with advanced printing techniques.

The campaign launched with immersive pop-ups in Tokyo, Paris, NYC, and beyond, styled like art galleries showcasing limited-edition archive pieces.

Louis Vuitton × Murakami – 20-Year Re-Edition

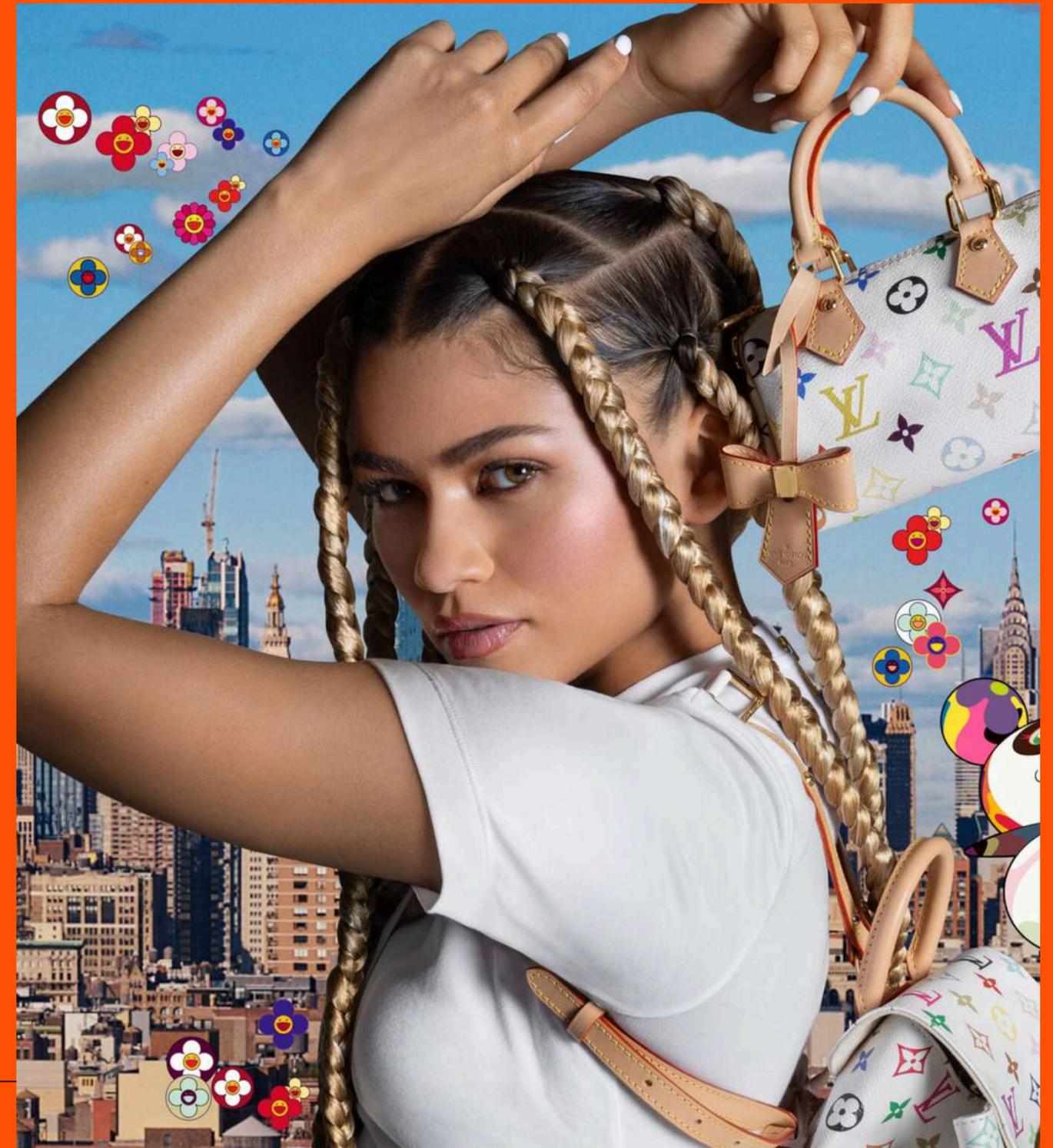


Why It's on the List

This revival walked the tightrope between memory and momentum. The limited re-release—heard to be 80% sold out in early rounds—reignited collector interest and stirred resale frenzy.

At the same time, the tactile pop-up activations drew lines around the block, flooding feeds and press with cultural heat.

With Zendaya's presence and art-grade production, LV turned a nostalgia drop into a future-facing brand moment, proving re-editions still shape luxury's narrative.



Loewe – Tomato Balloon

Loewe's Viral Lift-Off

What began as an internet joke spiraled into fashion history. Loewe's SS24 tomato clutch—a viral fruit-shaped accessory first teased in a meme—became the centerpiece of a surreal campaign that culminated in a giant tomato hot-air balloon flying over Turkey's Cappadocia region.



Loewe – Tomato Balloon



Why It's on the List

Because this campaign dared to take the absurd seriously—and it worked. By meeting the internet's sense of humor on its own terms, Loewe rewrote the rules for how luxury can play. This was creative jiu-jitsu: flipping a fleeting meme into a tangible, high-concept moment that inspired awe and selfies.



BEAUTY

CATEGORY WINNERS



Glossier – The Wonder of You

AI Blooms in Paris



For the launch of You Fleur, Glossier brought AI-driven personalization to a three-day pop-up in Paris's Galerie Joseph. The immersive "Wonder of You" experience combined swirling flower installations and purple petals with real-time mood-tracking that generated custom poetry for each visitor. Attendees could engrave their scent bottles and shop limited-edition merch.





Glossier – The Wonder of You

Why It's on the List

This campaign bridged the gap between digital fandom and physical experience. The Paris pop-up reinforced Glossier's *retail-as-content* strategy and also sparked a viral moment: TikTok creators racked up nearly 190K likes and 600+ comments under #YouFleur pop-up clips.

It cleverly layered scent discovery with personal narrative—AI and emotion met in real life, prompting shares, buys, and earned buzz.





OLAPLEX –

Designed to Defy

Confidence Starts at the Roots



Olaplex’s “Designed to Defy” marked its first creative work under CMO Katie Gohman, pairing science-driven haircare with emotion. The campaign featured spokespeople—Bridgerton’s Nicola Coughlan, entrepreneur Jenna Lyons, Olympian Sydney McLaughlin-Levrone—alongside their stylists, sharing a simple message: strong hair unlocks confidence.

OLAPLEX – Designed to Defy



Why It's on the List

Olaplex redefined its emotional core. At a time when the brand faced mounting competition, “Designed to Defy” offered a bold reset.

The campaign fused an emotionally-led narrative with hands-on engagement, combining digital and OTT storytelling with the experiential Bond House pop-up in New York, where visitors could receive expert-led hair scans and product guidance.

By turning real clients and stylists into protagonists, Olaplex built a more human, relatable brand identity—one rooted in both science and self-expression.





Supergoop! – Feel Super



SPF Gets a Superboost

Supergoop! elevated sunscreen awareness with Liza Koshy as its first-ever “*Chief Super Officer.*” The campaign unfolds like a comedic mini-series—Koshy pitches playful SPF inventions (“SuperShades,” sunscreen-dispensing clocks), starred in a 30-second hero spot, and made surprise appearances in Sephora.

The rollout spanned Instagram, TikTok, CTV, OOH, and in-store activations during Skin Cancer Awareness Month—backed by interactive experiences and gifting pop-ups.

Supergoop! – Feel Super



Why It's on the List

This campaign cracked the code: it turned a daily health habit into entertainment. #FeelSuper clips surpassed 3 million views and thousands of comments, while the brand saw a 173% boost in eCommerce revenue over three months post-launch.

By embracing humor and influence, Supergoop! brought SPF out of the medicine cabinet and into everyday culture—without compromising credibility.



Supergoop!®

Rhode Skin – Peptide Lip Shape Launch



Not Your 90s Lip Liner



Rhode kicked off 2025 with a nostalgic bang, launching its Peptide Lip Shape with a '90s-inspired campaign that reimaged the lip liner as a skincare-meets-makeup essential.

The campaign leaned into Y2K aesthetics and pop-culture references, featuring pastel visuals, cheeky workout skits, and star power from Hailey Bieber and Tate McRae.

Rhode Skin – Peptide Lip Shape Launch



Why It's on the List

Leveraging Hailey's tease-led social strategy sparked early buzz and consumer feedback.

The lip-shape rollout also solidified community trust: collaborating with influencers like Golloria tackled tone equity, while the fitness-move-inspired naming aligned product with lifestyle.



Rare Beauty – 4th Annual Mental Health Summit

Where the Mission Comes First

For its 4th annual Mental Health Summit, Rare Beauty turned LA's Rolling Greens into a full-circle moment.

Selena Gomez, Rare Impact Council members, mental health experts like Dr. Katie Hurley, and nearly 200 advocates gathered to workshop resilience, and cut through stigma with real talk—not fluff.

It was a purpose-led platform built from the inside out.



Rare Beauty – 4th Annual Mental Health Summit



Why It's on the List

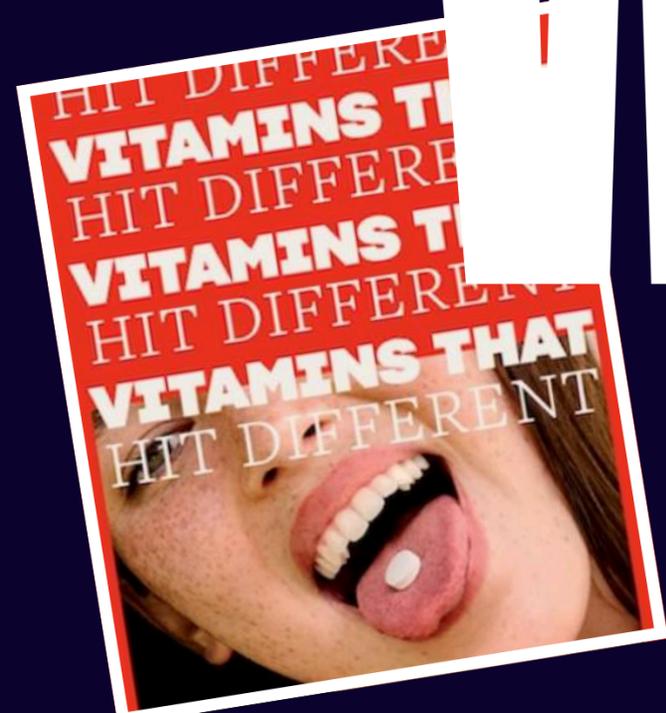
With \$20 million+ raised by Rare Impact and grants reaching underserved youth globally, Rare Beauty reminded the industry that impact must live beyond products. The live and livestreamed event (c.175 in-person, tens of thousands online) deepened brand trust—proof through participation.

This Summit reinforced Selena Gomez's transparency on her bipolar journey, activated employee and community voices, and turned awareness into tangible support.



WIFI MARKET WELLNESS

CATEGORY WINNERS



ŌURA – Give Us the Finger



Finger Focused on Living Well

Oura's "Give Us the Finger" flips the cliché of youthful fitness by spotlighting vibrant, real people in their 40s to 70s, wearing the Oura Ring on their index finger. Through a 60-second film, striking OOH and experiential activations—including a New York taxi takeover—Oura champions longevity as the goal, not aging as a fear.



ŌURA – Give Us the Finger



Why It's on the List

This campaign lands because it dared to be different—and knew exactly what it was doing. In a category dominated by youthful hustle and biohacking jargon, ŌURA rewrote the script with bold, unfiltered storytelling.

By turning a provocative line into a clever rallying cry, the brand put a spotlight on a neglected narrative: *aging well*. The film's casting alone—featuring tango dancers, a viral streetballer, and everyday icons over 40—rejected tokenism and leaned into lived experience.



CELSIUS – LIVE.FIT.GO.

From Gym Fuel to Life Fuel



LIVE.FIT.GO. marked Celsius's first full brand platform, redefining energy from a workout boost to a lifestyle enabler. Created with Anomaly, the campaign centered on a high-octane 30-second hero film featuring everyday achievers—nurses, creatives, parents, office workers—powering through their day with Celsius in hand. Rolled out across TV, CTV, OOH, digital, and social, it aimed to position Celsius not just as a fitness drink but as the go-to for anyone chasing goals, wherever they are.



CELSIUS – LIVE.FIT.GO.



Why It's on the List

Rather than lean on elite athletes or glossy gym shots, Celsius told a more relatable story: real momentum in real life.

The campaign connected by showing how ‘fitness’ could mean balancing meetings, kids, and personal goals.

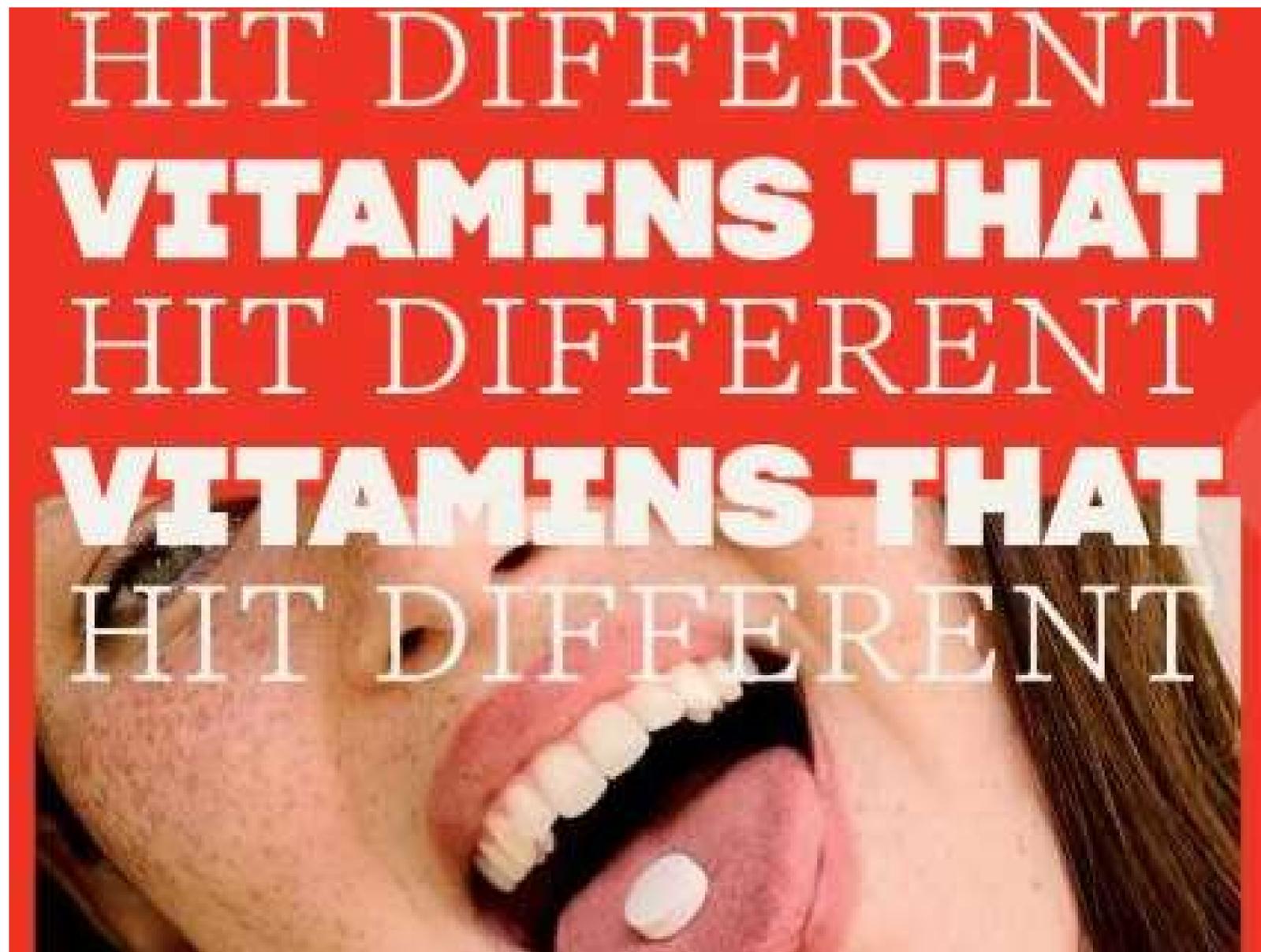
That broader lifestyle relevance helped Celsius cement its role as a daily energy staple and not just a niche fitness brand.

Strategically timed amid its \$1.65B Alani Nu acquisition, the campaign strengthened Celsius’s cultural presence and retail positioning—firming its place as the #3 energy drink in the U.S. while eyeing broader lifestyle domination.

Swisse Wellness – Vitamins That Hit Different



Vitamins That Actually Slap



Swisse Wellness’s “Vitamins That Hit Different” campaign reimaged supplements as a full-on sensory experience.

Centered on its Gummies and Smart Melts ranges, the socially led campaign highlighted bold colors, ASMR sound design, and trend-driven visuals to position Swisse as the playful, convenient alternative to traditional tablets.

Swisse Wellness – Vitamins That Hit Different



Why It's on the List

By tapping into the cultural pivot toward experiential wellness, Swisse broke away from the sterile vitamin aisle aesthetic. Rather than tout clinical claims, it showcased multisensory enjoyment and built in cues from social media trends (like “rizz” and ASMR) to stay relevant. The format-forward focus helped Swisse unlock a younger audience that had often lapsed on traditional routines, showing how even a vitamin brand can thrive with the right mix of utility and joy.





Lemme – Julia Fox Launch Spot *Gummy with a Wink*



In a cheeky Instagram and TikTok mini-film, Julia Fox lounges in a bubble bath, captivated by Kourtney Kardashian's playful phone pitch: “What on earth did you send me?” The ad teases Lemme’s new "Play" intimacy gummy line, leaving viewers intrigued, amused, and talking.

Lemme – Julia Fox Launch Spot



Why It's on the List

This campaign excels because it flips expectations: instead of stiff celeb endorsements, Lemme delivers real chemistry and cheeky narrative. Julia Fox's cameo adds cultural spice and instant virality—especially given her Kanye-Kourtney tie-back—which fuelled social heat.

By blending playful sexuality with a purpose-driven product launch, Lemme created a moment that's fun, bold, and impossible to ignore—an example of attention-driven wellness marketing.



hims & hers – Sick of the System

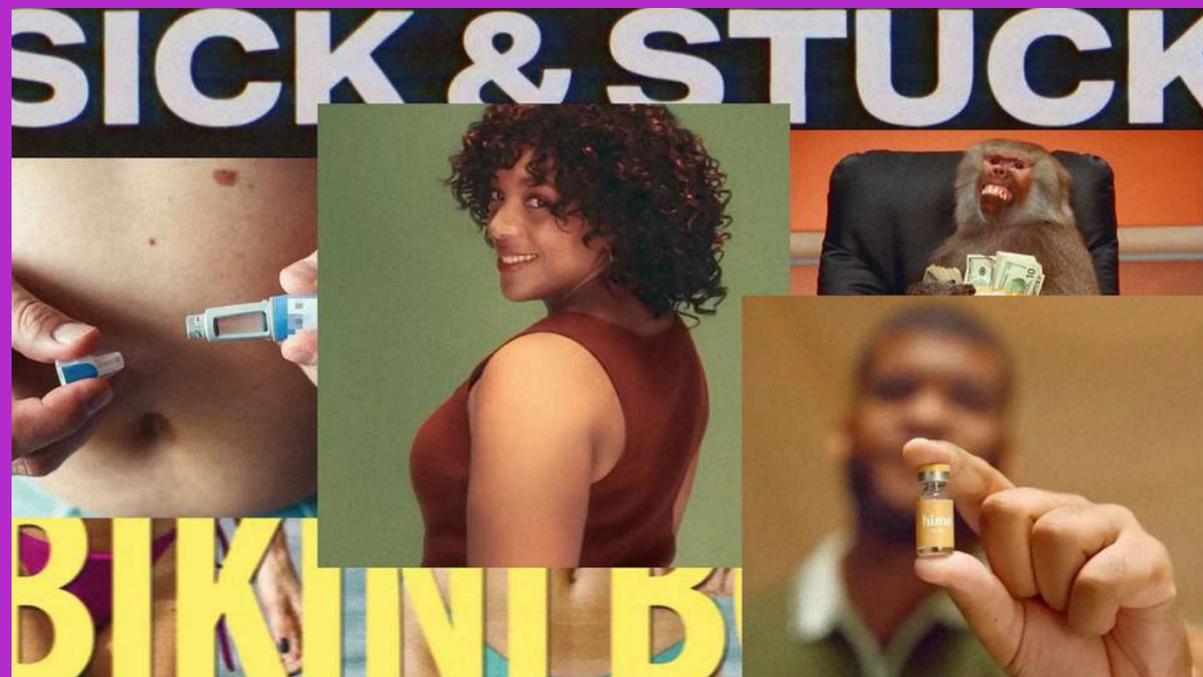
Rebellion in 60 Seconds

A hard-hitting 60-second Super Bowl manifesto that reframed obesity as a public system failure, not a personal flaw.

It combined stark statistics, visceral imagery of food culture, and bold narration to position Hims & Hers as an affordable telehealth alternative to traditional weight-loss drugs.



hims & hers – Sick of the System



Why It's on the List

The campaign roared. “Sick of the System” rejected euphemism in favor of direct cultural confrontation, leveraging the Super Bowl's unmatched reach to call out public health inequities.

The result? App store rankings soared, site traffic spiked 650%, and engagement hit 7.7× above average.

But beyond metrics, the campaign marked a bold identity shift—from DTC convenience brand to activist challenger. By speaking with urgency while others played safe, hims & hers forced uncomfortable conversations—and in doing so, rewrote what a healthcare ad can be at the industry's biggest stage.



HOME

CATEGORY WINNERS

HOW TO

Wayfair – Get It Out of Your Head and Into Your Home



From Dreaming to Doing



Wayfair’s UK reboot of “Get it out of your head and into your home” interrupts commuters mid-fantasy—whether a cyclist imagining a sofa or a rugby player picturing a dining set—then snaps them back with real-world cues. Across TV, OOH, social, email, and digital, it translates aspiration into immediate action.



Wayfair – Get It Out of Your Head and Into Your Home

Why It's on the List

This campaign highlights the tension between desire and decision in a cluttered market. It leans into humor, not hype, to bridge that gap.

Jung von Matt's executions make the insight tangible—watchdaydreams collide with reality in relatable urban moments.

The campaign converts the attention, reminding shoppers that inspiration turns into a cart with speed and ease.



Dyson – Airbrow

When a Prank Feels Like a Product



Dyson rolled out the “Airbrow” on April Fools’ Day — a pint-sized version of the Airwrap that “sculpts eyebrows with precision airflow.” Shared via a polished video featuring influencer Victoria Magrath using the gadget on model-worthy arches, the post mimicked a real launch. It was tongue-in-cheek yet slick enough to spark genuine buzz before the reveal.



Dyson – Airbrow



Why It's on the List

Dyson blurred the line between prank and product in true brand fashion. The reel earned over 200K likes and nearly 5K comments. We saw Reddit threads debating whether it was real — that's attention jousting with credibility.

Influencer alignment kept it plausible while the absurd premise sparked viral momentum. Now, search interest and fan demand for an eyebrow “Dyson” are through the roof.

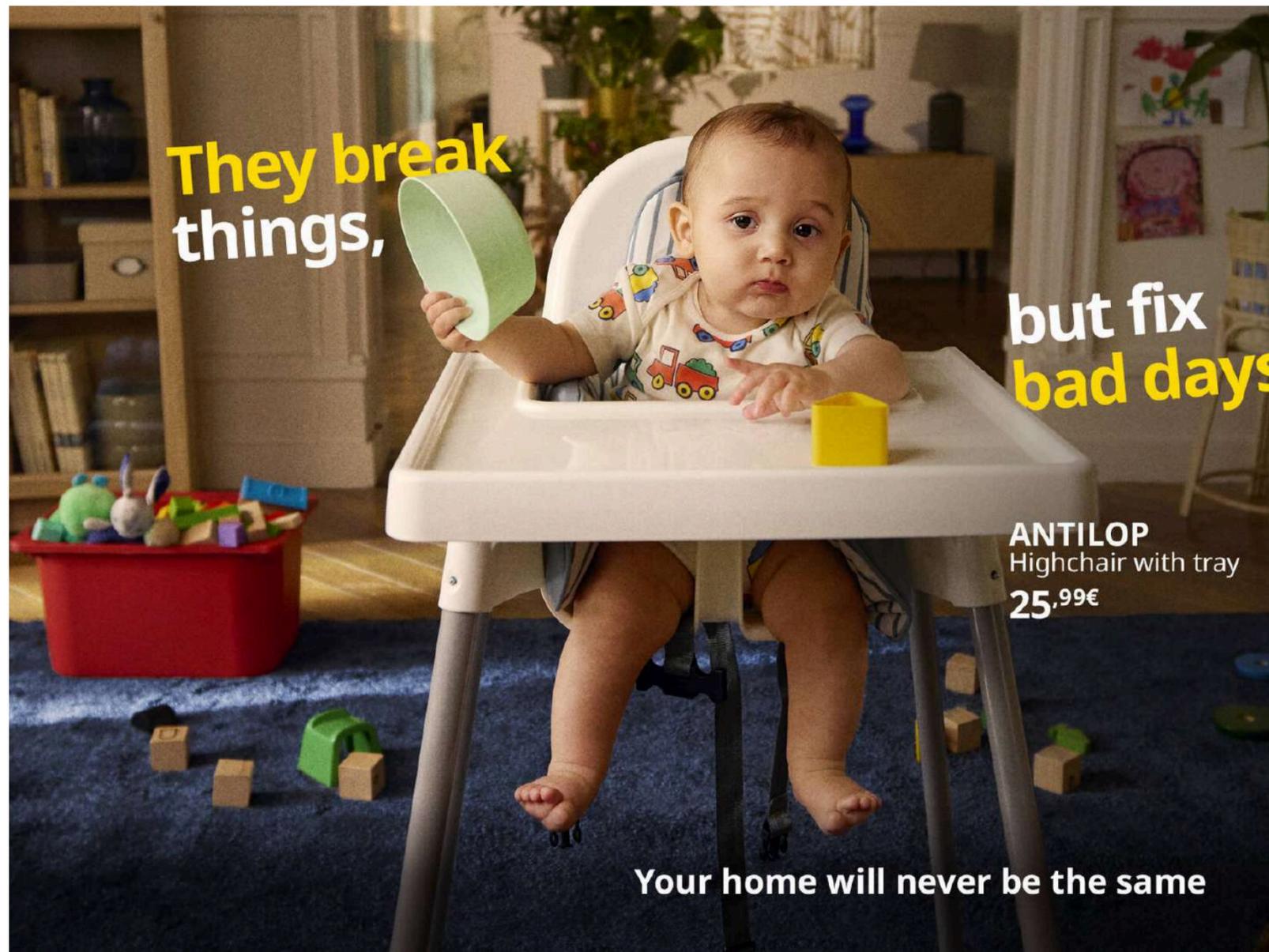
This prank tested consumer appetite, amplified brand equity, and proved Dyson can slip humor into innovation without missing a beat.



IKEA – Your Home Will Never Be the Same



Childhood Chaos as Creative Code



IKEA’s Middle East campaign spotlighted children snapping crayons, strewing toys, and coloring walls—actively encouraging kids to “invade” traditionally adult spaces. Through TV spots, OOH, social, and in-store activations, the brand reframed household mess not as nuisance, but as joyful creativity tied to everyday living.

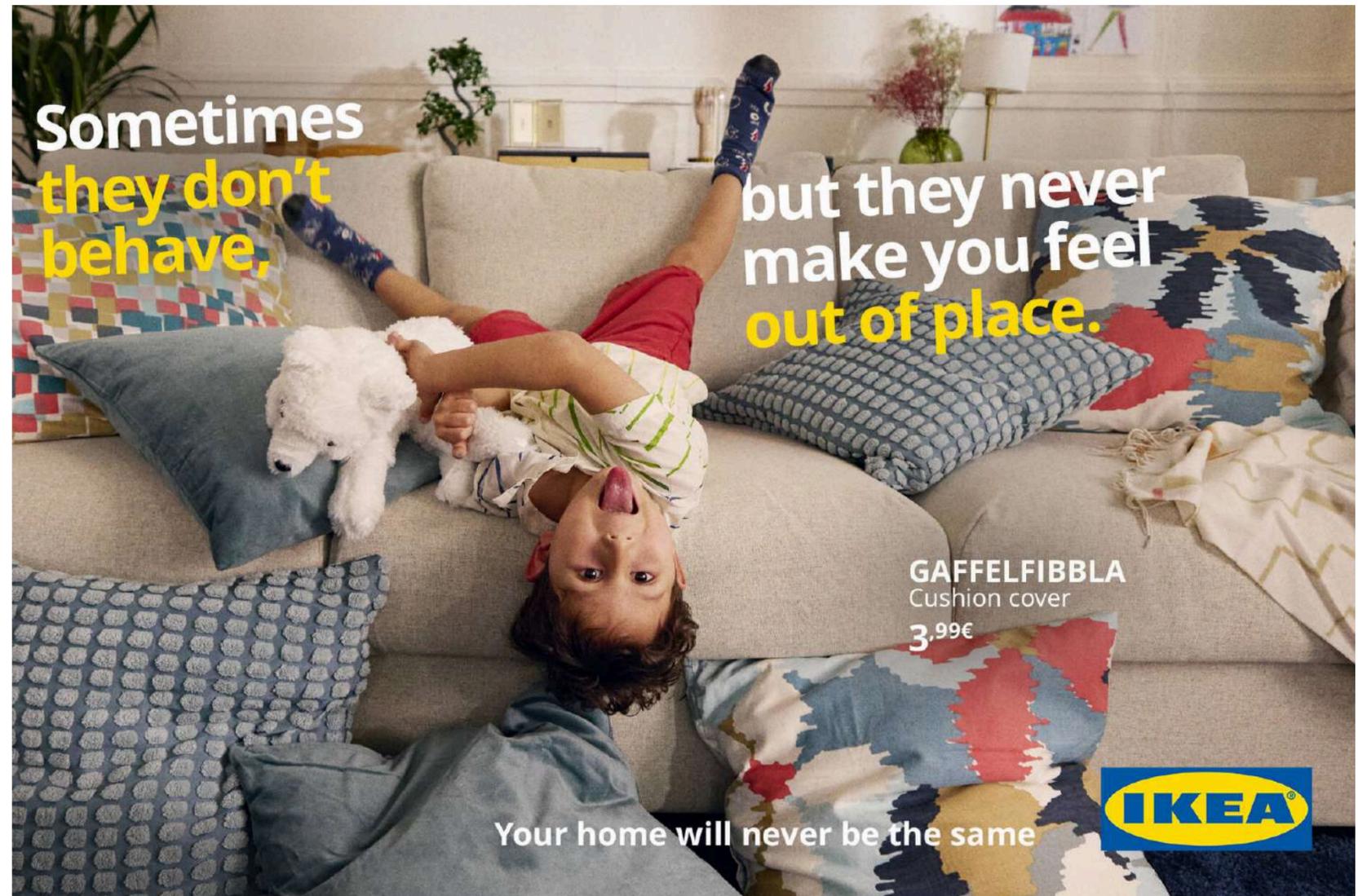
IKEA – Your Home Will Never Be the Same



Why It's on the List

This campaign proactively challenged cultural norms by celebrating family life in its authentic, imperfect reality.

By igniting social conversation and triggering shares on Instagram and Threads, IKEA reinforced its positioning as a family-first brand in a region where kids' play often goes hidden.



Brooklinen – Best In Bed

Bringing Bed to Life

Brooklinen marked its second decade by upgrading its linen bedding and towel lines and launching the “Best In Bed” campaign. Shot to the beat of Le Tigre’s Deceptacon, the campaign injects energy into a category that often feels snoozy—showcasing the brand’s refreshed Washed European Linen sheets and plush towels across digital, streaming, and social channels.



Brooklinen – Best In Bed



Why It's on the List

Brooklinen turned a simple product refresh into a cultural moment: crisp visuals and tactile storytelling shifted their message from comfort specs to lifestyle experience.

This campaign reinforced why consumers keep coming back. With social-first energy and unmissable creative, Brooklinen elevated sheets and also demonstrated that even the most intimate category can—and should—feel alive.

Williams-Sonoma x Morimoto

– Product Collaboration Launch



Bold Fusion with Real Flavor



Williams Sonoma and Iron Chef Masaharu Morimoto teamed up on a kitchen toteable collaboration: nine sauces and ramen bases that bring bold Japanese-fusion taste from Morimoto's restaurants into everyday cooking.

Beyond celebrity endorsement, it's a product-first partnership with in-store tastings and curated launches in February 2025

Williams-Sonoma x Morimoto

– Product Collaboration Launch

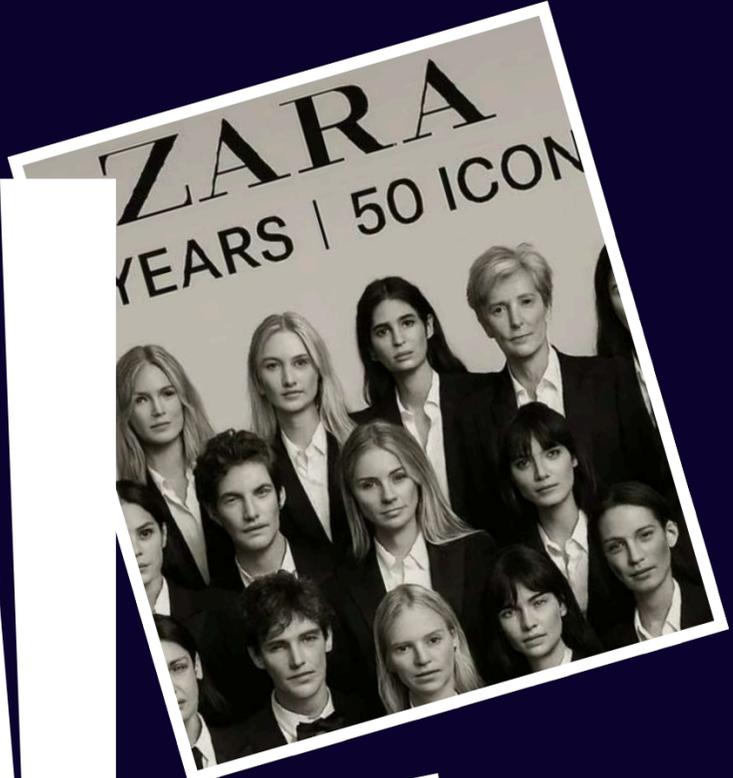
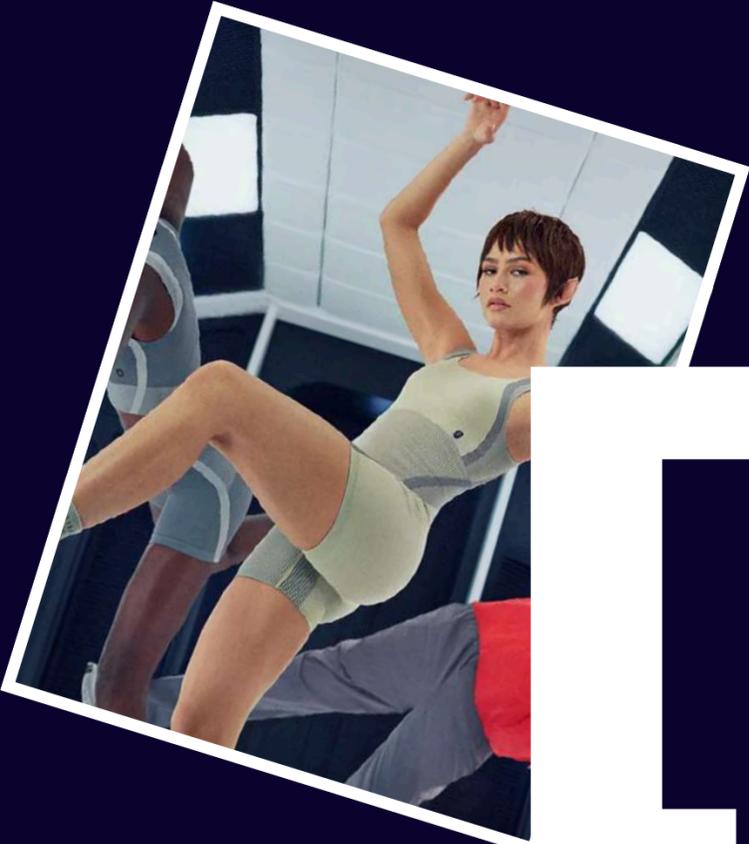


Why It's on the List



By partnering with a global culinary icon and launching with active sampling in stores, Williams Sonoma backed narrative with experience. It translated Morimoto's restaurant credibility into home-cook confidence—and early indicators show it boosted both shelf talk and traffic.

In a crowded kitchen culture, this partnership elevated Williams Sonoma from retailer to tastemaker.



FASHION

CATEGORY WINNERS

Nike — So Win



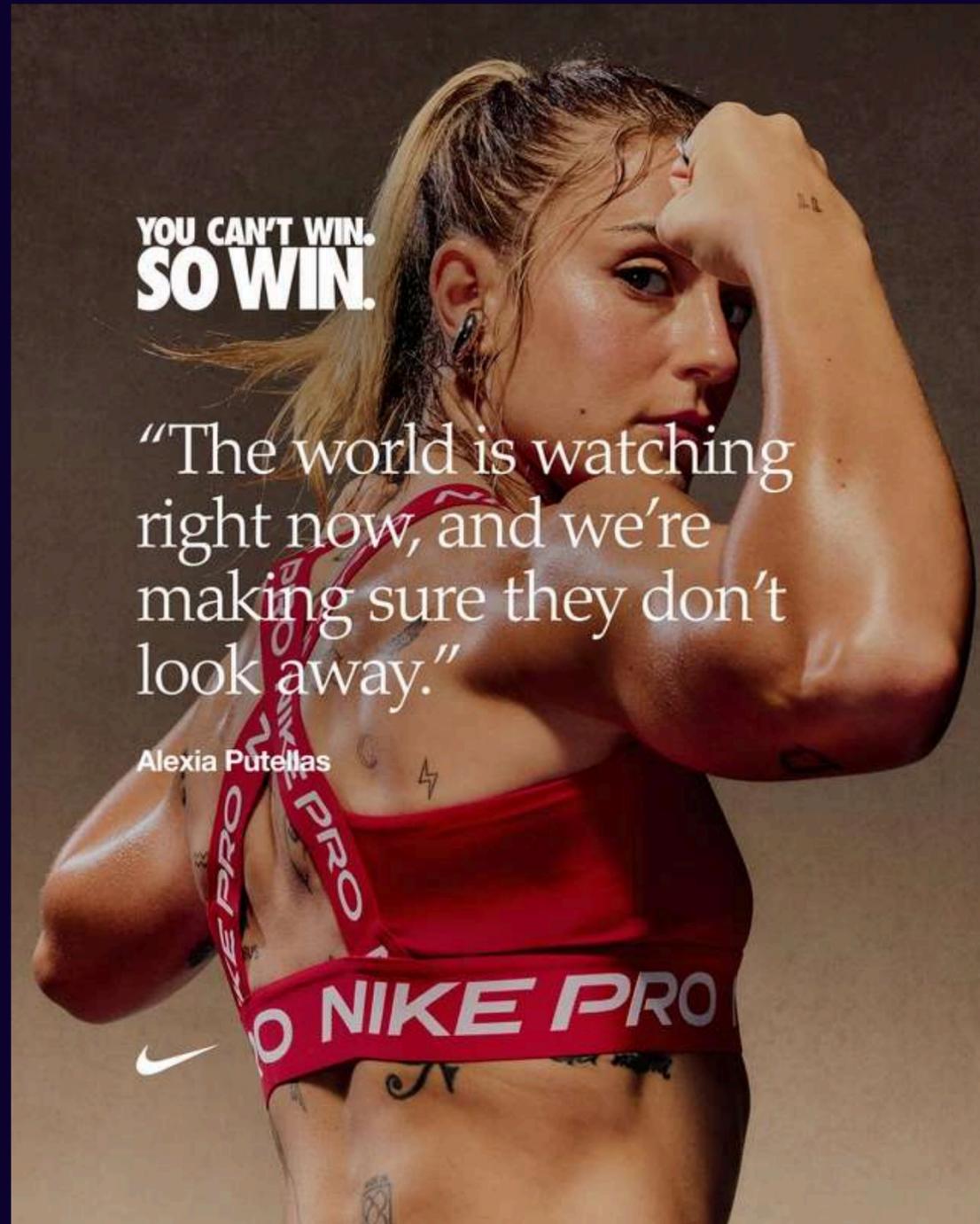
A Cultural Comeback With Something to Say



Nike returned to the Super Bowl after a 27-year absence with So Win, a bold new brand anthem celebrating women in sport. Narrated by Doechii and starring elite athletes like Sha'Carri Richardson, Sabrina Ionescu, and Caitlin Clark, the 60-second black-and-white spot flipped criticism into motivation.

Delivered across TV, digital, stills, and social, the campaign framed athleticism as rebellion—an answer to everything women have been told they can't do.

Nike — So Win



Why It's on the List

At a moment when women's sports are smashing viewership records and selling out stadiums, Nike didn't just ride the wave—it helped define it. The creative leaned into cultural tension with elegance: understated visuals, subtle branding, and a script that felt like both protest and pep talk.

The impact was huge (Super Clio winner, sky-high engagement scores), but the execution was even more impressive. A return to athlete-first storytelling—and a reminder that no one crafts a sports narrative like Nike.

SKIMS — Valentine's Day with Rosé

Valentine's Day Rewritten in Self-Love



SKIMS teamed up with BLACKPINK's Rosé for a special Valentine's Day capsule called "Cozy Valentine's." Unveiled in January 2025, the collection offered a quiet alternative to the usual hyper-romantic V-Day fare. Instead of flashy red lace and overt seduction, it featured rose-printed lounge sets, dreamy silk robes, cozy corsets, and unisex styles that leaned into softness, comfort, and self-care. The campaign featured Rosé in glowing, soft-focus visuals and positioned Valentine's Day as a moment for all—coupled or solo—to feel good.





SKIMS — Valentine's Day with Rosé



Why It's on the List

SKIMS saw a cultural gap and filled it with intent. By pairing Rosé's global reach with a campaign that subverted V-Day marketing norms, they created a moment that felt modern and relevant. The self-care message landed hard with audiences, and the cozy visuals—far from over-sexualized—hit a tone that many found refreshing. The real win was in the way SKIMS balanced commercial success with a deeper emotional insight: that Valentine's Day can be for everyone, without the pressure. Subtle, inclusive, and on-message—this was SKIMS at its most culturally in tune.

ZARA — 50 Years, 50 Icons



Zara Took Over the Fashion Timeline



To celebrate its 50th anniversary, Zara launched “50 Years, 50 Icons” — a high-impact fashion campaign uniting 50 supermodels across generations.

Shot entirely in black and white by renowned photographer Steven Meisel, the campaign featured legendary ‘90s names like Naomi Campbell and Christy Turlington alongside Gen Z favourites and rising stars.

Each model wore standout looks from Zara’s exclusive 128-piece anniversary capsule.

The campaign spanned physical store displays, a digital microsite, and a nostalgic short film soundtrack by Blondie’s “Heart of Glass.”

ZARA — 50 Years, 50 Icons



Why It's on the List

Zara staged a global fashion moment. The Meisel-shot portraits and all-supermodel cast gave the brand luxury weight, while the black-and-white aesthetic added timeless appeal.

Spanning generations, the casting also underscored Zara's message of legacy and inclusivity.

From store displays to collectible lookbooks and digital storytelling, every channel played a part.

In a crowded space, Zara created a rare brand moment that balanced prestige and commercial success.



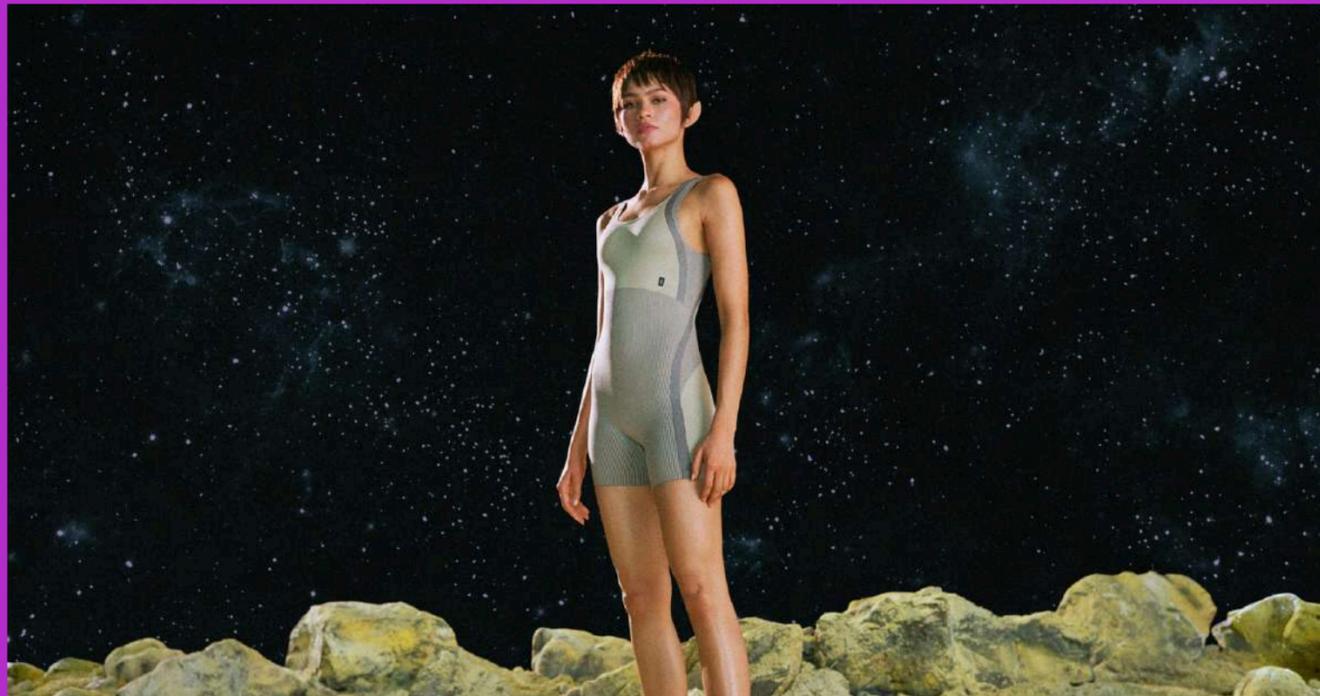
On — Zone Dreamers

When Footwear Becomes Fantasy

On's Zone Dreamers campaign, starring Zendaya and crafted by visionary director Nadia Lee Cohen, launched as a full-length “trailer for the greatest film never made.” It weaves a retro-futuristic universe where Zendaya and her crew (real-life stylist Law Roach included) journey through space — unveiling On's Cloudzone sneaker and Studio Knit bodysuit from their Spring/Summer collection.



On — Zone Dreamers



Why It's on the List

Hitting over 21 million Instagram views, the campaign blurred lines between film, fashion, and performance in a way few athletic brands dare. It didn't just advertise product—it built an entire narrative universe that aligned perfectly with On's origin story: sneakers engineered in the Swiss Alps for movement and inspired dreaming.

While the TikTok follow-up underwhelmed slightly in engagement, the core content demonstrated ambition, creativity, and an unexpected depth of brand storytelling.

REVOLVE — Revolve Festival 2025



Hotter Than Coachella



Revolve Festival 2025 marked the brand's eighth annual influencer mega-playbook, staged during Coachella Weekend 1 under the theme "Desert Mirage."

The invite-only bash featured Cardi B, Lil Wayne, and over 400 curated influencers – including Kendall Jenner, Julia Fox, and Cara Delevingne – in a content playground custom-built for social virality. Key tech activations like AR mirrors and AI kiosks added digital magic to the desert heat.

REVOLVE — Revolve Festival 2025



Why It's on the List

#RevolveFestival2025 trended across TikTok and Instagram for over 48 hours, outperforming even Coachella headliners in visibility.

Attendees weren't just guests – they were required content engines, contractually boosting the brand across platforms.

A linked Festival Shop drove direct conversion from buzz to basket, with capsule items selling out fast. In terms of experiential marketing, Revolve architected the trends.



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