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Fashion in Gaming Awards Makes New York Comic Con Debut This October

Highlighting the growing intersection of gaming and fashion, the Fashion in Gaming Awards will debut at North America's largest fan convention this October at the Javits Center

NEW YORK CITY, NEW YORK — JUNE 2026: The Fashion in Gaming Awards will officially take the stage at New York Comic Con, October 8th at 7pm, highlighting how digital style is transforming gaming and pop culture. **The Fashion in Gaming Awards is 'The Game Awards for In-Game Identity,'** a democratic celebration where players nominate the characters, creators, and studios that are defining how we express ourselves in-game.

Taking place during Thursday programming at the Javits Center, the event will be held in a **dedicated 500-seat venue** designed to showcase creators and brands spearheading in-game fashion and identity. With over 200,000 attendees at New York Comic Con each year—and past major supporters including **Marvel, Audible, Square Enix, and Capcom**—the debut offers an exclusive platform to spotlight the convergence of these two industries.

With global spending on in-game cosmetics and fashion-driven content expected to grow from **\$50 billion in 2023 to \$105.5 billion by 2030** (Yahoo Finance/GamesIndustry.biz forecast), the Fashion in Gaming Awards arrives at this pivotal moment to establish the industry's premier standard of excellence and celebrate the creators driving this cultural and economic boom. Unlike traditional game awards, where nominations are curated by industry juries, the **Fashion in Gaming Awards invites the public to nominate** titles and creators, giving players a direct voice in selecting the work that defines in-game style.

"Fashion in gaming has become a powerful new form of identity and creative expression," said **Tracy Greenan, CEO** of the Fashion in Gaming Awards. "We're thrilled to bring this conversation to New York Comic Con, the nation's top destination for celebrating how characters and pop culture inspire new forms of personal identity." The initiative is inspired by the forthcoming book *Skins in the Game: The Radical World of Video Game Fashion* (Bloomsbury), co-authored by Greenan and Fija Dahlia.

The program will spotlight categories including **Best Dressed Villain, Best Dressed Hero, Best Fashion Collab, and Designer of the Year**. Dynamic entertainment segments, such as the **Cosplay Fashion** show, will further celebrate how players and creators express identity through fashion in gaming.

Further details on speakers, nominees, and programming will be announced in the coming months.

Nominations for all categories are now open at FashionInGamingAwards.com.

About the Fashion in Gaming Awards

The Fashion in Gaming Awards recognize excellence at the intersection of fashion and gaming, celebrating the characters, brands, creators, and studios shaping the future of style in gaming. A full press kit, including high-resolution images, video, and executive bios, is available for download at: FashionInGamingAwards.com/press

More info: FashionInGamingAwards.com.

Media inquiries: press@FashionInGamingAwards.com

Partnerships and all other inquiries: info@FashionInGamingAwards.com