



Highlighting the growing intersection of gaming and fashion, the Fashion in Gaming Awards makes their New York Comic Con debut this October at the Javits Center in New York City.

NEW YORK CITY, NEW YORK — SEPTEMBER 2026: The Fashion in Gaming Awards will officially take the stage at [New York Comic Con](#), October 8 from 7pm-9:30pm, highlighting how avatar 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, the event will be held in a dedicated 500-seat venue in room 409 on the 4th floor.

With over 250,000 attendees at New York Comic Con each year, the debut offers an exclusive platform to spotlight the convergence of the gaming and fashion industries. With global spending on in-game fashion and accessories expected to leap from \$50 billion in 2023 to \$105.5 billion by 2030 ([GamesIndustry.biz](#) report), 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.

"Fashion in gaming has become a powerful new form of identity, prestige, status 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, one of the top global destinations for celebrating characters and pop culture." The show's 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 event 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 in Gaming show, will further celebrate how players and fans express identity through fashion in gaming. Supporters of the Fashion in Gaming Awards include the [International Esports Federation](#), the [United Nations Fashion & Lifestyle Network](#), [FIT](#) (Fashion Institute of Technology), [Women in Games](#) and [New York Games Week](#).

About the Fashion in Gaming Awards: The Fashion in Gaming Awards recognizes excellence at the intersection of fashion and gaming, celebrating the characters, brands, creators, and studios shaping the future of avatar fashion.

Press Kit: fashioningamingawards.com/media-kit

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