FOR IMMEDIATE RELEASE

Fashion in Gaming Awards Makes New York Comic Con Debut This October, Celebrating the Future of Fashion and in-Game Identity

NEW YORK CITY, NEW YORK — OCTOBER 5TH, 2026 — The Fashion in Gaming Awards will make its highly anticipated New York Comic Con debut on October 8, 2026, from 7–9:30 PM at the Javits Center in New York City, bringing together fashion, gaming, digital design, cosplay, and pop culture for an evening dedicated to recognizing outstanding achievements of skins across the gaming sector.

“New York City is proud to host the debut of the Fashion in Gaming Awards at New York Comic Con, an event that will shine a light on two major contributors to our cultural and economic identities — digital gaming and fashion,” said Commissioner Rafael Espinal of the NYC Mayor’s Office of Media and Entertainment. “Together, these industries employ close to 200,000 New Yorkers and help keep creatives coming here. And with the Fashion in Gaming Awards taking place during the city’s first New York Games Week, we’re building the kind of ecosystem that will make NYC a global home for the future of both industries.”

Taking place during Thursday programming in a dedicated 500-seat venue in Room 409 on the fourth floor in the Javitz’s North Wing, the event will bring the Fashion in Gaming Awards to one of the world’s largest celebrations of gaming, comics, entertainment, and pop culture.

With more than 250,000 attendees visiting New York Comic Con each year, the event provides a much-needed platform for the growing convergence of fashion and gaming. Global spending on in-game fashion and accessories is projected to reach $105.5 billion

by 2030, according to GamesIndustry.biz, reflecting the increasingly important role that digital clothing, customization, and avatar identity play within gaming culture.

“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 world’s leading destinations for celebrating characters, creativity, and pop culture.”

The Fashion in Gaming Awards is inspired in part by the forthcoming book *Skins in the Game: The Radical World of Video Game Fashion* (Bloomsbury), co-authored by Tracy Greenan and Fija Dahlia, which explores the rapidly evolving relationship between fashion, identity, technology, and gaming.

The Fashion in Gaming Awards is supported by organizations and communities including the International Esports Federation, 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 is a cultural platform celebrating excellence at the intersection of fashion and gaming. The awards recognize the characters, designers, creators, brands, studios, and experiences shaping the future of digital identity and in-game expression.

Fashion in Gaming Awards at New York Comic Con. All game titles and characters are the property of their respective owners.

Thursday, October 8, 2026 | 7–9 PM

Javits Center, New York City | Room 409

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