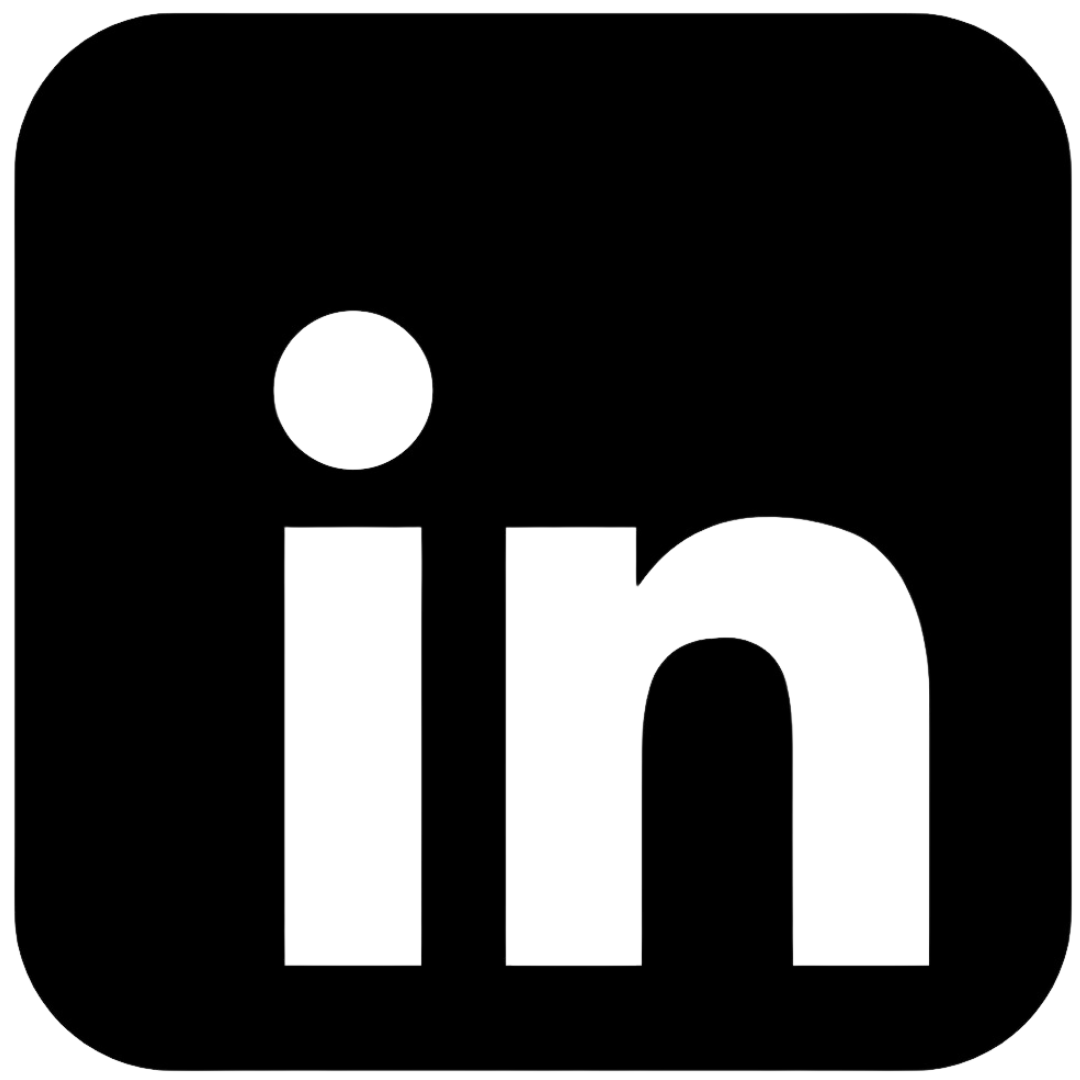
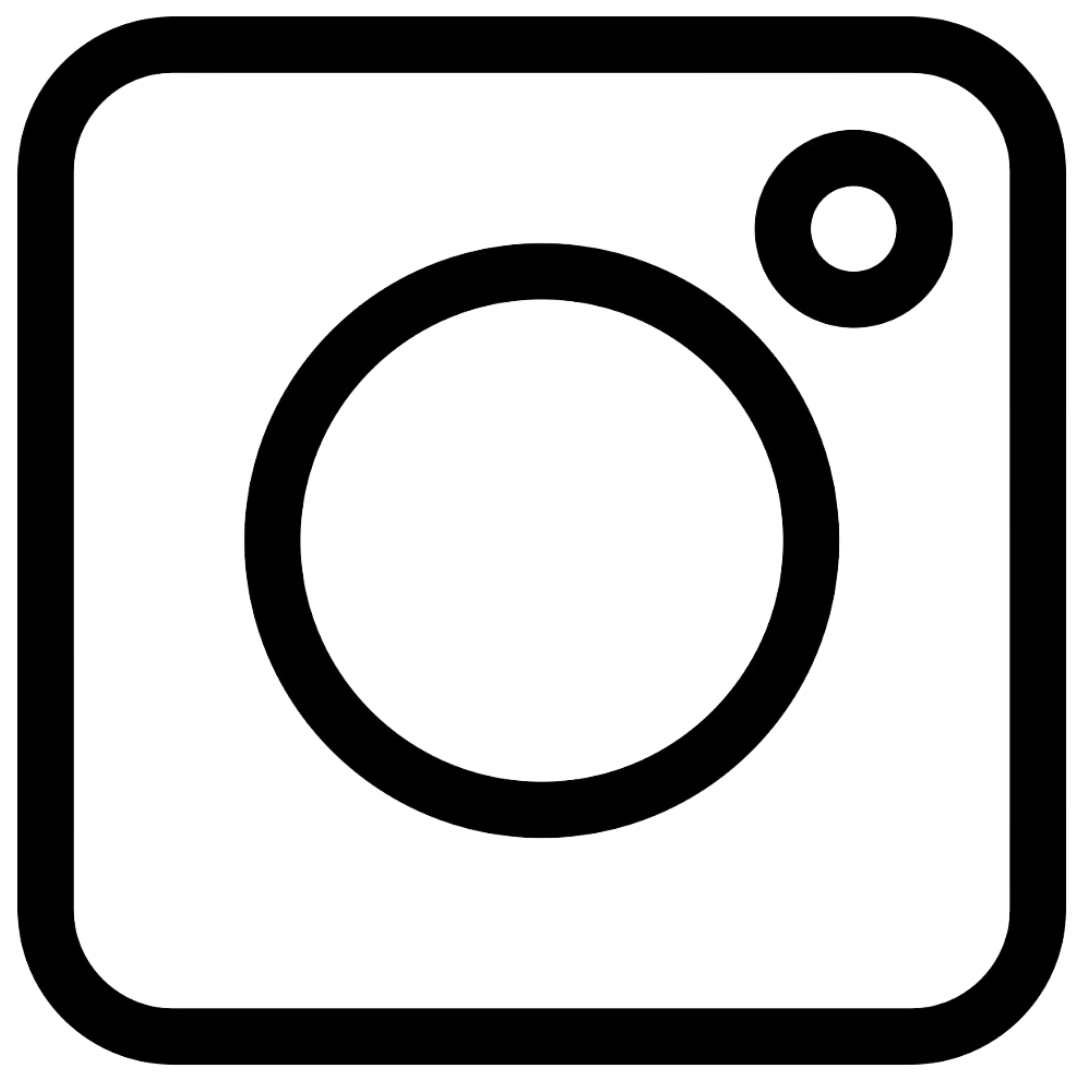
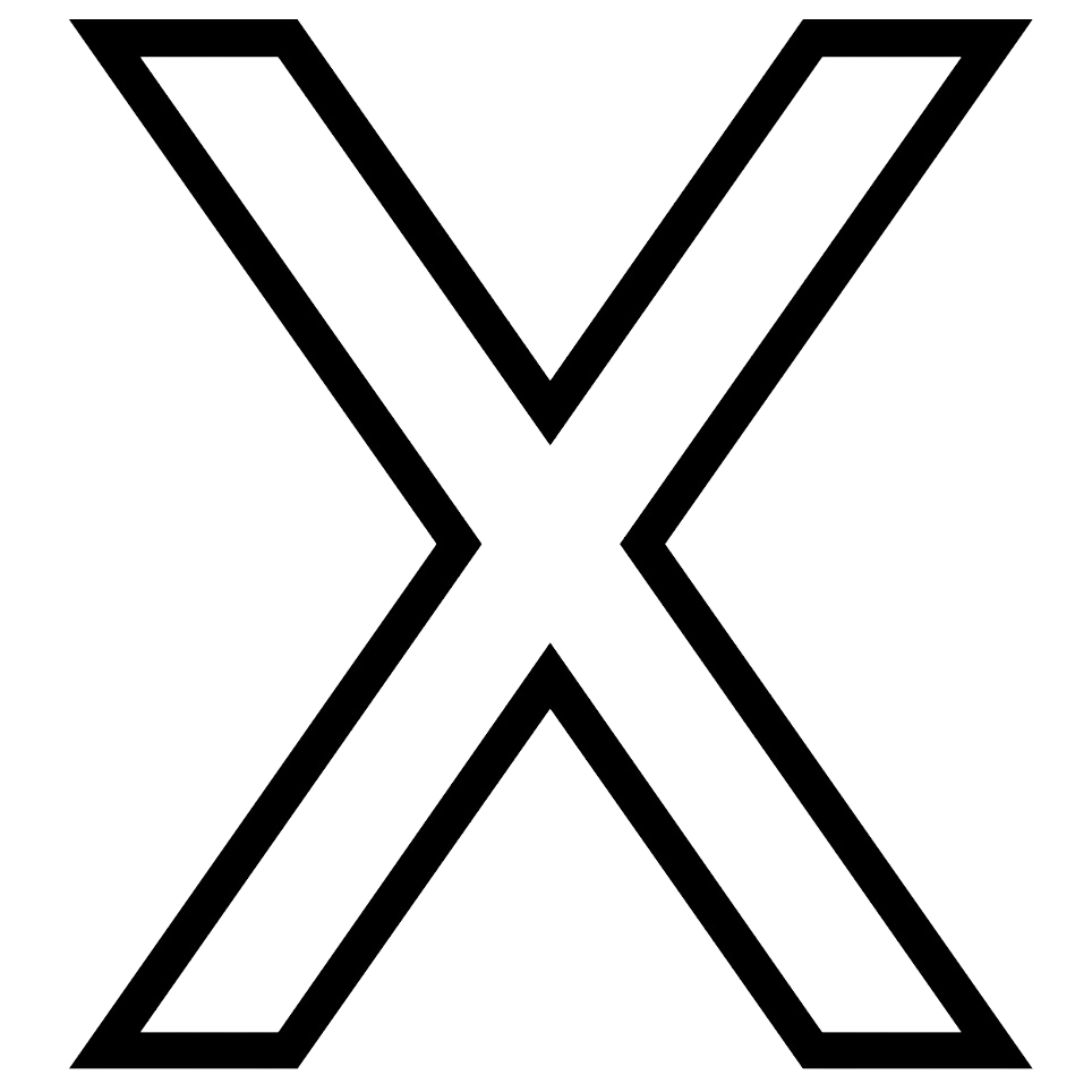






[](https://www.linkedin.com/company/104370993)[](https://www.instagram.com/gamechanging.style/)[](https://x.com/GCStylePodcast)

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For immediate release:

**Game-Changing Style Launches First ‘Fashion in Gaming’ Consultancy**

**New Agency Unveils Unique and Innovative Business Opportunities in the Rapidly Expanding Fashion-in-Gaming Market**

December 2nd, 2024, New York, New York Business & Services

Game-Changing Style founders and co-CEOs Tracy Greenan and Fija Dahlia announced the launch of their “Fashion in Gaming Consultancy” on December 2nd at 3:00 PM in New York.

“Gamification in fashion opens new monetization paths, transforming brands with dynamic strategies that engage untapped mass audiences in the new technological age,” confirms co-founder Tracy Greenan.

**About Game-Changing Style (GCS):**



Game-Changing Style is the first-of-its-kind agency led by fashion industry leaders and gamers dedicated to bridging the gap between fashion and gaming. Their comprehensive knowledge of both fields enables a level of insight unmatched by other studios, organizations, or consultancies that focus on a single game or method of gamification and often lack expertise in both areas.

With their expertise, cutting-edge strategies, and dedicated trend analysis, GCS empowers businesses to thrive in the ever-evolving world of virtual assets across the gaming spectrum. The consultancy highlights new revenue streams and revolutionizes traditional fashion brand collaborations by uncovering the transformative potential of in-game aesthetics and gamified campaigns.

“Fashion in gaming is different from what we see on the runway or the rack,” says co-founder Fija Dahila, “It has its own aesthetics and histories, and it’s important that brands understand and respect those when they’re coming into the gaming space. It’s a make or break factor of most gamified collaborations.”

GCS produces a bi-monthly podcast where audiences can learn the playbooks for building the world’s greatest brands in gaming through digital fashion wearables and discover how to apply them as a founder, business, investor, or professional​.

“Game-Changing Style’s wealth of knowledge and expertise helped illuminate a clear path for my luxury fashion brand within gaming,” reflected GCS client Catherine Hinderman, founder and CEO of luxury fashion brand Gaia Amore. “The hands-on experience with their own game was a game-changer in itself, showcasing the immense potential for my brand to connect with a fresh, dynamic audience.”

In 2024, the consultancy demonstrated their thought leadership at global events, including a masterclass on Fashion Across the Gaming Spectrum for Digital Fashion Week, guest speaking at the Metaverse Standards Forum on the potential of video game skins, and participated on a panel at the Fusion Fashion Tech Summit during United Nations Climate Week in New York City. The consultancy was also selected as the subject of a fashion case study conducted by the Fashion Institute of Technology (FIT) and the State University of New York Oneonta (SUNY Oneonta).

Game-Changing Style aims to revolutionize fashion aesthetics in gaming with a commitment to authenticity and creativity that fosters genuine connections between gamers and fashion brands. They are also producing the first Fashion In Gaming Awards, where the winner will be announced at Digital Fashion Week in 2025.

**-END-**

About Tracy Greenan and Fija Dahlia:

[Tracy Greenan](https://www.tracygreenan.com/) is a fashion-tech/gaming entrepreneur. She is the founder of [A.U.R.A.](https://www.tracygreenan.com/aura), a digital fashion brand in Roblox. Her work overall has been featured in [*The New York Times*](https://www.tracygreenan.com/post/jewelry-decorates-the-metaverse)*,* [*Vanity Fair*](https://www.tracygreenan.com/post/primavera-estate-2023)*,* [*ELLE*](https://www.tracygreenan.com/post/couture-show-flying-solo-na-tednu-mode-v-new-yorku-nepozaben-dogodek-visoke-mode)*,* [*Harper's BAZAAR*](https://www.harpersbazaar.com/es/pasarelas/primavera-verano-2023/g41531722/flying-solo-co-g-oi/?slide=173)*,* [*Marie Claire*](https://www.tracygreenan.com/post/primavera-estate-2023-1)*, and* [*Paris Fashion Week*](https://drive.google.com/file/d/1jz8PYwi0SCEQCW6kdPFMyumYuOiICU0z/view?usp=drive_link)*.* Tracy has been described as [“A recognized figure in digital fashion”](https://www.binance.com/en/square/post/1199775) **—** *Binance/Cryptopolitan*; [“An influential figure”](https://theweb3.news/web3-innovator-1-on-1/crafting-aura-in-the-digital-realm-tracy-greenans-journey-at-the-crossroads-of-fashion-technology-and-empowerment/) **—***TheWeb3 News*; [“A visionary entrepreneur”](https://decrypt.co/198449/londons-digital-fashion-week-showcased-industrys-bold-future) **—** *Decrypt*; and listed as a [Digital Fashion Thought Leader](https://stickerfashion.substack.com/p/digital-fashion-ecosystem-map) in *Sticker Fashion’s* *Digital Ecosystem* Report. 

Tracy Greenan Fija Dahlia

[Fija Dahlia](https://www.fijadahlia.com/) is a fashion designer and avid gamer with a certification in game design. In the spring of 2023, Fija was invited to participate as a fashion mentor in Parson’s first collaborative class with Roblox. Fija’s work has been featured at the Roblox Developers Conference in 2023 and included on the cover of the [Roblox 2023 Trends Report](https://blog.roblox.com/2023/11/insights-latest-digital-expression-fashion-beauty-trends-report/). She has also featured pieces in [CNN's *The New Frontier*](https://edition.cnn.com/videos/tv/2023/06/13/next-frontier-future-education-ai-chatbots-metaversities-game-based-learning-smart-robots-spc-intl.cnn)*,* [*The Wall Street Journal*](https://www.wsj.com/articles/roblox-videogame-avatars-stylish-clothing-fashion-4ea31784)*,* [*The Verge*](https://www.theverge.com/23734209/parsons-roblox-design-class-metaverse-fashion)*,* and [*Blush Magazine*](https://issuu.com/blushmagfit/docs/anniversary_issue_blush_sp2023/18)*.*

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