Bloglovin’ and Leandra Medine announce Blogger of the Year

By Obi Anyanwu - September 16, 2016

H&M, Bloglovin’ and Leandra Medine honored the winners of the 2016 Bloglovin’ Awards this week and announced H&M’s Breakthrough Fashion Blogger of the Year.


The Breakthrough Fashion Blogger of the Year finalists included A Fashion Nerd, Survivor On Stilettos, Street Style Teller, Stuff She Likes and winner Maristella Gonzalez of A Constellation.

"H&M's Breakthrough Fashion Blogger of The Year program is instrumental in identifying, fostering, and supporting the growth of the next generations of fashion and style shapers," says Marybeth Schmitt, head of communications at H&M. "Maristella exemplifies the inspiration and innovation that we know drives the future of the fashion and blogging industry."

H&M and Bloglovin’ announced in June the second iteration of its blogger mentorship project. The winner of the 2016 Breakthrough Fashion Blogger of the Year will be featured in H&M Magazine. The first-ever winner in 2015 was Brittany Xavier’s Thrifts and Threads.

Other 2016 Bloglovin’ Award winners include A Love is Blind, Tamira Jarrel, Marianna Hewitt, Camille Over the Rainbow, Cup of Couple, Louise Roe, Style Heroine, Something Navy and Tone it Up.