


The Museum of Modern Art

WSJ.

THE WALL STREET JOURNAL MAGAZINE

THE INNOVATOR AWARDS
THURSDAY | OCTOBER 29, 2026
MoMA, NYC

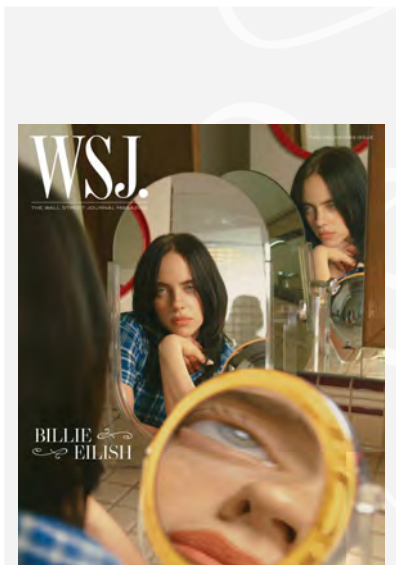


Each year, WSJ. Magazine honors a select group of trailblazers,
The Innovators—whose creative and cultural impact shapes
the world around us.

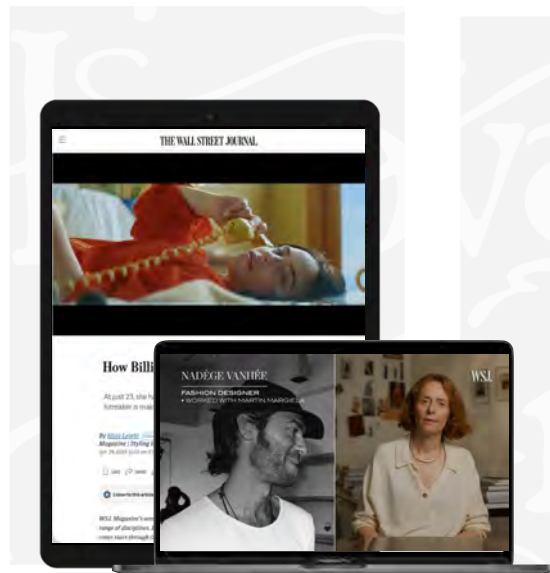
Through immersive storytelling, evocative photography, and
cinematic film portraits, we celebrate their singular achievements,
culminating in an intimate and prestigious gathering:
the annual **WSJ. Magazine Innovator Awards**.



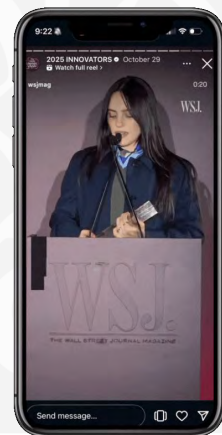
A Multi-platform Event



7 x Print Covers
Distributed Internationally
every November



7 x Digital + Video
Feature Interviews
on WSJ.com



Extensive Social
Coverage



1 Pinnacle Event



The Class of 2025

Introducing the 2025 Innovators:

"You are indelible fingerprints in the vessel that is this moment.

*We are so lucky tonight to share with your friends and contemporaries in the telling of your stories. **We know that your contributions to creativity in this world will endure and persist through time.***

Sarah Ball

Editor in Chief, Sarah Ball

The Night of...

A celebratory atmosphere. Cross-discipline multi-hyphenates sharing a toast.
"The most glamorous night of the year for the Wall Street Journal!" - Emma Tucker



ARRIVALS

COCKTAILS

DINNER

AWARDS

THE AFTER PARTY

THE AUDIENCE

Innovators Guest Profile

Who is in the room:

- C-Suite Executives from the worlds of fashion, film, finance and beyond
- Tech Founders and Investors
- Designers, Architects and Artists
- Oscar, Grammy, Emmy, Tony and Golden Globe Winners

“Our readers are professionals in a variety of fields always looking to level up—the Innovators Franchise is really taking you inside of that success—how did somebody build a career that changed lives? This could be inspiration to a reader who has been successful in their own right but who wants to take it to that next of level.”



Editor in Chief, Sarah Ball
in her 2025 Innovators Editor Letter





ARRIVALS



Featured:
Priscilla Chan, Mark Zuckerberg, **Spike Lee**, and Bethann Hardison,
Hailey Bieber, and **Ben Stiller**

COCKTAILS



Featured:
Scarlett White, Betsy Gaghan, Lila Moss, Maggie Baird, **Billie Eilish**, Chris Rock,
and **Melody Hobson**

DINNER



Featured:

Priscilla Chan, Karlie Kloss, **Hailey Bieber**, Anthony Vaccarello,
Billie Eilish, **Spike Lee**, **George Lucas**, and **Nadège Vanhee-Cybulski**.



AWARDS

As is tradition, each Innovator was introduced by a peer or colleague.

AWARD PRESENTERS

Music Presenter: **Stephen Colbert**

Fashion: **Karen Elson**

Entertainment: **Adam Scott, Britt Lower**

Philanthropy: **Karlie Kloss**

Film: **Rosie Perez**

Design: **Chris Rock**

Beauty: **Anthony Vaccarello**



AFTER PARTY



The
2025
Innovator
Awards



Featured:
Imaan Hammam, Chloe Flower, Chris Rock,
Padma Lakshmi, **Ben Stiller, Hailey Bieber,**
and Mona Tougaard

Just like at other tentpole events from WSJ...

News *breaks* at the Innovator Awards

Billie Eilish's acceptance speech **generated 100+ stories** from [Associated Press](#), [Billboard](#), [Elle](#), [Forbes](#), [Harper's Bazaar](#), [Rolling Stone](#), [Teen Vogue](#) and more. The video drove **26.4M views** on WSJ social accounts.



Billie Eilish urged billionaires to give away their money right after it was announced she was donating millions

OCT 31, 2025

By Lisa Rospers France



Billie Eilish onstage this week. (Dimitrios Kambouris/Getty)

WHAT SHE SAID

Billie Eilish Has Some Advice for Mark Zuckerberg

By Emily Lashin

Subscribe Less than \$1.00/week

Billie Eilish Calls Out Billionaires In Room With Mark Zuckerberg: 'Give Your Money Away'

By [Marc Ribicoff](#) [Bookends](#) [Forbes Staff](#) [Mary Bookends](#) is a [Forbes](#) break...
Published Oct 30, 2025, 10:25am EST Updated Oct 30, 2025, 02:45pm EST

TOPLINE
Musician Billie Eilish used an award acceptance speech Wednesday night—for which billionaire Mark Zuckerberg and George Soros were in the audience—to question why the mega-rich have allowed their wealth to accumulate and encourage billionaires to donate their money in a time “people need empathy and help in our country.”



Billie Eilish attends the WSJ | Magazine 2025 Innovator Awards at Minsk on Oct. 29, 2025 in New York City. (AP/Wide World)

“Billie Eilish will be donating proceeds from her Hit Me Hard and Soft Tour to support organizations, projects and voices dedicated to food equity, climate justice, reducing carbon pollution and combating the climate crisis. That donation, ladies and gentlemen, will be \$11.5 million. That’s wonderful. Billie, on behalf of humans everywhere, thank you.”
-Stephen Colbert



INNOVATOR'S BIGGEST YEAR EVER.

The franchise drove press coverage across all major media platforms –celebrating viral moments as well as the Innovators in-depth WSJ interviews.

1.2+ Billion

Print and digital impressions

36 Million

WSJ Social Views

1.5M Likes
164K Shares

3.3+ Million

Radio and Podcast impressions

350+

Stories generated from Innovators print and digital features leading up to the gala including 165+ “Night of” coverage stories

EYE / PARTIES

Billie Eilish, Hailey Bieber, Chris Rock and More Attend WSJ Magazine Innovator Awards at MoMA

To a room that included Mark Zuckerberg and Priscilla Chan, Eilish called out billionaires, asking, “Why are you billionaire?”

By LEIGH NORDSTROM  OCTOBER 30, 2025, 1:26PM



f
x

WWD

x

2025 Innovators & Presenters

Who Is In The Room

INNOVATORS (2025 AWARD RECIPIENTS)

Hailey Bieber

Chief Creative Officer & Head of Innovation,
Rhode

Priscilla Chan

Co-founder & Co-CEO, Chan Zuckerberg
Initiative

Billie Eilish

Singer-Songwriter and Musician

Melody Hobson

Founder, Lucas Museum of Narrative Art

Spike Lee

Director

George Lucas

Founder, Lucas Museum of Narrative Art

Ben Stiller

Actor

Nadège Vanhée

Creative Director, Hermès International

INNOVATOR PRESENTERS

Stephen Colbert Comedian & Late Night TV Host

Karlie Kloss Founder, Kode with Klossy

Britt Lower Actor

Rosie Perez Actor

Chris Rock Actor

Adam Scott Actor

Anthony Vaccarello

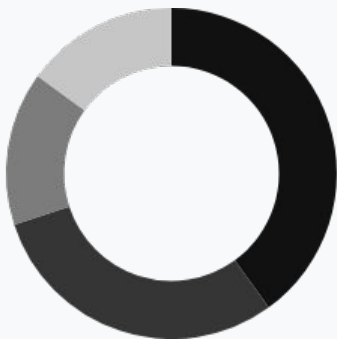
Creative Director, Saint Laurent



2025 Audience Highlights

Who Is In The Room

Business Mix



40% Luxury/Fashion

30% Media/Arts

15% Tech/Innov

15% Finance/Goods

From heritage houses (Hermès, Dior) to Silicon Valley giants (Meta, CZJ) and top editorial voices.

Power & Influence

45%

C-Suite & Founders

CEOs, Presidents, Founders (Akris, Fendi US, Lucid).

40%

Executive Management

Global Heads, SVPs, VPs controlling budgets.

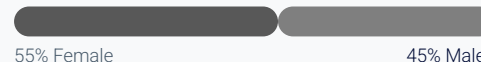
35%

Cultural Tastemakers

Top-tier photographers, stylists, artists, and models (Ashley Graham, Paloma Elsesser).

Notable Dynamics

GENDER SPLIT



Tech meets Luxury

Unique cross-pollination where Silicon Valley wealth shares the room with leading luxury maisons.

High "Plus-One" Power

Award recipients (Spike Lee, Billie Eilish) bring powerful entourages of music execs and tech billionaires, effectively creating secondary VIP sections.

Heavy Media Amplification

~20% of the room is top-tier press, guaranteeing high organic amplification of the event and halo effect for sponsors

Visibility & Virality

Scale of Cultural Moment

WSJ Social Buzz (Owned)

36M+

Total Video Views Across Innovators Content

1.5M+

Social Likes

164K+

Shares



Viral Moment: Billie Eilish

Acceptance speech drove 26.4M views alone.

Billie Eilish/Stephen Colbert clips became the #1 and #2 most engaging social posts ever for The Wall Street Journal.

Earned Media & Press

1.2B+

Earned Print & Digital Media Impressions

350+

Editorial Stories

3.3M+

Radio/Podcast Impressions

Immediate Impact

170+ stories ran across top entertainment outlets within 48 hours of the gala.

Billie Eilish Announcement

Generated 100+ stories (AP, Billboard, Vogue, Rolling Stone).

WSJ.
THE WALL STREET JOURNAL MAGAZINE

The
2025
Innovator
Awards

PRESENTING SPONSORS



LUCID

rochebobois
PARIS

SUPPORTING SPONSORS

GUERLAIN
PARIS



PRESENTING SPONSOR

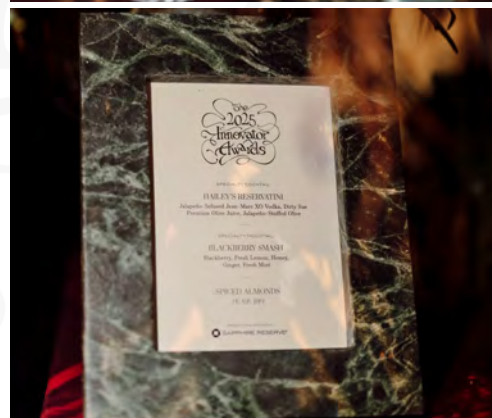
Chase Sapphire Reserve

As a first time sponsor, Chase Sapphire Reserve was thoughtfully integrated into the experience with a custom cocktail - *Hailey's Reservatini* - a subtle nod to their brand ambassador and this year's Beauty Innovator, Hailey Bieber.

Hailey's Reservatini was served during the cocktail reception and after party, with logo inclusion on the cocktail menus.

Other elements of the partnership included:

- Chase Sapphire Reserve logo on the step and repeat
- NOTED thanks in opening remarks by Dow Jones CEO, Almar Latour
- Chase Sapphire Reserve branded gifts for Innovators, Presenters and Attendees
- Passes to the event for JPMC executives
- Logo inclusion in all marketing collateral including invitation and on-site branding
- Mention in post-event press release
- Event imagery provided post-event
- WSJ. Magazine Social Package, inclusive of Night-of Instagram Story Ownership and 3X In-Feed Reel Takeover





PRESENTING SPONSOR

Harry Winston

Our partner for several years, Harry Winston is an innovator in their own right with their efforts to combine craftsmanship, heritage, and philanthropy.

For the 2025 Innovator Awards, we provided Harry Winston with invitations for their VIP customers as a unique, a money-can't-buy experience.

Other elements of the partnership included:

- Exclusive jewelry and timepiece sponsor of the event
- Harry Winston logo on the step and repeat
- Brand video featured on the screens prior to the program
- Personal thank you note from Sarah Ball to Harry Winston VIPs
- Opportunity to dress notable guests and VIPs
- Logo inclusion in all marketing collateral including invitation and on-site branding
- Noted thanks in opening remarks by Dow Jones CEO, Almar Latour
- Chocolate boxes included as a gift for all guests and honorees/presenters
- Mention in post-event press release





PRESENTING SPONSOR

Lucid Motors

As our auto sponsor, Lucid Motors took pride of place at our Innovator Awards celebration with a prominent display of the Lucid Gravity SUV parked at the entrance to the MoMA.

Showcasing their commitment to embracing and Electric Vehicle future, their innovative standing was evident to all those on arrival.

Other elements of the partnership included:

- Lucid Motors logo on the step and repeat
- Noted thanks in opening remarks by Dow Jones CEO, Almar Latour
- Passes to the event for Lucid Motors executives and board members
- Lucid Motors provided transportation to and from the event for a select group of VIPs
- Short term lease offer for Innovators and Presenters
- Branded gifts for all attendees
- Logo inclusion in all marketing collateral including invitation and on-site branding
- Mention in post-event press release





PRESENTING SPONSOR

Roche Bobois

Signature Roche Bobois seating furnished various spaces within MoMA, including the cocktail reception, backstage after party and naturally prompted the signature Bubble sofa into becoming a photo moment, with stunning and social trending results.

Other elements of the partnership included:

- Roche Bobois logo on the step and repeat
- Furniture integrated onsite at MoMA including entry table and lighting fixtures, and throughout cocktail reception area, backstage and after party; bubble sofas, seats, ottomans and coffee tables
- Backstage lounge for honorees and presenters with Bubble sofa and additional Roche Bobois pieces
- Roche Bobois \$1,000 gift card for all attendees
- Personalized gifting to honorees and presenters
- Noted thanks in opening remarks by Dow Jones CEO, Almar Latour
- Passes to event and company profile on event website
- Logo inclusion in all marketing collateral including invitation and on-site branding
- Mention in post-event press release





SUPPORTING SPONSOR

Guerlain Paris

As a first time supporting sponsor, Guerlain's products were gifted to Honorees, Presenters and all guests.

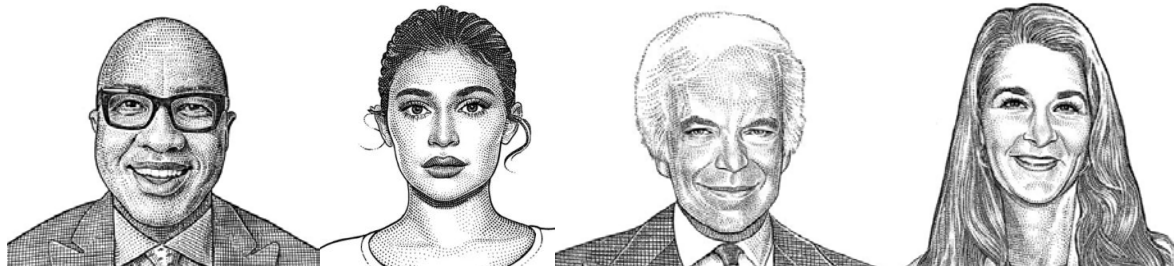
Other elements of the partnership included:

- Noted thanks in opening remarks by Dow Jones CEO, Almar Latour
- Logo inclusion in all marketing collateral including invitation and on-site branding
- Mention in post-event press release
- Passes to event for Guerlain executives
- Company profile on event website
- Event imagery provided post-event



Past Innovators

BTS, MUSIC / MARC JACOBS, FASHION / SATURDAY NIGHT LIVE / MAYA RUDOLPH, COMEDY / JON M. CHU, FILM / JONY IVE, DESIGN / MELINDA GATES, THE GATES FOUNDATION / SZA, MUSIC / JULIA LOUIS-DREYFUS, ENTERTAINMENT / MARTIN SCORSESE, FILM / JACK DORSEY, TWITTER, SQUARE / MARK PARKER, NIKE / DR. DRE & JIMMY IOVINE, BEATS BY DRE / THE WEEKND, MUSICIAN / MARTIN SCORSESE, FILM / ANGELINA JOLIE, ACTRESS / DANIEL HUM & WILL GUIDARA, NOMAD / TOM FORD, DIRECTOR / MARGOT ROBBIE, ENTERTAINMENT / MIUCCIA PRADA, DESIGNER / AI WEIWEI, ARTIST / SNØHETTA, ARCHITECTURE FIRM / REESE WITHERSPOON, ACTRESS / TYLER THE CREATOR, MUSIC / RAF SIMONS, DESIGNER / DILLER SCOFIDIO & RENFRO, ARCHITECTURE FIRM / LEWIS HAMILTON, SPORTS / THOMAS HEATHERWICK, DESIGN STUDIO / PATTI SMITH, AUTHOR / CINDY SHERMAN, ART / PAT MCGRATH, MAKEUP ARTIST / DAVID CHANG, FOOD / RALPH LAUREN, FASHION



See them them all [here](#).