

ENTRY GUIDE

2025



FIT Sport Design Awards recognizes the industry's most innovative sports equipment and apparel from around the world.

The FIT Design Awards look for ground-breaking sports innovations, sustainable products, performance-enhancing solutions that provide comfort for athletes or everyday players, and practices that have a positive environmental impact. We celebrate designers' creativity and exceptional vision while honoring socially responsible practices that will inspire the next generations!



PERS Chainless Pedalling System
by CIXI Active Mobility

Why you should submit?

1

Global Recognition

The program is designed to be a celebration of the very best in sports gear and apparel design. Your designs will be showcased to industry leaders around the world.

2

International Exposure

Winners will benefit from a comprehensive media and communications package.

3

Customer Growth

Add 'Award Winning' to your product and profile, and generate exposure to an expanded designers' market.

4

Connection

This is a fantastic opportunity to connect with the worldwide sports design community. Meet your peers and forge new opportunities through networking.

5

Team Recognition

Boost team morale, increased motivation, and job satisfaction are some of the positive impacts winning the FIT Awards will bring to your company

6

Website Profile

Your product design will have a stunning profile display, sharing winning information, along with company and designer's details.

GETTING STARTED

Register and complete your profile information.

Pick your experience level, add your company or school details and create a password.

Validate.

Once you have registered; you can run through the steps, save your progress then come back to complete your profile if needed.



Registration

If you have an account please log in [here](#)

First Name / Given Name *

This field is required.

Last Name / Family Name / Surname *

This field is required.

Email Address *

This field is required.

Experience Level *

Company / brand	Independent Designer	Student	Agent
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Address *

Street Address

City

Postal code


Zip/Postal Code

Country

Password *

This field is required.

Confirm Password *



Type the code

By clicking, you agree to the [Terms \(Updated\)](#) and [Privacy Policy](#)

CREATE AN ENTRY

Submit your work - access your dashboard.

Click on "Submit" to the design section related to your project:

- Sportswear Design → Apparels
- Sports Equipment Design → Gears



[Home](#) [Profile](#) [History](#) [Create New Entry](#) [Help](#) [Logout](#)

FIT Sport Design Awards

[Please take a moment to update your Profile](#)

FIT Sport Design Awards recognizes the industry's most innovative sports equipment and apparel from around the world. We are celebrating designers' creativity and exceptional vision while honoring socially responsible practices that will inspire the next generations.

Sportswear Design of the Year

[Submit — FIT Sport Design Awards 2025 / Sportswear Design of the Year](#)

Sports Equipment Design of the Year

[Submit — FIT Sport Design Awards 2025 / Sports Equipment Design of the Year](#)

IMPORTANT:

- We recommend uploading a minimum of 6 pictures to a maximum of 10 images. Professional pictures are highly preferred.
- The "first Image" will be used as your entry profile picture to showcase and identify your entry, do not frame and watermark your photos.
- Do not include your/your company name in the "Entry Name" and in the description.
- Please complete your submission in English - no special characters.

ENTRY FORM

Step 1/ Complete the entry form. The online entry form is split into four steps: Entry Details / Entry Upload / Preview Entry / Payment

The screenshot shows the 'Entry Details' step of the FIT Sport Design Awards online entry form. At the top, the FIT logo is on the left, and navigation links for Home, Profile, History, Create New Entry, Help, and Logout are on the right. Below the navigation is a progress bar with four steps: Step 1 (Entry Details, active), Step 2 (Upload Images), Step 3 (Preview Entry), and Step 4 (Payment). The main content area is titled '2025 FIT Sport Design Awards Company/Brand Sportswear design of the year Entry'. It contains three text input fields: 'Product Name *', 'Design Company', and 'Brand Name (if applicable)'. On the right side, a white box displays 'Total Entry Fee: CHF 0' and a green button with a right arrow and the text 'Save & Next to Upload Images'.

ENTRY DETAILS /

For professional submissions you need to provide the following information:

- Company Name (required)
- Lead Designer (required)
- Other Designers Names(optional)
- Manufacturer (optional)
- Distributor (s) (optional)
- Other contributors (optional)
- Gear Name or Apparel Name (required)
- Category(ies) (required)
- Estimated selling price & Available to buy from (optional)
- Design Status: Concept - Prototype - commercialized (required)
- Brief description of the product (required)
- Product details /Composition & Product Specification (optional)
- Upload images (required) and/or PDF document (optional)
- Add links to design/product (videos, online materials, website, etc) (optional)

For student submissions you need to provide the following information:

- Name of your University (optional)
- Designer name (required)
- Other Designers Names(optional)
- Gear Name or Apparel Name (required)
- Category(ies) (required)
- Brief description of the product (required)
- Product details /Composition & Product Specification (optional)
- Upload images (required) and/or PDF document (optional)
- Add links to design/product (videos, online materials, website, etc) (optional)

ENTRY FORM

Select which categories you wish to enter, you may enter the same design into as many categories as you see fit. In fact, doing so may increase your chances of winning.

IMPORTANT/

- There is a 50% discount for the additional category picked.
- There is no limitation to the number of categories you choose.
- We accept concept , prototype and commercialized designs.
- It is important to note that each design is evaluated separately; the jury members are not evaluating a “body of work” or a “collection” of design. Please prepare one application for each product submission.

Entry Categories SPORTSWEAR DESIGN <input type="checkbox"/> SNOWSPORTS <input type="checkbox"/> WATERSPORT, AQUATIC, PADDLE SPORTS <input type="checkbox"/> SAILING & SURFING <input type="checkbox"/> BALL SPORTS <input type="checkbox"/> RACKET SPORTS <input type="checkbox"/> AIR SPORTS <input type="checkbox"/> STRENGTH TRAINING <input type="checkbox"/> MIXES DISCIPLINES <input type="checkbox"/> EXERCICES SPORTS <input type="checkbox"/> OUTDOOR SPORTS <input type="checkbox"/> SUMMER SPORTS <input type="checkbox"/> URBAN LIFE <input type="checkbox"/> SUSTAINABILITY <input type="checkbox"/> SPORT GADGETS <input type="checkbox"/> TEXTILE	<input type="checkbox"/> WALKING & RUNNING <input type="checkbox"/> FITNESS & GYMNASTIC <input type="checkbox"/> MOTORIZED SPORTS <input type="checkbox"/> CYCLING <input type="checkbox"/> MOUNTAINEERING, CLIMBING, HIKING <input type="checkbox"/> COMBAT SPORTS <input type="checkbox"/> EQUESTRIAN SPORTS <input type="checkbox"/> URBAN SPORTS <input type="checkbox"/> OTHERS SPORTS <input type="checkbox"/> INDOOR SPORTS <input type="checkbox"/> WINTER SPORTS <input type="checkbox"/> PARASPORTS <input type="checkbox"/> INNOVATION <input type="checkbox"/> E-SPORT & APPLICATIONS
Entry Categories SPORT EQUIPMENT DESIGN <input type="checkbox"/> SNOWSPORTS <input type="checkbox"/> WATERSPORT, AQUATIC, PADDLE SPORTS <input type="checkbox"/> SAILING & SURFING <input type="checkbox"/> BALL SPORTS <input type="checkbox"/> RACKET SPORTS <input type="checkbox"/> AIR SPORTS <input type="checkbox"/> STRENGTH TRAINING <input type="checkbox"/> MIXES DISCIPLINES <input type="checkbox"/> EXERCICES SPORTS <input type="checkbox"/> OUTDOOR SPORTS <input type="checkbox"/> SUMMER SPORTS <input type="checkbox"/> URBAN LIFE <input type="checkbox"/> SUSTAINABILITY <input type="checkbox"/> SPORT GADGET	<input type="checkbox"/> WALKING & RUNNING <input type="checkbox"/> FITNESS & GYMNASTIC <input type="checkbox"/> MOTORIZED SPORTS <input type="checkbox"/> CYCLING <input type="checkbox"/> MOUNTAINEERING, CLIMBING, HIKING <input type="checkbox"/> COMBAT SPORTS <input type="checkbox"/> EQUESTRIAN SPORTS <input type="checkbox"/> URBAN SPORTS <input type="checkbox"/> OTHERS SPORTS <input type="checkbox"/> INDOOR SPORTS <input type="checkbox"/> WINTER SPORTS <input type="checkbox"/> PARASPORTS <input type="checkbox"/> INNOVATION <input type="checkbox"/> E-SPORT & APPLICATION

ENTRY UPLOAD

Step 2/ Upload your images, company/university logo and a PDF document.

You can upload up to 10 images, the logo of your company or university and one PDF document; use it as a specification sheet to provide more insight on your project.

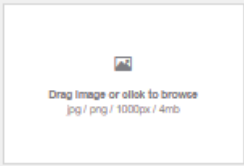
IMPORTANT/

- We recommend uploading a minimum of 6, a maximum of 10 images relating to your project.
- The "First Image" will be used as your entry profile picture to showcase and identify your entry.
- Professional pictures are highly recommended, all images must be in.jpg/png format, under 4 MB each, and at least 1000px wide on the longest side. If the sizes of your pictures are larger, please resize them before uploading them to the system.
- Do not watermark your photos.
- Please ensure that you have the appropriate copyright clearances for all photography submitted. All entrants understand that any image submitted to the competition may be used by the FIT Design Awards for marketing and promotional purposes.
- The PDF document is only used by the Jury members when voting, the document will not be published.

Entry Uploads

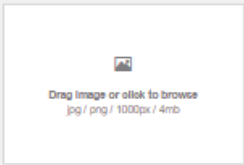
Professional pictures are highly recommended, all images must be in.jpg/png format, under 4 MB each, and at least 1000px wide on the longest side. If the sizes of your pictures are larger, please resize them before uploading them to the system. Please do not watermark your photos, you may upload up to ten images, a minimum of six images is highly recommended.

Logo (Required)
Upload your Company logo or University/School logo



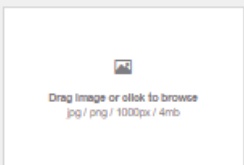
Drag image or click to browse
jpg / png / 1000px / 4mb

First Image (Required)
This image will be used as your entry profile picture to showcase and identify your entry. If you are entering a series of photographs this should be the best image to represent the entry.



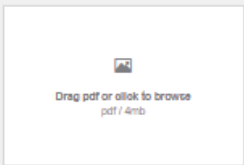
Drag image or click to browse
jpg / png / 1000px / 4mb

Project Images (Maximum 10)
Supporting images for your entry.



Drag image or click to browse
jpg / png / 1000px / 4mb

Project PDF (Optional)
If your entry has a product specification, please upload it here. You can upload a multipage PDF saved as small file for viewing only (max 4mb).



Drag pdf or click to browse
pdf / 4mb

ENTRY REVIEW

Step 3/ Review your application:

- Once you have uploaded all the required material for your submission, please review your submission carefully, checking for any errors or missing information, before finalizing the payment.

PAYMENT

Step 4/ Pay and receive your invoice:

- Submission fees are the last step in processing your application.
- Multiple entry payments are possible, just click and select those you would like to proceed with.
- Payment must be made via credit a card or Paypal.
- The cost summary is including the early submissions discount, when applicable.
- The company is based in Switzerland therefore the program currency is CHF – Swiss Franc, however, you can pay in all currencies accepted by stripe & Paypal.
- Please make sure your company details have been fully completed under "profile" as the invoice will be under this company name and address.
- Once you have entered your payment information, you will receive a confirmation email with a link to download the invoice; you can also find the invoice under "History" - "Completed Entries."

If you have any questions, please check our [Frequently Asked Questions](#) on the FIT Sport Design Awards website.

Thank you for submitting your projects and sharing your design with us!

Contact/

Please feel free to contact us at any time
customer service: support@fitdesignawards.com

www.fitdesignawards.com

JUDGING CRITERIA

The evaluation process for entries to the FIT Sport Design Awards is based on various judging criteria. These criteria are not comprehensive and not all criteria are applied to each project, they simply provide an orientation framework and basis for judging – which is complemented by each individual juror's expertise and socio-cultural background.

Each member of the Jury is passionately committed to providing a fair evaluation. Jury members are assigned categories based on their specific background and expertise. Our jury members cast their votes individually and anonymously to ensure unbiased and impartial judging. Jury votes are tallied and the highest overall scoring entries are selected as winners.

- Aesthetics – form, shape, color, texture, finishing, the material used, etc.
- Innovation – does the apparel/gear provide something new to the market or supplement/improve an existing product?
- Practicality/Functionality – ease of cleaning, safety, repairs, maintenance
- Durability – the quality and longevity of the product, is it adaptable to extreme conditions?
- Impact – the benefit delivered to the athlete, does it increase performance, or increase comfort?
- Ecological compatibility – potential environmental and/or ecological impact, local produce, repair circle, materials used.
- Emotional quotient – in addition to fulfilling its practical purpose, does the apparel/gear create a sense of enjoyment and satisfaction?

ENTRY FEES

Company / Brand: CHF 250 incl. local VAT/

Same entry in additional categories at a 50% discount

Independent Designer CHF 150 incl. local VAT/

Same entry in additional categories at a 50% discount

Student CHF 50 incl. local VAT/

Same entry in additional categories at a 50% discount

DEADLINES

- 15% Early Bird discount until 30th of September 2024
- 10% Extended Early Bird discount until 30th of November 2024
- Regular Deadline: January 31st, 2025
- Final Deadline: March,1st then a 10% late fee will apply till the 31st of March 2025.
- The Program will close on April 14th, 2025.

