



Global Sportswear
Design Award

The 3rd
Global Sportswear Innovation
Design Award
(GSD Award)



清华大学
Tsinghua University



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GSD Award

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About GSD Award

The Global Sportswear Innovation Design Award (GSD Award) is positioned at the forefront of the sportswear and fashion industry. It is dedicated to exploring the integration of art and technological innovation, grounded in the philosophy of sport, to systematically analyze future trends in sportswear fashion. The award has established a comprehensive, international, and high-caliber evaluation system and professional judging mechanism, ensuring academic rigor in its standards. With guidance from leading academic experts and the practical application support of industry-leading enterprises, the award facilitates the transformation of design concepts into industrial value. It provides designers and researchers with a systemic platform spanning innovative design, sports health science, career development, and future lifestyle studies. The award aims to build a global research and innovation ecosystem for sportswear design, identifying and honoring researchers and practitioners who have made outstanding academic contributions to the field of global sportswear design through a rigorous selection process.

"MOVEMPOWER"

"MOVEMPOWER" serves as the core academic concept for the 3rd Global Sportswear Innovation Design Award, establishing a multi-dimensional research framework. Its etymology contains a rich semantic structure: "Move" encompasses both the objective physical process of movement and the subjective psychological experience of being emotionally moved, while "Empower" signifies the capacity for enabling and unlocking potential.

This edition of the award explores cutting-edge topics through its four main tracks – Science & Performance, Nature & Symbiosis, Culture & Diversity, and AI & Generation – investigating areas such as material science innovation and performance synergy, ESG responsibilities and sustainable design, the integration of cultural heritage with modern sport language, and the empowerment of AIGC technology. It emphasizes a methodology of interdisciplinary collaboration, encouraging participants to break through traditional disciplinary boundaries and reconstruct the realm of what's possible in sport. This theme focuses not only on functional design but also emphasizes the emotional connection between people and products, as well as the active role of design within broader social, cultural, and environmental contexts. It aims to produce design research outcomes that meet the functional demands of sport while being rich in humanistic care and future vision, ultimately contributing richer, healthier, and more sustainable lifestyle paradigms for society. It embodies the idea that sport is no longer a one-dimensional display of physical prowess but a holistic experiential system integrated into multiple facets of life.

MOVEMPOWER

Moment

Aesthetic Emotion of the Extraordinary Moment

Proposition • Peak Experience

Originality

Unleashing the Source of Originality

Purpose • Unique Creation

Vision

Envisioning the Future of Sport

Vision • Foresight

Evolution

Driving Innovation in Industry and Technology

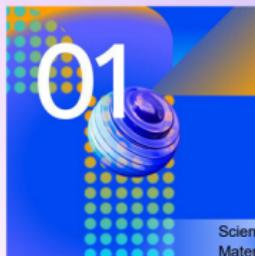
Impact • Pioneering Change

EMPOWER

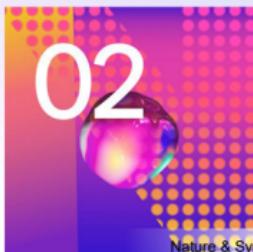
Empowerment and Enhancement: Together, they interpret the profound value of sport as a release of energy and an ignition of potential, driving technological and industrial advancement.

Empowerment • Unleashing Potential

Centered around the core concept of "MOVEMPOWER," this year's award encourages participants to transcend disciplinary boundaries and explore the deep convergence of sport with diverse fields such as technological innovation, natural coexistence, and cultural heritage. This theme aims to inspire designers to reflect on how sport can empower life and integrate multifaceted values, creating works that not only fulfill functional demands but also embody humanistic care. It redefines sport not merely as physical activity, but as a lifestyle, a form of cultural expression, and a pathway to self-realization — ultimately contributing to richer, healthier, and more sustainable life experiences for all.



Science & Performance
Material Innovation, Dynamic Lightness



Nature & Symbiosis
Butterfly and Flower in Mutual Dance,
Harmonious Blossom



Culture & Diversity
Breaking from the Cocoon to Build Anew,
Blending Heritage with Modernity



AI & Generation
Breaking through the Origin,
Infinite Possibilities

Competition Theme GSD Award

Track 1: Science & Performance

This track focuses on interdisciplinary research at the intersection of material science and performance engineering for sportswear. It explores how cutting-edge material science can break through traditional limitations, encouraging innovative research into the application of new materials, composites, and ultra-light materials across running, basketball, outdoor, tennis, and golf series. The focus lies on analyzing the synergy between equipment durability, lightweight design, energy return, and ergonomics, embodying the dialectical unity of "Dynamic Integration" and "Empowerment" within the core concept of "MOVEMPOWER."

Track 2: Nature & Symbiosis

This track centers on an ecological design philosophy that fosters harmonious coexistence between humans and nature. It is dedicated to the research and development of outdoor activity accessories using eco-friendly materials, emphasizing the academic exploration of ESG principles, the circular economy, and sustainable design. Submissions must explore the deep convergence of sport and natural elements through interdisciplinary methodologies, showcasing the aesthetic and ethical values of ecological integration within the "MOVEMPOWER" theme.

Track 3: Culture & Diversity

This track delves into the semiotics of global sports and cultural heritage, artistic expression, and fashion aesthetics. It challenges participants to dialectically integrate traditional cultural elements with modern sportswear design language, creating scholarly outcomes that respect cultural ontology while embodying contemporary innovative vitality. The research emphasizes the sociological significance of design works not merely as material carriers but as cultural symbols and markers of identity, interpreting the contemporary transformation of traditional culture within the sports context.

Track 4: AI & Generation

This track focuses on interdisciplinary research combining AIGC (AI-Generated Content) and sports science. It employs artificial intelligence generation technologies to empower sportswear design, training methodology, and experience studies, creating intelligent and personalized theoretical models and practical solutions. Key research areas include AI-generated sports content analysis, training planning algorithms, data visualization methods, and immersive experience design, exploring how AIGC can transcend the spatiotemporal and creative limitations of sports to establish new paradigms for movement in digital environments.

01

Aesthetics

02

Originality

03

Function

04

Fashion
Leadership

05

Industry
Driving

06

Social
Responsibility

The competition's judging process will comprehensively evaluate entries across six key dimensions, ensuring the selection of outstanding designs that demonstrate aesthetic value, innovative breakthroughs, functional utility, fashion foresight, industry leadership, and social responsibility.

GSD Award

Aesthetics

Evaluate the visual expressiveness and aesthetic depth of the work. Outstanding entries should demonstrate a unique visual language and exquisite design aesthetics, particularly the ability to integrate Chinese sport aesthetics into the design. Judging will focus on how the work skillfully unifies the dynamic "momentum" of sport with the "momentum" of nature, creating a visual experience rich in rhythm, fluid beauty, and balanced beauty, highlighting the perfect integration of Eastern aesthetic wisdom and contemporary design language.

Originality

Measures the innovation level and conceptual breakthrough of the work. Exceptional entries must demonstrate extraordinary creativity and imagination, presenting unique conceptual ideas and design elements through the application of new materials, processes, technologies, or cutting-edge design concepts. Judges will pay particular attention to how designers break conventional thinking, propose original solutions, and how these innovations provide new experiences and value for users, showcasing the designer's creative potential and forward-looking vision.

Function

Examine the practical value and performance of the work. Successful entries must achieve excellent product performance based on meeting the needs of specific sports or application scenarios. Judges will thoroughly analyze how the design optimizes key functional indicators such as comfort, durability, and breathability, as well as how it leverages current trend research to anticipate and address user pain points in practical use, ensuring the product is not only aesthetically pleasing but also possesses outstanding practicality and usability.

Fashion Leadership

Evaluates the work's ability to lead trends and its market foresight. Influential entries should accurately grasp or even lead current fashion trends and market demands, demonstrating keen fashion insight. Judging will focus on the depth of the designer's understanding of target users' fashion preferences, and how the design balances aesthetic expression with market acceptance to create fashionable products with both artistic value and commercial competitiveness, driving innovation in the sportswear fashion field.

Industry Driving

Measures the work's driving force and transformative power for the sportswear industry. Groundbreaking entries need to demonstrate a positive impact on industry development, especially the ability to solve technical bottlenecks or design challenges within the industry. Judges will pay special attention to how the design proposes innovative standards or methodologies, introduces cross-border thinking, breaks through traditional industry limitations, injects new vitality into the sportswear industry, and pushes the industry to a higher level, showcasing the key role of design in industrial upgrading.

Social Responsibility

Assesses the social value and sustainable contribution of the work. Responsible entries should reflect profound consideration of values such as environmental protection, sustainable development, and social inclusion. Judging will focus on evaluating the environmental friendliness of the production process, the sustainability of materials, and the degree of care for the needs of special groups. It encourages responsible design that reduces environmental footprint, promotes resource recycling, and addresses the needs of vulnerable groups, demonstrating the designer's sense of mission and responsibility in using innovative thinking to promote social progress.

Benefits & Prizes GSD Award

The Global Sportswear Innovation Design Award (GS Design Award) aims to establish an internationally influential design evaluation system in the sportswear and fashion field, striving to become the highest academic and professional recognition in sportswear design. Receiving GS Design Award certification signifies that the entry has met excellent standards across multiple evaluation dimensions, including design methodology, innovative concepts, and practical application.

01

Research Funding & Practical Competition

The GS Design Award has established a total research and innovation fund pool of RMB 2,000,000. The two Gold Award winners will each receive RMB 500,000 in research funding. This funding aims to promote the academic exploration of emerging design researchers and innovation teams, and to cultivate academic leaders and innovation pioneers in the global sportswear design field.

02

Academic Guidance & Industry Transformation

The award invites internationally renowned scholars and design theory experts to provide academic guidance to winners, optimizing the award-winning works from perspectives such as design philosophy, aesthetic theory, and functional analysis. Simultaneously, it collaborates with leading industry enterprises to build an "academic-industry" two-way transformation platform, promoting the commercial practice of outstanding design research results, and publishing research findings at the annual academic symposium.

03

Academic Symposium & International Touring Exhibition

03

Academic Certification & Logo Authorization

Based on a strict academic evaluation system, the GS Design Award issues professional certification logos to winners at different levels to highlight their outstanding contributions in the disciplinary field. This logo serves as an objective evaluation indicator of design research level and can be used to demonstrate research strength to academia, industry, and the public. Winners will receive a digital logo and standardized usage guidelines, allowing for permanent citation in academic publications, research reports, and various communication media.

04

Certificate Issuance & Online Repository

The GS Design Award has established a total research and innovation fund pool of RMB 2,000,000. The two Gold Award winners will each receive RMB 500,000 in research funding. This funding aims to promote the academic exploration of emerging design researchers and innovation teams, and to cultivate academic leaders and innovation pioneers in the global sportswear design field.

The GS Design Award annual academic symposium adheres to a rigorous scholarly style and high academic standards, gathering scholars and experts from various fields worldwide, including design theory research, higher education, professional media, and industrial R&D, for interdisciplinary dialogue. Outstanding award-winning research results will be featured in touring exhibitions and lectures at major international design academic centers, promoting the global exchange and dissemination of academic thought.

Competition Schedule GSD Award



Supporting Organizations

The International Association of Universities and Colleges of Art, Design and Media (Cumulus) **Dalian Polytechnic University**
Beijing Institute of Fashion Technology **Shanghai Theatre Academy**
Shandong University of Arts **Jilin University** **Beijing Institute of Technology**
Xinjiang Arts University
Beijing Forestry University **Guangzhou Academy of Fine Arts**
Yunnan Arts University **Beijing University of Technology** **China Academy of Art**
Academy of Arts & Design, Tsinghua University **Guangxi Arts University**
Beijing Industrial Design Promotion Association **Hubei Institute of Fine Arts**
Nanjing University of Science and Technology **Beijing Sport University**
Beijing Institute of Graphic Communication **Dalian University of Technology** **Royal College of Art**
Jiangnan University **Lanzhou University of Arts and Science**
International Design Federation **China Industrial Design Association**
Central Academy of Fine Arts **Guangdong University of Technology** **China Fashion Association**
Luxun Academy of Fine Arts **Wuhan University of Technology**
Hebei University of Science and Technology **Jingdezhen Ceramic University**
Beijing Fashion Designers Association **Zhejiang Sci-Tech University**
Zhengzhou University of Light Industry **Nanjing University of the Arts**
Politecnico di Milano **Tianjin Academy of Fine Arts** **Fuzhou University**
Associazione Disegno Industriale **Donghua University** **Sichuan Fine Arts Institute**
Zhengzhou University **Xi'an Academy of Fine Arts**

Competition Rules

GSD Award

Eligibility

This edition of the award establishes two main professional categories: Footwear Group and Apparel & Accessories Group. It is open to professional design researchers, university students, design institutions, material and sportswear R&D enterprises, and interdisciplinary practice teams worldwide. Entries must be original research results; submissions substantially similar to previously published or awarded works will be excluded from judging to ensure academic integrity. The award's Academic Committee reserves the final right to make academic judgments regarding the adjustment of entry categories based on multi-dimensional factors such as research content, theoretical framework, and innovative contribution.

This edition focuses on four interdisciplinary research directions, encouraging participants to explore the design philosophy and practical possibilities of sport through multi-dimensional thinking.

Registration Method

Submission Timeline

GSD Award

This award collects entries through individual online registration. Participants must log in to the official award website <https://design.anta.com> to access the registration system and fill in the relevant information. Please note that the same work cannot be submitted to both the Footwear Group and the Apparel & Accessories Group simultaneously; otherwise, it will be considered an invalid submission. Each designer may submit multiple different works for the competition. For team entries, each team must not exceed 5 members.

Registration Notes

Participants must register using their real names; pseudonyms are not accepted.

All registration information must be filled out truthfully and cannot be modified after submission.

If registration information is filled out incorrectly, the Organizing Committee is not obligated to make corrections.

The Organizing Committee reserves the right to revoke the eligibility and honors of any participant whose registration information does not match the actual situation, and to reclaim the prize money.

To ensure the orderly conduct of the judging process, the Organizing Committee and the Judging Committee reserve the right to adjust entry categories according to the award rules and the actual circumstances of the works.

Registration Method

Submission Timeline

The registration and submission period for this award is from June 15, 2025, to March 20, 2026 (Beijing Time). Submissions after the deadline will not be accepted. The award does not charge any registration fees.

Submission Format Requirements

Each entry consists of 1-5 design sheets.

Specifications: A3 size (420mm×297mm), vertical layout.

Resolution: 300dpi.

File format: JPG, RGB color mode.

File size: Each image should be between 1M and 3M.

Content Layout

The first page is the main board, which should present the work name, design concept, renderings, and design description.

Subsequent pages can elaborate in detail from the following perspectives: design theme, design concept, structural diagrams, renderings, physical photos, and process descriptions, etc.

All text descriptions must be presented in both Chinese and English, ensuring clarity and readability.

Each page must be marked with the page number and total number of pages (e.g., Page 1 of 3).

The participant's name or any personal identifiers are strictly prohibited on the boards; otherwise, the work will be considered invalid.

Design Description Submission Requirements

An English design description must be submitted.

The content should concisely describe the work from the perspectives of design concept and functional characteristics.

Word limit: Chinese not exceeding 300 characters, English not exceeding 500 words.

The Chinese and English content must correspond; please ensure translation accuracy.

Judging Process

GSD Award

Judging Stages

The award judging is divided into three stages: Preliminary Review, Secondary Review, and Final Review.

- In the Preliminary Review stage, 200 outstanding works will be selected from all submissions to advance to the Secondary Review (100 footwear works and 100 apparel & accessory works). The Secondary Review stage will select 40 exceptional works from these 200 to enter the Final Review (20 footwear works and 20 apparel & accessory works).
- The 40 shortlisted works for the finals will be publicly announced for a period of one week (7 days). During the announcement period, supervision from all sectors of society is accepted, and any objections can be reported to the Award Organizing Committee. Only works with no objections raised during the announcement period can enter the Final Review; the Organizing Committee reserves the right to disqualify any work under question. If this results in an insufficient number of finalist works, the corresponding awards will be left vacant and not replenished.
- The Final Review adopts an on-site defense format. Judges will determine the award winners based on a comprehensive assessment of the participants' defense performance and the quality of their works. All finalists must prepare a defense PPT in advance and make an on-site presentation.

Evaluation Criteria

Aesthetics | Originality | Function | Fashion Leadership | Industry Driving | Social Responsibility

Jury Panel International Jury

GSD Award

The GS Design Award jury brings together the world's top design professionals, academic leaders, media elites, and industry experts. It is committed to discovering, recognizing, and promoting outstanding sportswear products, innovative projects, and high-quality services. The diverse professional backgrounds and international perspectives of the judging committee ensure a comprehensive and professional evaluation of all entries, providing authoritative assurance and academic support for the award.



ANN PRIEST
Dean, London College of
Fashion; Former Deputy
Vice-Chancellor, Nottingham
Trent University



ALBA CAPPELLIERI
Professor, School of Design,
Politecnico di Milano; Head of
Jewelry & Accessory Design;
Director, MA in Fashion Accessories;
Dean, Milan Fashion Campus



DAVID GROSSMAN
Former President,
International Design
Federation



GIOVANNI PUNGETTI
Managing Director, Asia
Pacific; Former CEO, MAISON
MARGIELA



KUN-PYO LEE
President, International
Design Research Society;
Dean, School of Design, The
Hong Kong Polytechnic
University



MARK AINSWORTH
Former Design Director, Nike



STEPHEN GREEN
Chief Research Fellow, Dyson
School of Design Engineering,
Imperial College London



SIMON COLLINS
Chief Creative Officer, Shanghai
Innovation Design Institute;
Former Dean, School of Fashion,
Parsons School of Design; Former
Creative Director, Nike



THOMAS GARVEY
WDO Convenor of the Senate
2023-2025 President



TAPANI HYVÖNEN
Renowned Finnish Designer;
Red Dot Award Judge



VESNA POPOVIC
WDO Advisor; Senior Professor,
Queensland University of
Technology, Australia



DAVID KUSUMA
Global Vice President of R&D,
Tupperware Brands



PETER CHILDS
Head, Dyson School of Design
Engineering, Imperial College
London; Leader in Engineering
Design



MILES PENNINTON
Professor, Institute of
Industrial Science, The
University of Tokyo; Co-Dean,
DLX Design Laboratory



LUCIANO GALIMBERTI
President, ADI Industrial
Design Association

Jury Panel Chinese Jury

GSD Award

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CHEN Wenxing
President, Zhejiang Sci-Tech
University; Academician, Chinese
Academy of Engineering; Fiber
Materials Expert



CAI Zhiben
General Manager, ANTA Basketball
& Running Business Unit



FAN Daowei
General Manager, ANTA
(Japan) Co., Ltd.



LU Xiaobo
Distinguished Professor of Liberal Arts
at Tsinghua University



LI Chaode
Dean, Academy of Arts,
Soochow University; Vice
Chairman, China Fashion
Association



SONG Jianming
Former Vice President, China
Academy of Art; Deputy
Director, Academic Committee,
China Academy of Art



ZHAO Chao
Professor at the Academy of
Arts & Design, Tsinghua University;
Director of the Tsinghua-ANTA Sports
Fashion Joint Research Center



ZANG Yingchun
Professor at the Academy
of Arts & Design,
Tsinghua University



ZHENG Yongxian
Senior Director of Innovation
Design, ANTA



QIAN Zhu
Editor-in-Chief, Art & Design

Award Settings

GSD Award

Gold Award (2 winners)

- Total Bonus: RMB 1,000,000
- One Gold Award winner will be selected from each of the Footwear Group and the Apparel & Accessories Group.
- Bonus per winner: RMB 500,000

Silver Award (2 winners)

- Total Bonus: RMB 300,000
- One Silver Award winner will be selected from each of the Footwear Group and the Apparel & Accessories Group.
- Bonus per winner: RMB 150,000

Bronze Award (6 winners)

- Total Bonus: RMB 360,000
- Three Bronze Award winners will be selected from each of the Footwear Group and the Apparel & Accessories Group.
- Bonus per winner: RMB 60,000

Future Star Award

- Total Bonus: RMB 180,000
- Three Future Star Award winners will be selected from each of the Footwear Group and the Apparel & Accessories Group.
- Bonus per winner: RMB 30,000

Finalist Award (20 winners)

- Total Bonus: RMB 200,000
- Bonus per winner: RMB 10,000
- New Material Innovation Application Awards (4 winners)

New Material Innovation Application Awards

- The Best Technological Innovation Material Design Application Award / The Best Sustainable Material Design Application Award will be selected from each of the Footwear Group and the Apparel & Accessories Group (1 winner each, bonus per winner: RMB 50,000).

Result Notification

Judging results and various important notifications will be uniformly released through the official award website and the registration system. Participants are requested to pay timely attention to the relevant information channels. If a participant's failure to check notifications promptly or provide feedback as required affects the judging process, award collection, or related matters, the responsibility shall be borne by the participant.

Prize & Certificate Distribution

The Organizing Committee will present honorary certificates to the winners at the annual award ceremony. Invited award winners attending the ceremony will receive their certificates on site. Within two months after the award ceremony, the Organizing Committee will distribute the corresponding bonuses to the winners via bank transfer, in accordance with the financial and tax laws and regulations of the People's Republic of China.

Note: The bonus amounts mentioned above are all pre-tax amounts. Winners are required to pay individual income tax according to the tax regulations of China and their respective countries/regions. The Organizing Committee will withhold and remit the taxable amount within China for the winners according to the tax laws and regulations of the People's Republic of China, and distribute the post-tax bonus. Winners are responsible for declaring and fulfilling their tax obligations in other countries/regions. Additionally, the Organizing Committee will establish a special fund for work sampling to provide sampling production support for some outstanding award-winning works. The finished products will be displayed and launched at the annual gala event.

Intellectual Property & Output Management

The participant must be the original designer of the submitted work (or the complete rights holder of the relevant intellectual property). The submitted entry must be an original work, free from any intellectual property disputes, and must not be identical or highly similar to works previously published by the participant or provided to third parties. The entry must not infringe upon any third party's intellectual property rights or legal interests. In case of disputes, all resulting legal responsibilities shall be borne solely by the participant. Should the above situations occur, the Organizing Committee has the right to unilaterally disqualify the entry and/or revoke any awards at any stage of the award, reclaim all honors such as award certificates, and the prize sponsor reserves the right to reclaim any bonuses already distributed.

The intellectual property rights of all entries belong to the participants. The original or copies of the works submitted by participants will be permanently collected by the Award Organizing Committee and will not be returned. Simultaneously, participants grant the Award Organizing Committee the right to exhibit the entries (including finished products), disseminate them via information networks, and use the entries (including finished products) for the purpose of promoting this award. This authorization is gratuitous and permanent.

The Award Organizing Committee has the right to use award-winning works for activities such as sampling, fashion shows/exhibitions/digital collection releases, etc. Participants are required to fully cooperate with the conduct of such activities. Work sampling and release are core components of this award. If a winner does not agree to the sample production and release by the Award Organizing Committee, the Committee will consider it as the participant voluntarily renouncing the awarded honor.

If a participant has special confidentiality requirements regarding their work or personal information, they must submit a written application to the Organizing Committee within 5 working days after completing registration; otherwise, it will be deemed as consent to publicly disclose personal information and the entry. The Organizing Committee shall not bear any losses that may result from public display. This award implements a third-party notarization system to ensure a fair and impartial selection process.

Disclaimer

GSD Award

- Participants are fully responsible for the accuracy of the information submitted. The Organizing Committee shall not be held liable for any errors in promotional materials, printed matter, exhibitions, or other award-related activities caused by incorrect information provided by participants.
- If participation in this award leads to rights disputes between participants, winners, or any third parties, the Organizing Committee will not intervene in mediation and shall not bear any legal responsibility.
- Participants should ensure the accuracy of certificate information. If errors in the information submitted by participants result in inaccuracies in the issued certificates, the Organizing Committee is not responsible for reissuing or modifying the certificates and shall not bear any responsibility for the consequences arising therefrom.
- In the event that the award cannot proceed normally due to natural disasters, war, national policy adjustments, or other force majeure factors, the Organizing Committee has the right to suspend or terminate the award and shall not bear any related responsibility.

Note: Submission of an entry is deemed as the participant's full understanding and complete agreement to all the above terms. The Award Organizing Committee reserves the final right of interpretation regarding the above terms.