



ENTRY GUIDE

2025



GLOBAL
FOOTWEAR
AWARDS

In Her Boots by Matea Gluscevic

The Global Footwear Awards acknowledges the best in the industry, addressing creativity, innovation, sustainability and social impact.

The GFA's ambition is to provide the highest recognition to footwear designers on all levels, from emerging designers to businesses and corporations. The award offers global visibility to designers, providing greater opportunities in the footwear business and beyond.



**GLOBAL
FOOTWEAR
AWARDS**

Why you should submit?

1

Global Recognition

The program is designed to be a celebration of the very best in footwear design. GFA is the only award of its kind that celebrates creativity and craftsmanship on a global scale.

2

International Exposure

Benefit from the Global Footwear Awards marketing campaigns, press releases, newsletters, interviews, and promotions.

3

Customer Growth

Add 'Award Winning' to your design 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

Productivity, creativity, motivation, job satisfaction, and morale are boosted by well-deserved recognition.

6

Website Profile

Your footwear 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 *

Last Name / Family Name / Surname *

Email Address *

Experience Level

Professional Independent Student Agent

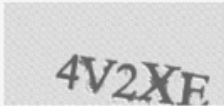
City

Country *

Select or type name

Password *

Confirm Password *



Type the code *

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

CREATE AN ENTRY

Submit your work - access your dashboard.

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

- Global Footwear Awards 2025



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

The Global Footwear Awards shares your innovative and ground-breaking designs with the world. Submit your best designs today.

Global Footwear Awards 2025

The Global Footwear Awards acknowledges the best in the industry, addressing creativity, innovation, sustainability, and social impact.

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 'Professional Entry' form for the Global Footwear Awards. At the top left is the logo for 'GLOBAL FOOTWEAR AWARDS'. The navigation bar includes 'Home', 'Profile', 'History', 'Create New Entry', 'Help', and 'Logout'. A progress bar at the top indicates four steps: Step 1 (Entry Details), Step 2 (Upload Images), Step 3 (Preview Entry), and Step 4 (Payment). The main form area is titled 'Professional Entry' and contains the following fields: 'Project Name or Title *' (text input), 'Agency / Company / Studio Name *' (text input), 'Size of Company / Organisation *' (dropdown menu with 'Select Company Size' selected), and 'Brand Name (if applicable)' (text input). A green button with a right-pointing arrow and the text 'Save & Next to Upload Images' is located on the right side of the form. A white box on the right side of the form displays 'Total Entry Fee: CHF0'.

ENTRY DETAILS /

For professional submissions, you need to provide the following information:

- Design Name - Project Name (required)
- Company Name (required)
- Size of the company (required)
- Lead Designer (required)
- Other Designers Names(optional)
- Manufacturer (optional)
- Distributor (s) (optional)
- Photo credit (optional)
- Category(ies) (required)
- Estimated selling price & Available to buy from (optional)
- Brief description of the design (required)
- Upload images (required) and/or PDF documents (optional)
- Add links to design/product (videos, online materials, website, etc) (optional)

For student submissions, you need to provide the following information:

- Design Name - Project Name (required)
- Name of your University (optional)
- Designer name (required)
- Other Designer's Names (optional)
- Professor names(s) (optional)
- Photo credit (optional)
- Category(ies) (required)
- Brief description of the product (required)
- Upload images (required) and/or PDF documents (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 footwear submission.

Entry Categories

FASHION SNEAKERS

- | | |
|---|--|
| <input type="checkbox"/> BAREFOOT | <input type="checkbox"/> BOOTS |
| <input type="checkbox"/> BROGUES | <input type="checkbox"/> HIGH HEELS |
| <input type="checkbox"/> KIDS FASHION | <input type="checkbox"/> MEN'S FASHION |
| <input type="checkbox"/> SANDALS | <input type="checkbox"/> SNEAKERS |
| <input type="checkbox"/> UNISEX FASHION | <input type="checkbox"/> WOMEN'S FASHION |

SPECIAL AWARDS

- | | |
|--|--|
| <input type="checkbox"/> 3D PRINT FOOTWEAR | <input type="checkbox"/> ARTISTIC FOOTWEAR |
| <input type="checkbox"/> COLLABORATION | <input type="checkbox"/> GRAVITY SKETCH FOOTWEAR |
| <input type="checkbox"/> MEDICAL FOOTWEAR | <input type="checkbox"/> SOCIAL IMPACT |

SPORTS PERFORMANCE

- | | |
|--|--|
| <input type="checkbox"/> BASKETBALL/FOOTBALL/RUGBY | <input type="checkbox"/> HIKING |
| <input type="checkbox"/> INDOOR ATHLETIC SPORTS | <input type="checkbox"/> OUTDOOR ATHLETIC SPORTS |
| <input type="checkbox"/> PERFORMANCE ARTS | <input type="checkbox"/> RUNNING/TRAIL RUNNING |
| <input type="checkbox"/> SUMMER ATHLETIC SPORTS | <input type="checkbox"/> WINTER ATHLETIC SPORTS |

SUSTAINABILITY

- | | |
|---|--|
| <input type="checkbox"/> BIODEGRADABLE FOOTWEAR | <input type="checkbox"/> NATURAL MATERIAL/VEGAN FOOTWEAR |
| <input type="checkbox"/> OTHER SUSTAINABLE FOOTWEAR | <input type="checkbox"/> RECYCLED MATERIALS |

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.

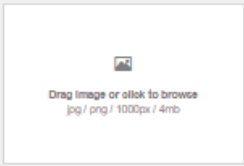
IMPORTANT/

- We recommend uploading a minimum of 6, and 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 GFA 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

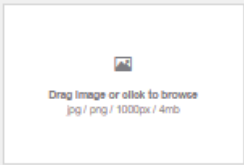
Professional pictures are highly recommended, all images must be in.jpg/png format, under 4 MB each, and at least 1000px wide on the longest side. If the sizes of your pictures are larger, please resize them before uploading them to the system. Please do not watermark your photos, you may upload up to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

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



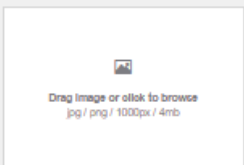
Drag image or click to browse
jpg / png / 1000px / 4mb

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.



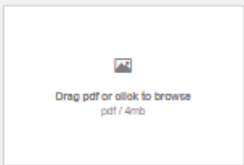
Drag image or click to browse
jpg / png / 1000px / 4mb

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 Global Footwear 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@globalfootwearawards.com

www.globalfootwearawards.com

JUDGING CRITERIA

The evaluation process for entries to the Global Footwear 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 backgrounds 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 shoe 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 users, 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 shoe create a sense of enjoyment and satisfaction?

ENTRY FEES

Company / Brand from
CHF 100 up to CHF400
incl. VAT.

Same entry in additional
categories at a 50%
discount

Independent Designer
CHF 70 incl. local VAT/

Same entry in additional
categories at a 50%
discount

Student CHF 35 incl.
local VAT/

Same entry in additional
categories at a 50%
discount

DEADLINES

- Early Bird (20% discount): April 30, 2025
- Extended Early Bird (10% discount): June 30, 2025
- Regular Deadline: September 7, 2025
- Final Deadline: October 5, 2025 (20% late fee applies until November 9, 2025)
- The Program Closes on: November 9, 2025.