SPORT
DESIGN
AWARDS

FIT SPORT DESIGN AWARDS

The 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.

The judges have an obsession with novelties, comfort, and performance enhancement design. Winning the FIT Design Awards will set you apart from the competition, bring media attention, new collaborations, and guide customers being a badge of quality. Whether it's for a design credential or a new sustainable concept, this program is an independent endorsement and an outstanding indicator of success!

The FIT Design Awards is looking for groundbreaking sports innovations, sustainable products, solutions enhancing performance, providing comfort to athletes or every-day players.

CONCEPT & PROGRAM

FIT Sport Design Awards is today, the most comprehensive design competition dedicated to sports goods and apparel uniting creativity, innovation, and performance. With 29 categories, the program is representing all sports from cycling, Mountaineering to Fitness and Sailing. The program is open to professional designers, sports companies, students, and Emerging talents.

Selected by our esteemed jury of sport gears designers, textile and clothing experts, consultants and industry leaders; the FIT Sport Design Awards gives 4 winning titles per year:

- **Sportswear Design of the Year** – Professional
- **Sports Equipment Design of the Year** – Professional
- **Emerging Sportswear Designer of the Year** – Student
- **Emerging Sports Equipment Designer of the Year** - Student

The FIT Sport design Awards accept applications for gears and apparel designed in the last five years, either as a concept, prototype, or already launched goods.

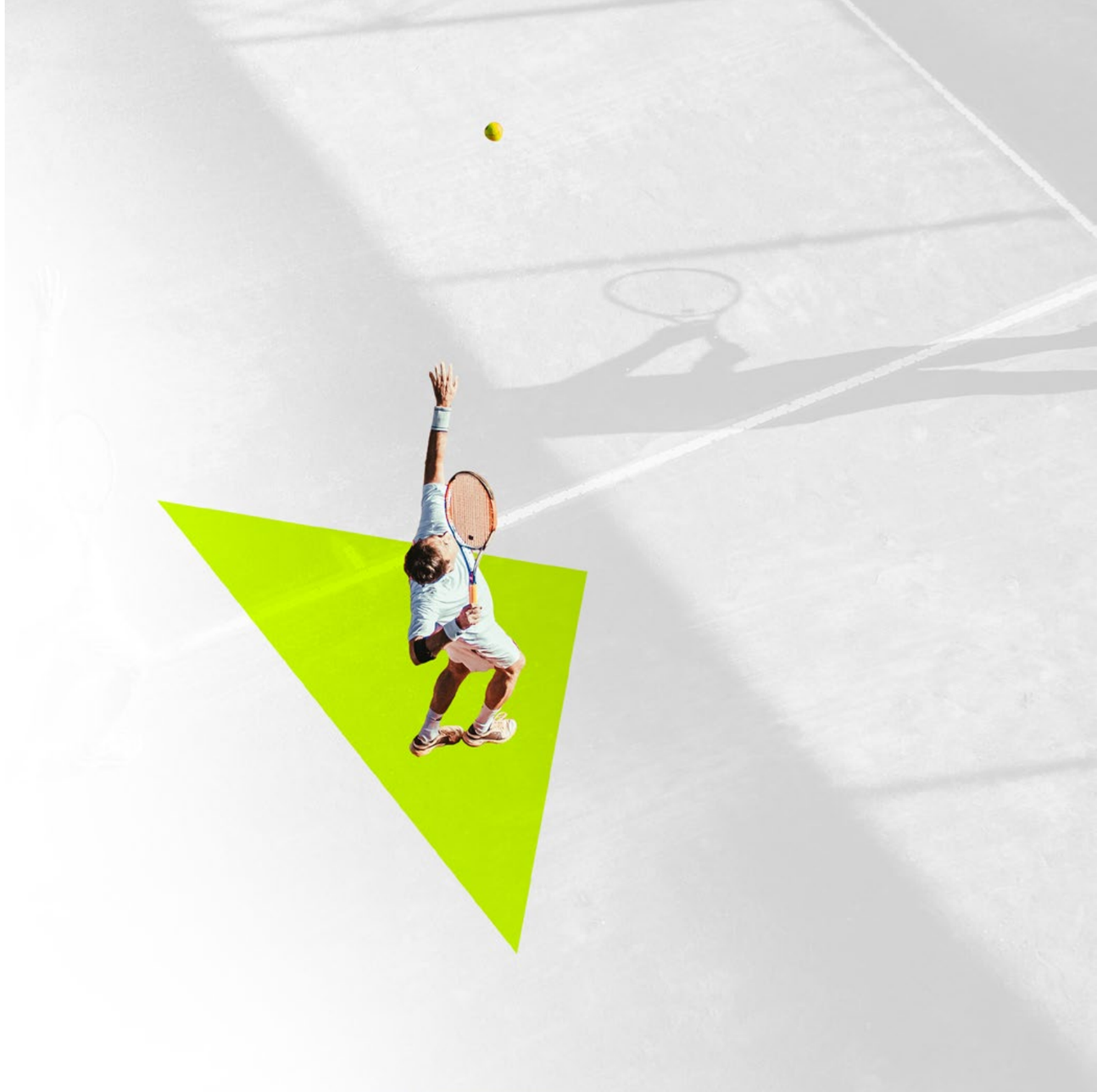
WHY YOU SHOULD JOIN?

You have developed an outstanding product or innovative apparel; want to promote your innovation or need a platform to showcase your work to an international audience... Then apply now to the FIT Awards!

The FIT Awards offers designers a platform to further their careers, realize ideas that promote sports innovations, and foster new collaborations. This initiative also helps discover the global sport designers that will shape the industry's future!

We invite all sports companies, manufacturers, designers, and students to submit their developments, standing a chance to benefit from a comprehensive benefits package as an award winner.

The annual winners will receive the coveted FIT Awards trophy, extensive publicity showcasing their designs to an international audience, a winner badge, be invited to the bi-annual event providing great networking opportunities, and more...



FIT SPORT DESIGN AWARDS & 3C AWARDS

HOSSEIN FARMANI

Hossein Farmani is a philanthropist, art collector, educator, photographer, curator, editor, and entrepreneur, with a globe-spanning career that began with a deep-rooted passion for art, photography and design. Farmani Group, which Hossein founded in the early 1980's, has been leading the way in curating and promoting design and architecture around the world for over two decades, with such renowned architectural and design awards as the European Product Design Awards, the Architecture MasterPrize, and the International Design Awards.

ASTRID HEBERT

Originally from France, Astrid Hébert is an accomplished entrepreneurial professional with more than fifteen years' experience in Business Development, Marketing, Events, and Project Management. After living for twelve years in Asia, working as Director of Sales & Marketing in the Hospitality industry, she moved back to Europe.

Astrid Hébert joined the Farmani Group in 2018 as Vice-President, opening the European office in Budapest and leading the company growth for two years. She is now the co-founder and Director of the 3C AWARDS based in Switzerland.

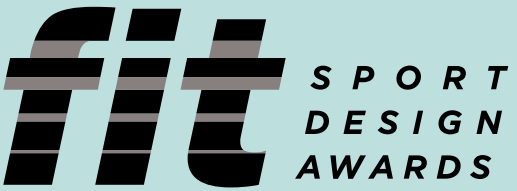
3C AWARDS

3C AWARDS is a leading organization curating and promoting design awards across the globe.

The company represent today's diversity and innovation in Sportswear Design. Each brand is a symbol of design excellence around the world, showcasing Professional and Emerging designer's work to over 100 expert jury members.

Developed by Hossein Farmani and Astrid Hébert, 3C Awards is part of a larger organization 3C GROUP based in Switzerland and specialized in Awards, Marketing, Media, and Events. 3C Group is a sister company to Farmani Group, founded by Hossein Farmani. Farmani Group is a leading organization curating and promoting photography, design, and architecture across the globe since 1985.

fit SPORT DESIGN AWARDS



www.fitawards.com