

# ENTRY KIT

2025 SHOP! DESIGN AWARDS

# What is the SHOP! Design Awards?

The SHOP! Design Awards, organized by the SHOP! East Asia Cooperation Organization (SHOP!eaco), is an international award in the field of retail design. It is part of the SHOP! Awards Contest, which has been recognized as the "Oscars of Retail" since the association's founding in 1936, earning acclaim from consumers and design professionals worldwide.

## Eligibility:

The SHOP! Design Awards is open to companies, institutions, designers, and teams from around the world. Submitted entries must be products that are already commercially available or scheduled for mass production within the next three years.

## Categories:

The 2025 SHOP! Design Awards covers two main categories: Product Design and Communication Design, including 28 subcategories across almost all products and projects in the retail industry.

## Selected Past Winners of the Shop! Awards Contest:



# Reasons to Participate:

By entering the SHOP! Design Awards, you gain the opportunity to showcase exceptional design on a global stage. This helps your outstanding work win industry-wide recognition. Competing allows you to benchmark your creations against top global brands, access international resources, and gain a competitive edge in entering global markets.

## 1. The "Retail Oscar"

With decades of history, the SHOP! Awards have covered the entire industry and are highly valued and favored by global brands and retailers.

## 2. Internationally Recognized Certification

Winners will receive a trophy and certificate certified by SHOP! Global International Competitions, gaining authoritative international endorsement!

## 3. International Resources and Connections

Get opportunities to participate in international exhibitions and tours, connecting with industry leaders and potential clients.

## 4. Low-Cost Way to Gain International Recognition

By participating, use the strength of your work to win global exposure! Leverage the SHOP!eaco to easily enter overseas markets!

## 5. Compete with Global Fortune 500 Companies

With over 100,000 products and projects competing globally, winning means your company has entered the top tier of international excellence.

## 6. Inspire Your Team and Encourage Innovation

Participation will motivate your internal team to make innovations and progress.

# Award Structure & Winners' Package:

The SHOP! Design Awards are divided into four levels: Gold, Silver, Bronze, and Winner. All Gold, Silver, Bronze, and Winner awards winners are required to book the Winners' Package.

These benefits will help you communicate your success to potential clients, global media, and business stakeholders.

## Winner Label

Winners can use the Winner Label globally for the promotion of their awarded works.



## Online Exhibition

All winning works will be showcased globally on our official website.



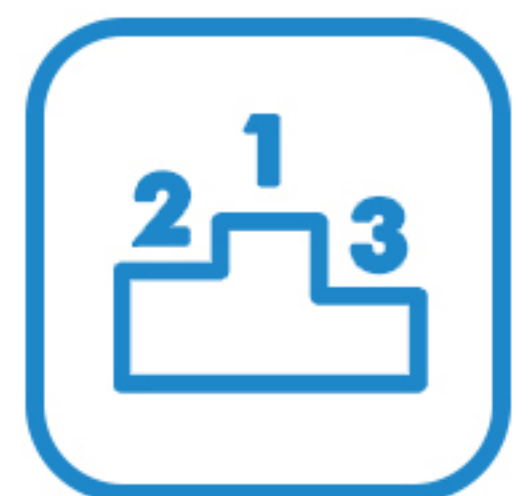
## Digital Yearbook

Winners will receive a copy of the digital yearbook that includes each year's outstanding winning works.



## Awards Ceremony

Winners will receive a ticket to the annual awards ceremony.



## Winner Certificate

Winners will receive a digital certificate.



## SHOP! Global Web Feature

Outstanding winning works will be featured in a dedicated section of the SHOP! global official website.



## Mainstream Media Coverage

All award winners will gain exposure opportunities through global mainstream media outlets.



## Social Media Exposure

Winners will be exposed via SHOP! Design Awards' social media platforms.



*\* Aside from the benefits mentioned above, the Gold, Silver, and Bronze winners will gain additional benefits, as listed below:*

## Winner Promotion Service

The winners' promotional videos will be showcased through our specific channels.



## SHOP! Trophy

Gold, Silver, and Bronze award winners will obtain one trophy.



## Membership

Winners will receive a complimentary membership to SHOP!eaco.



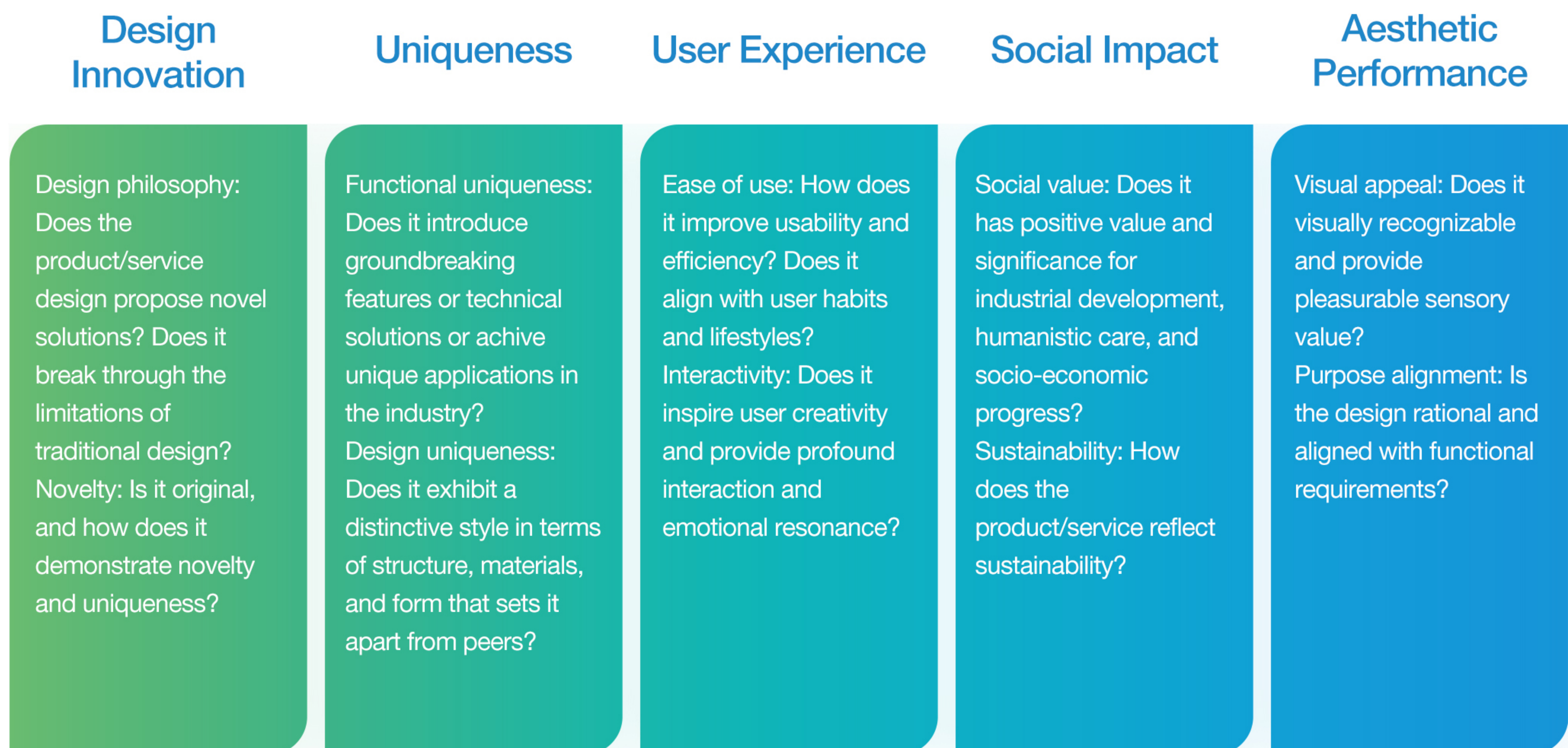
## Complimentary Entry

Winners will get one complimentary entry slot to participate in the next SHOP! Design Awards free of charge.

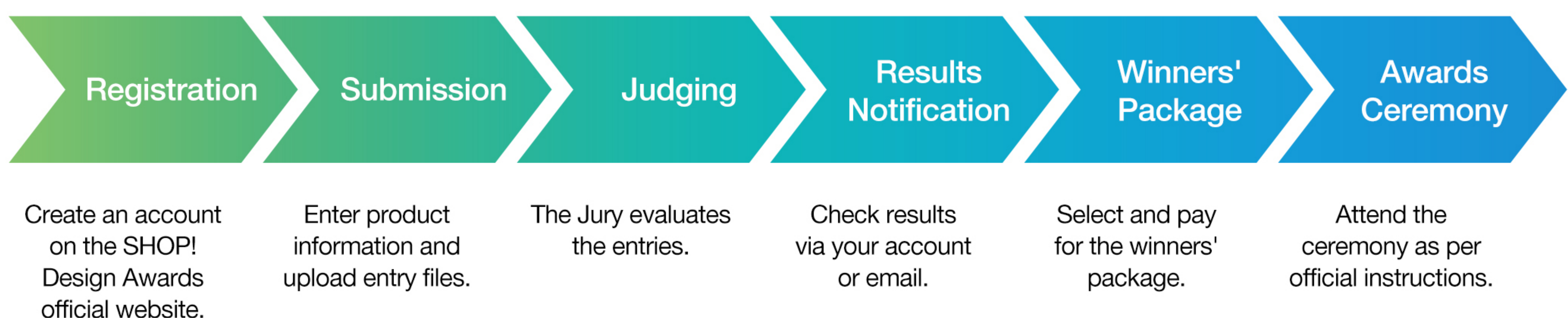


# Judging Criteria

The SHOP! Design Awards jury is composed of authoritative figures from the international retail and design fields to ensure the professionalism, fairness, and authority of the evaluation. The jury is formed by invitation, and its members vary each year.



## How to participate?



The SHOP! Design Awards adopts online registration and judging.  
[Click here to create an account and submit your entry!](#)

# Timeline and Fees

The SHOP! Design Awards features transparent fee structures with no hidden costs. Participants can pay in USD through online payment methods. The organizer reserves the right to adjust the timeline. Please refer to the latest official notice.

<b>Early Bird</b>	July 2025 - August 2025	<b>\$200 per entry</b>
<b>Regular</b>	September 2025 - October 2025	<b>\$220 per entry</b>
<b>Latecomer</b>	November 2025	<b>\$240 per entry</b>
<b>Judging</b>	December 2025	
<b>Results Announcement</b>	December 2025	
<b>Awards Ceremony</b>	March 2026	

WINNERS' PACKAGE	Winners' package \$800	Gold, Silver and Bronze Winners Package \$1200
Winner Label	√	√
Digital Certificate*1+ Physical Certificate*1	√	√
Online Exhibition	√	√
SHOP!eaco Official Announcement	√	√
Digital Yearbook	√	√
Mainstream Media Coverage	√	√
Awards Ceremony Ticket*1	√	√
Social Media Exposure	√	√
Winner Promotion Service	×	√
Trophy*1	×	√
Free SHOP!eaco Membership*1	×	√
Free Entry Slot for Next Competition*1	×	√

# Submission Requirements

## Competition Rules

The SHOP! Design Awards is open to companies, institutions, designers, and teams from around the world. Submitted entries must be products that are already commercially available or scheduled for mass production within the next three years. All participants are required to agree to the General Terms and Conditions of the competition.

## Entry information

You must provide the following information in English under the "Entry Information" tab. If your entry wins, the entry information will be authorized for use in publications, certificate printing, and online exhibitions. If you need to postpone the exhibition, please check the "Confidentiality Clause."

## Product information

Include the product's name, launch date, category, and design description. If your product does not fit any subcategory, you may select "Other."

## Digital materials

To help the jury better understand your product, please upload digital materials such as images, videos, and presentation documents. (Note: You can choose whether these materials are for judging purposes only or can also be used for online publication if your entry wins.)

Below are the format requirements for digital materials:

1. Up to 8 images as jpg/png with maximum 10MB.
2. Up to 1 PDF file with a maximum of 10 pages.
3. Up to 1 video as mpg/mp4 with maximum 200MB ( recommended length: 1 minute), with English subtitles or narration.

Please ensure that all digital materials are free of watermarks, as they will be displayed on a dedicated interface.

## Credits

Include the manufacturer's name, website, design company name, and designer(s). Up to 10 designers can be added.

## CONTACT INFORMATION

Entry questions/general inquiries:

Mr. Lee Li

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