

ENTRY KIT

2027 SHOP! DESIGN AWARDS

WHAT IS SHOP! DESIGN AWARDS?

The Shop! Design Awards is the first international award focusing on consumer product design innovation, organized by SHOP! Association · East Asia Cooperation Organization (SHOP!eaco). It focuses on products themselves—especially various consumer products for the global market, known as the "Design Oscar" in the consumer product sector.

ELIGIBILITY

Open to brands, organizations, designers and teams from all over the world. Their products must be launched, to be launched, or scheduled for mass production within the next 3 years.

ENTRY CATEGORIES

Currently, two major categories are available: Product Design and Communication Design, with a total of 29 sub-categories, covering a wide range of fields such as household appliances, consumer electronics, fashion & lifestyle, maternal and child products, beauty & personal care, food & beverage packaging, communication design, etc.

PAST WINNERS OF SHOP!



REASONS TO PARTICIPATE

Participating in the Shop! Design Awards will provide you with the opportunity to showcase outstanding design on a global stage. It is a clear recognition of your exceptional work and ensures wide recognition in the design community. You can compete with Global Fortune 500 companies, gain international resources, and better access to the global market.

"Oscar" of the Consumer Product Sector

With decades of development history, the Shop! Design Awards covers the entire industry and is highly valued and favored by global brands and retailers.

Internationally Authoritative Certification

Award-winning organizations will receive trophies and certificates certified by SHOP!eaco, with authoritative international endorsement.

International Resources & Networks

Opportunities to participate in international exhibitions and study tours, connect with industry leaders and potential clients.

Low-Cost Overseas Brand Awareness

Gain global exposure through your works via participation and easily access overseas markets with the support of the SHOP!eaco.

Compete with Global Fortune 500 Companies

Over 100,000 products and projects worldwide have participated. Winning means your enterprise ranks among the top international players.

Inspire Teams & Encourage Innovation

Motivate your internal team and drive progress through participation.

BENEFITS

Awards are divided into [Gold](#), [Silver](#), [Bronze](#), and [Winner](#). All winners must purchase a Winner Package, which includes multiple benefits to help communicate your success to potential clients, global media, and business stakeholders.

Winner Label

Winner Badge: Usable globally for promotional purposes of award-winning works



Online Exhibition

Award-winning works displayed to global users on our website



Winner Certificate

1 digital + 1 physical certificate



Global Website Coverage

Dedicated page for award announcements



Mainstream Media Coverage

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



Social Media Release

Exposure on Shop! Design Awards social platforms



* Extra Benefits for [Gold/Silver/Bronze Winners](#)

Winner Special Promotion Service

Showcase promotional videos provided by winners through dedicated channels



SHOP! Trophy

1 trophy for Gold/Silver/Bronze winners



Membership Quota

1 free membership to the SHOP!eaco



Entry Quota

1 free entry for the next Shop! Design Awards.



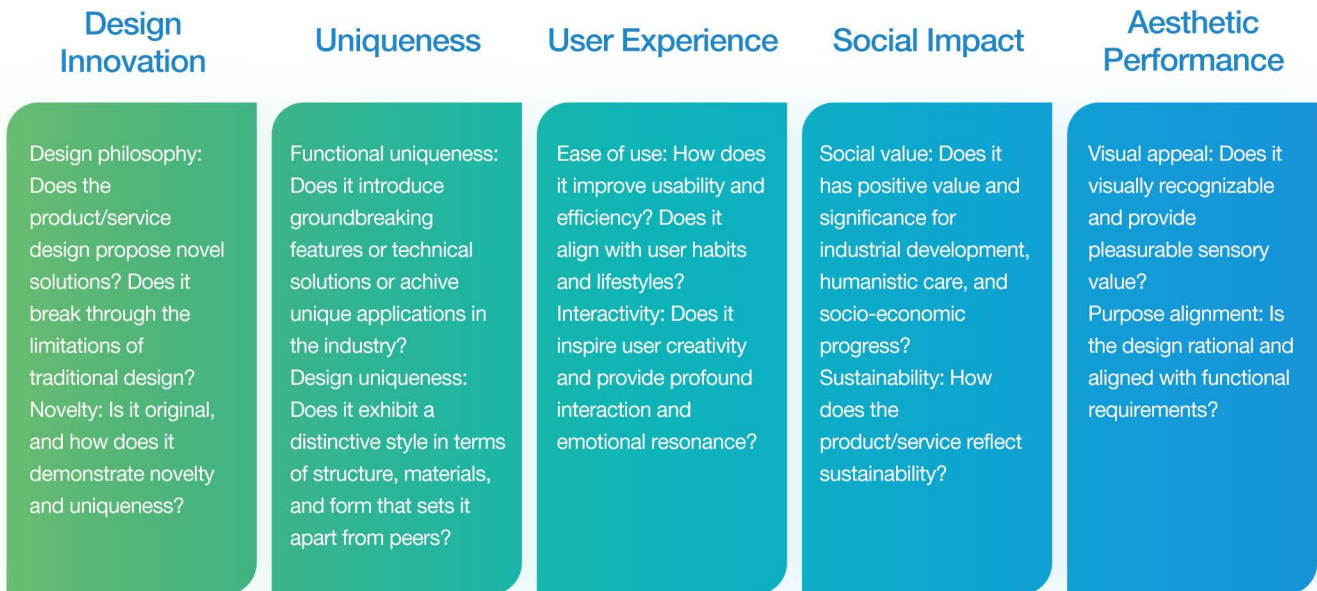
Awards Ceremony

1 invitation ticket to the ceremony

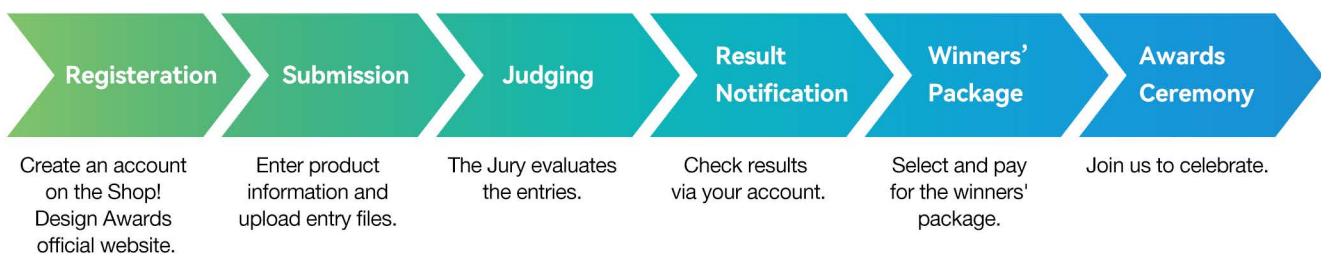


JUDGING CRITERIA

The Shop! Design Awards jury consists of global authoritative design professionals and industry experts to ensure professionalism, fairness and authority. Jury members are invited and change annually. Entries are evaluated across five dimensions:



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 have transparent pricing with no hidden fees. Payments are accepted online in US dollars. The organizer reserves the right to adjust the timeline. Please refer to the latest official notice.

Early Bird	May 2026–July 2026	\$200 per entry
Regular	August 2026–October 2026	\$220 per entry
Latecomer	November 2026	\$240 per entry
Judging	December 2026	
Result Announcement	January 2027	
Awards Ceremony	March 2027	

Winners' Package	Winners' Package \$500	Gold/Silver/Bronze Winners' Package \$1,200
Winner Label	<input type="radio"/>	<input type="radio"/>
Digital Certificate*1+ Physical Certificate*1	<input type="radio"/>	<input type="radio"/>
Online Exhibition	<input type="radio"/>	<input type="radio"/>
SHOP!eaco Official Announcement	<input type="radio"/>	<input type="radio"/>
Mainstream Media Coverage	<input type="radio"/>	<input type="radio"/>
Social Media Exposure	<input type="radio"/>	<input type="radio"/>
Awards Ceremony Ticket*1	<input checked="" type="checkbox"/>	<input type="radio"/>
Winner Promotion Service	<input checked="" type="checkbox"/>	<input type="radio"/>
Trophy*1	<input checked="" type="checkbox"/>	<input type="radio"/>
Free SHOP!eaco Membership*1	<input checked="" type="checkbox"/>	<input type="radio"/>
Free Entry Slot for Next Competition*1	<input checked="" type="checkbox"/>	<input type="radio"/>

SUBMISSION REQUIREMENTS

Competition Rules

The Shop! Design Awards is open to global companies, institutions, designers, and teams. Submitted products must be launched/upcoming/scheduled for mass production within the next three years.

※All participants must 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.)

Format Requirements for Digital Materials:

- ①Max 8 images: JPG/PNG, ≤10MB each
- ②Max 1 PDF: ≤10 pages, ≤20MB
- ③Max 1 video: MPG/MP4, ≤200MB, recommended 1 minute, English subtitles/voice-over

※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.

