

International Footwear Design Competition (IFDC) 2010

Report by : Dr. B.N.Das, Scientist and Head, SDDC, CLRI

International Footwear Conference (IFC) was founded in 1970, with membership of 12 Footwear Associations of Asian countries, including India, represented by Council for Leather Exports.

IFC has been endeavoring to promote the development of shoe manufacturing Industry in Asian countries and organizes International Footwear Conferences every year in different Member-countries. Last year IFC instituted, for the first time, International Footwear Design Competition (IFDC) . The objectives of organizing IFDC is as follows:

- to affirm the importance of shoe design in this continuously developing shoe industry;
- to encourage originality and to advance the design vision of the industry;
- to foster product research and development;
- to enhance product competitiveness;
- to nurture designer in regard to shoe manufacture and design; and
- to merit outstanding performance with awards.

Criteria of participation:

Member-country Associations/Organisations can take part in the IFDC by sponsoring footwear Designs from Individual Group as well as from Enterprises Group.

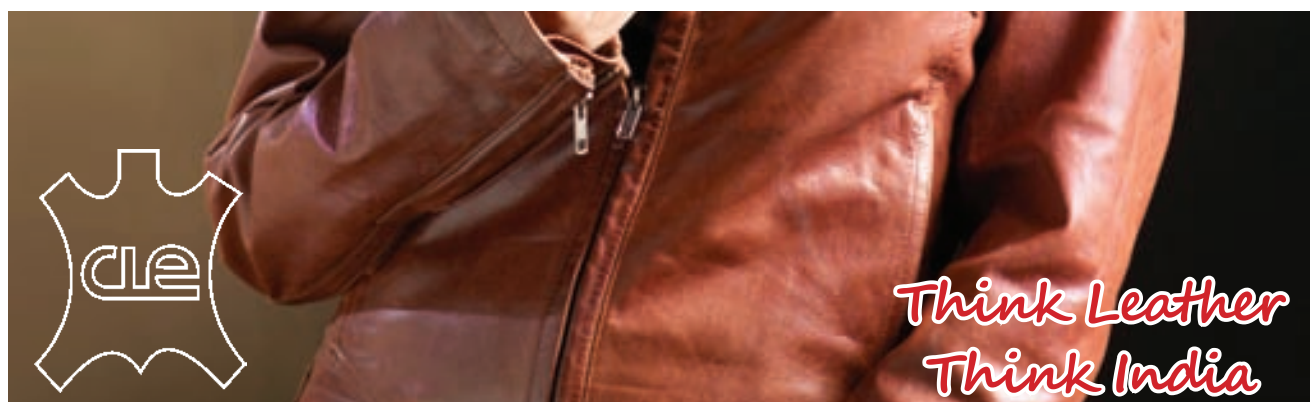
There are six categories for individual participation- Male/ Female Trendy / Female Leisure/ Female Boot / Children/ Sport wear. Enterprise Group is divided amongst male, female and children Category. Accordingly, the 2nd International Footwear Design Competition was organized in Guangzhou on 1st June 2010 alongside the Shoes & Leather Fair.

Details of country wise participation are given below. According to information the number of Design Entries received this year is 20% more than last year.

As in the case of last year IFDC, the Council for Leather Export, as Member-country organization, participated in the 2nd IFDC 2010 also and submitted 4 Design Entries under Individual Group and 4 Design Entries under Enterprise Group. These Design Entries were submitted based on the Best Design Awards of the Council organised during January 2010, in association with Central Leather Research Institute- (CLRI)

Table of Design Entries received. Table 1 : Individual Group

Countries & Regions	Lady's Trendy	Lady's Leisure	Lady's Boot	Children	Male	Sport Wear	Total
Hong Kong	5	5	5	5	5	5	30
India	-	1	1	-	2	-	4
Taiwan	4	5	3	3	3	3	21
Malaysia	4	4	1	-	3	-	12
Indonesia	1	-	-	1	5	1	8
Vietnam	-	3	4	5	-	3	15
Phillippines	-	2	-	3	1	-	6
China Leather	4	3	2	5	5	5	24
China GD	5	3	5	1	-	-	14
Thailand	1	1	-	-	2	2	6
	24	27	21	23	26	19	140



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Table 2 : Enterprise Group

Countries & Regions	Female	Male	Children	Total
Hong Kong	5	-	-	5
India	2	2	-	4
Taiwan	-	-	-	-
Malaysia	-	-	-	-
Indonesia	-	-	-	-
Vietnam	-	-	-	-
Phillippines	-	-	-	-
China Leather	5	5	-	10
China GD	5	-	1	6
Thailand	-	2	-	2
	17	9	1	27
Total Numbers of samples				167

For selection of Best design for IFDC Awards, a Jury Committee was formed by IFC, by getting nomination of Jurors from different member-country Associations. Leading experts and scholars from footwear design industry in the judging panel composed of the countries and areas of Mainland China, Hong Kong China, Taiwan China, Malaysia, Indonesia, Vietnam, Thailand and India.

The Council for Leather Exports, in consultation with Director- CLRI, nominated Dr.B.N. Das, Scientist & Head, Shoe Design Development Centre, CLRI as one the Jurors to select Best Design for 2nd IFDC 2010.

Entries for IFDC



Prize and Award:


There are one winner and 1st and 2nd runners up in each category. Winners received certificate and cash award of HKD 3000 and 1st and 2nd runners up received HKD 2000 and HKD 1000. Based on the Average total marks of jurors, best five products were selected and discussed and selected winners and 1st and 2nd runners up. Finally, on the principle of selecting the best and proportional selection, they selected 9 entries to win the gold awards.

Amongst various Designs, one Best Design of Female Boot submitted by the Council, which pertain to Mr.Udhan Singh of CFTI, Chennai has won the 1st Runner-up Award under Individual Group. Besides a Placque, a cash prize of Hong Kong Dollars 2000 was also given for the Winner. Congratulation to Winner from CFTI.




In addition to IFDC Awards, "210 Awards" were announced subsequently. This is the award sponsored by Hong Kong Two/ten International footwear foundations. 210 Awards Gold award is HKD 50,000 scholarship, 210 Awards Silver is awarded HKD 30,000 scholarship and 210 Awards Bronze is awarded HKD 20,000 scholarship.

The list winners of prizes and 210 awards are given below:


1. Individual Men's Shoes

	Individual Men's Shoes - 2nd Runner-up	Designer : Mr. Danang Riyadi Category : Indonesia Group : Male Title : Barong Bali Manufacturer : PT. CARVIL ABADI
	Individual Men's Shoes - 1st Runner-up	Designer : Beiye Wang Category : China Group : Male Title : constant moving Manufacturer : Beijing Institute of Fashion Technology
	Individual Men's Shoes - Winner	Designer : Yingying Wang Category : china Group : Male Title : King kong Manufacturer : Beijing Institute of Fashion Technology

2. Individual Lady's Trendy

	Individual Lady's Trendy - 2nd Runner-up	Category : China Group : Lady's Trendy Title : Glamorous African Leopard /Manufacturer: Guangzhou Calainlo Shoes Co., Ltd
	Individual Lady's Trendy - 1st Runner-up	Designer : ISAAC GOH LOO GHEE Category : Malaysia Group : Lady's Trendy Title : Sensuality
	Individual Lady's Trendy - Winner	Designer : Ms. Nancy Margried Category : Indonesia Group : Lady's Trendy Title : Fractal Shoes Manufacturer: CV. Pikel Indonesia


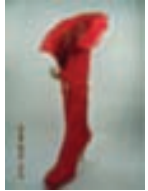
3. Individual Lady's Leisure

	Individual Lady's Leisure - 2nd Runner-up	Designer : WONG SHUH JEN Country : Malaysia Category : Lady's Leisure Title : MAS-FL-2
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	Individual Lady's Leisure - 1st Runner-up	Designer : Shengnan Sun Country : china Category : Lady's Leisure Title : " Join Manufacturer: Guangzhou Tianchuang Shoes Co., Ltd.
	Individual Lady's Leisure - Winner	Designer : Xiaotong Zhou Country : china Category : Lady's Leisure Title : Rosemary times Manufacturer: Guangzhou Tianchuang Shoes Co., Ltd.

4. Individual Lady's Boots

	Individual Lady's Boots - 2nd Runner-up	Designer : BENSON TAN KIM SEAK Category : Malaysia Group : Lady's Boot Title : MAS-FB-1
	Individual Lady's Boots - 1st Runner-up	Designer : Mr. Udhan Singh Country : India Category : Lady's Boot Title : Queenly Manufacturer: Central Footwear Training Institute
	Individual Lady's Boots - Winner	Designer : Li Chi Man Country : China HongKong Category : Lady's Boot Title : Rose Fairy Manufacturer: Aplus Footwear Manufacturer (HK) Co., Ltd.




5. Individual Children

	Individual Children - 2nd Runner-up	Designer : LiuJun Wang Country : china Category : Children Title : baby of food grain Manufacturer: Zhejiang Industry and Trade Vocational College
	Individual Children - 1st Runner-up	Designer : Lee Wai Lung Country : china HongKong Category : Children Title : Watermelon Baby Manufacturer: Goddess International Limited
	Individual Children - Winner	Designer : Fung Chung See Joyce Country : china HongKong Category : Children Title : Honey-Bee Manufacturer: Kam Kee Rubber Ware Works Ltd.

6. Individual Sport Wear

	Individual Sport Wear - 2nd Runner-up	Designer : Mr.Krisanavan Chon Chana Category : Thailand Group : Sport Wear Title : Bolas Manufacturer: Banana Shoes Co., Ltd.
	Individual Sport Wear - 1st Runner-up	Designer : Zhentao Wang Category : china Group : Sport Wear Title : Five strong men from the family of Jiang Manufacturer: Zhejiang AoKang Shoes Co., Ltd.
	Individual Sport Wear - Winner	Designer : Tang Ka Chun Category : china HongKong Group : Sport Wear Title : Ball Games Manufacturer: Shine Foundation Ltd / Fujian Quanzhou Jindexin Shoes Co., Ltd.

7. Enterprise Male

	Enterprise Male - 2nd Runner-up	Designer : Haibin Zheng company : Kangnai Group Co., Ltd. Country : china Category : Male Title : Phoenix nirvana
	Enterprise Male - 1st Runner-up	Designer : Mr.Vichai Tanratanakul company : Bangkdk Rubber Co., Ltd. Country : Thailand Category : Male Title : Brownary
	Enterprise Male - Winner	Designer : Xiuxiang Bi company : Jinhou Group Co., Ltd. Country : china Category : Male Title : Fly over dreams

8. Enterprise Female

	Enterprise Female - 2nd Runner-up	Designer : Peninsula Shoes Co. Ltd Category : Hong Kong Group : Female Title : White Beauty
	Enterprise Female - 1st Runner-up	Peninsula Shoes Co. Ltd Category : Hong Kong Group : Female Title : Digital Zebra Walking Shoe
	Enterprise Female - Winner	company : Pito Shoes Company Ltd Country : China Category : Female Title : No Coronet, Xia Pei, taking the first step has brilliance

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9. Enterprise Children

	<p>Enterprise Children - Winner</p>	<p>Designer : Ba-Ba Children's Articles Co.,Ltd Country : china Category : Children Title : Dedication of Love</p>
<p>210 Award</p>		
	<p>210 Award – Bronze</p>	<p>Designer : Yingying Wang Category : china Group : Male Title : King kong HKD 20000 fellowship</p>
	<p>21s0 Award – Silver</p>	<p>Designer : Li Chi Man Country : China Hong Kong Category : Lady's Boot Title : Rose Fairy HKD 30000 fellowship</p>
	<p>210 Award – Gold</p>	<p>Designer : Xiaotong Zhou Country : china Category : Lady's Leisure Title : Rosemary times HKD 50000 fellowship</p>

