

Believing in Continuing Development ... INDIA casts its TRADEMARK!

Report on the 1st International Footwear Design Competition (IFDC);

A Report by: Md. Sadiq, Scientist, CLRI;

▶ Believing that INNOVATION is the key ... the Council for Leather Exports actively promoted the International Footwear Design Competition and an eminent jury that met in January 2009, selected nine 'Best Shoe Designs' from INDIA for the 1st International Footwear Design Competition launched by **International Footwear Conference (IFC)**, China and held in Guangzhou on 2 June 2009.



Jurors of the 1st International Footwear Design Competition (IFDC) giving their thumbs-up at the conclusion of the jury evaluation

The IFC decided to organize the International Footwear Design Competition to promote design capabilities among member countries and to enhance the international status of International Footwear Designs.

At this competition, an international jury, after due deliberation, gave the thumbs up to two Indian Designs as '**Winners of Best Shoe Designs**' from amidst the 104 entries received from 10 countries. Winners from Hong Kong, China, Malaysia, Vietnam and other countries celebrated their victory at the Award Ceremony held on 2 June 2009 in the evening at the China Hotel-Marriott, Guangzhou.

INDIA has its trade mark in the global fashion arena!

The Winners from INDIA are:

- **AYYAPPA Enterprises / CALONGE in the Category - Ladies Casual - Professional**
- **SAALIM SHOES (P) Ltd in the Category - Ladies Formal – Professional**

Kudos to the winners! Kudos to the Jury Members on a job well done!!

Here is a Glimpse of the Jury Evaluation, the collection on display and the Awards Presentation...



The CLE Endeavour ...

As the Council is already giving Design Awards to its member-exporters, it was decided that the existing "Annual Design Award for Footwear" will be upgraded as an International Level Design Competition with due publicity. Thus, the winners of the Annual Design Award 2009 competition for Footwear automatically qualified to be the nominees of the Council for the 1st International Footwear Design Competition (IFDC). Accordingly, the Council sent 9 entries for the 1st IFDC who were the Design Award Winners in the Footwear Category, out of which 2 entries won awards

New Rules of IFDC



It is learnt that IFC countries have decided to introduce new rules and regulations for the next edition of IFC.

A few of them include:

- Standardization of sizes to uniform lengths

for Men, Women & Children

- Compulsory presentation of theme boards, detailed sketches along with the shoe prototypes

IFC will send the details to its members soon

Mr Frank Kung, IFC Secretary General monitored the whole process of IFDC final assessment.

Selection of Awards

A Committee of Jurors, comprising of representatives of various member Associations of IFC from 10 countries made assessment of all the design entries displayed in the Trend Walk Pavilion of Shoes and Leather Fair, Guangzhou on June 2, 2009. Mr. Md. Sadiq, Scientist, Shoe Design and Development Centre, CLRI was one of the Jurors nominated by the Council for Leather Exports, India.

The Awards...

The Awards were clearly categorized into two groups – Professional (Industry) and Individual (Students from Design Schools)

There were five awards (five winners) in the Professional category:

1. Best Mens' Shoes
2. Best Ladies Shoes – Casual
3. Best Ladies Shoes – Formal
4. Best Sports Shoes
5. Best Children's Shoe

Crystals and certificates were given to the winners.

There were six categories for Individuals (Students) with three prizes in each category – winner, 1st runner-up, 2nd runner-up. Cash prizes were given.

In addition to cash prize, there was a '210 award' given to the best three entries (Gold, Silver & Bronze) from individuals.

The Awards Ceremony ...

It was a gala evening with the presence of the members of IFC, representatives from the Chinese government, representatives of the various footwear associations of China, jurors, Shoe manufacturers in Guangzhou, award winners, students, press & media and the organizers.

The organizers had left no stone unturned in making the awards ceremony a memorable one.

INDIAN representatives received the awards on behalf of the winners from INDIA.



Mr. Md. Sadiq, Scientist, CLRI receiving the Award on behalf of Ayyappa Enterprises



Mr. K. Abdul Sattar Khan, Assistant Director, CLE receiving the Award on behalf of Saalim Shoes (P) Ltd