



yoho

IN ASSOCIATION WITH

FDI

PRESENTS

SNEAKER SOLE DESIGN COMPETITION



PRIZE:

1ST 11,000

2ND 7,000

3RD 3,000

26th September to 7th October

Consolation price for 4th to 10th will be a pair of shoes from YOHO

CRITERIA

Please follow these guidelines to ensure your submission meets all requirements

Design Sneaker's Outsole

- Your primary focus should be on creating an innovative and functional **outsole** for a sneaker. Consider performance, style, and practicality in your design.
- Include options for logo integration that harmonize with your overall design. Choose a location for the logo that doesn't interrupt the flow of the design but is still noticeable

Concept is Required

- Every submission must include a clear concept. Describe the idea behind your design, including the inspiration and target audience.
- Explain how your concept differentiates from existing designs and contributes to the sneaker market.

Submission Requirements

- All designs must be **original** and created specifically for this competition.
- Participants may submit their entries in any of the following formats (**sketches, 2D / 3D**) and the written concept breakdown.
- Ensure all files are submitted in the **PDF format**
- Other campus participant will have to submit hard Copy to your respected faculty

DEADLINE :

7 th october 2024
by 10am

SUBMIT TO:

Sunil@yoholife.in