

Shenzhen Kumpeng Global Design Award 2025 Calls for Entries for Industry Assignments

Aimed to empower urban development through design, Kumpeng Global Design Award 2025 is introducing for the first time industry assignments. It focuses on traditional industries in which Shenzhen has competitive advantages, such as apparel, furniture, gold and jewelry, as well as future industries including artificial intelligence and digital creativity.

The prize for the industry assignments is amplified through a “government + enterprise” co-funding model, in which the government provides seed funding and selects participating enterprises and assignments proposed by them, while participating enterprises contribute funds on a 1:1 basis to enlarge the prize pool. The organizer will launch a global call for solutions to address the needs of participating enterprises.

Assignment 1: apparel design

Assigned by: Shenzhen Airlines

Topic: professional visual design for staff

Total Prize: CNY550,000

To request detailed briefs for this assignment, please contact: sda3@s-d-a.org.

“Elevating Beauty, Soaring Beyond” – Shenzhen Airlines launched a global call to the design communities for professional visual design proposals for its flight

attendants and ground service staff. This project seeks to establish a new benchmark for aesthetics at 30,000 feet based on innovation as the wings and aesthetics as the soul, trying to empower brand building and enhance the service experience through designs.

Design proposals must include complete uniform designs for two key roles: flight attendants and ground staff, catering to both male and female employees. The designs should accentuate Shenzhen Airlines corporate culture and the characteristics of the industry. Participants are expected to deeply understand the airline's corporate culture and brand philosophy. Designs may integrate such elements as logos and patterns, and should maintain a unified primary color scheme and style that is simple, elegant, and highly recognizable while accurately conveying the brand's values and industry attributes.

Design proposals must align with apparel trends anticipated for the next 10 to 15 years, embodying a contemporary feel, technological sophistication, and cultural relevance. Incorporation of "China-Chic" elements, Shenzhen's local characteristics, intangible cultural heritage techniques, and eco-friendly, sustainable technologies is encouraged. And innovation is expected in silhouette, symbolism, fabrics, and craftsmanship. The designs must be suited to the service environment, projecting professionalism, and approachability, with emphasis on "comfort in practicality" and "functional appropriateness". The uniforms should clearly distinguish among different role rankings while remaining efficient and cost-effective, and in the meanwhile satisfy the demands of high-intensity work through material innovation and structural optimization.

Eligible participants:

Domestic and international apparel companies, fashion design schools/colleges, independent design studios, individual designers, etc.

Schedule:

Call for submissions: from now until 24:00, October 14, 2025

Shortlist award evaluation: October 18, 2025

Final evaluation: Before December 31, 2025

Official website: <https://szair.k-p-a.design/>

Industry assignment 2: jewelry design

Assigned by: Tellus Holding

Topic: gold design

Total Prize: CNY304,000

To request detailed briefs for this assignment, please contact: sda3@s-d-a.org.

Shuibei in Luohu District, Shenzhen is a glittering landmark of China's gold and jewelry industry. Official data shows the gold and jewelry industry in Luohu District accounts for approximately 50% of China's wholesale market share and about 70% of physical gold delivery volume in the Shanghai Gold Exchange. More than just a manufacturing hub with concentrated resources, Shuibei leads the industry with top-tier design and production capabilities, being not only a "factory" but as a

“trendsetter” for global fashion, which makes it the barometer and bellwether of China’s gold and jewelry market.

Building on its profound industrial foundation, ShuibeI is now writing a new chapter with design as pen. This design assignment dives into the convergence of traditional Chinese culture and Gen Z’s chic culture. Global design talents are invited to join this golden collaboration to root “China-Chic”, style trendy outfits, and create fun, playful pieces, thus allowing the golden brilliance of the new era to blossom atop ShuibeI’s industrial chain.

Whether you are an emerging talent with design dreams or an established creator deeply rooted in the industry, this golden creative feast offers a platform to hone your inspiration into trend-leading jewelry masterpieces and further polish the luster of ShuibeI’s reputation as “China’s Jewelry Capital” amidst waves of innovation.

Eligible participants:

Domestic and international apparel companies, fashion design schools/colleges, independent design studios, individual designers, etc.

Schedule:

Call for submissions: from now until 24:00, October 14, 2025

Evaluation: October 18, 2025

Announcement of award winners and award ceremony: October 29, 2025

Official website: <https://tellus.k-p-a.design/>

Industry assignment 3: fashion design

Assigned by: Kingbrother

Topic: wearable AI trendy toy/accessory design

Total Prize: CNY200,000

To request detailed briefs for this assignment, please contact: sda3@s-d-a.org.

Amidst the coexisting consumption trends of “loneliness economy” and “social expression” among Gen Z, young people increasingly rely on non-verbal ways to convey emotions and shape their personal image. Traditional smart wearables (like smartwatches) are overly functional, while ordinary accessories lack interactivity, thus creating a market gap. There is a significant demand for smart accessories that can both carry emotional expression and satisfy personalized fashion.

Our products emerge at the intersection of trends driven by the loneliness economy, pet companionship economy, IP merchandise economy, and social sharing. Positioned as AI-powered wearables, they can be played with for interaction, used to express individuality, and provide therapeutic companionship. They can be a necklace, a bag charm, a plush toy, a trendy toy to fidget with in hand, or any other items that combine functionality with emotional value.

Schedule:

Call for submissions: from now until 24:00, October 14, 2025

Evaluation: October 18, 2025

Announcement of award winners and award ceremony: October 29, 2025

Official website: <https://kbidm.k-p-a.design/>

Industry assignment 4: jewelry design

Assigned by: InnoArtech

Topic: lightwave · art-tech jewelry design

Total Prize: CNY140,000

To request detailed briefs for this assignment, please contact: sda3@s-d-a.org.

Lightwave illuminates a new world of accessories. Both of the following themes require the use of MiP Light Gem, aiming to create eye-catching novel designs:

Theme 1: firefly

Core inspiration: present the natural characteristics (e.g. flickering micro-light, agile lightness, nocturnal companionship) or symbolic meanings (e.g. companionship, hope, a tiny yet steadfast glow) of firefly to create jewelry pieces deeply connected to its imagery.

Theme 2: starlight

Core inspiration: Design exclusive jewelry for a favorite celebrity. The design must closely align with his/her personal traits (such as stage persona, philanthropic image, symbols from classic works, and signature style preferences), making the jewelry an extension of his/her personal charm that combines distinct recognizability with strong design aesthetics.

Eligible participants:

Domestic and international apparel companies, fashion design schools/colleges, independent design studios, individual designers, etc.

Schedule:

Call for submissions: from now until 24:00, October 14, 2025

Evaluation: October 18, 2025

Announcement of award winners and award ceremony: October 29, 2025

Official website: <https://innoartech.k-p-a.design/>

Industry assignment 5: brand designs for marketing products from less developed areas

For: Best Cultural Conservation & Revitalization Award

Total Prize: CNY200,000

To request detailed briefs for this assignment, please contact: sda3@s-d-a.org.

To thoroughly implement the “Hundreds, Thousands, Tens of Thousands Project”, assist cultural creative design in empowering rural revitalization, unearth benchmark designs for assistance products with local value and international perspective, and promote the implementation of outstanding design achievements in rural industries, Kunpeng Global Design Award 2025 has partnered with Shenzhen Cultural Creative Design Competition for Marketing Products from Less Developed Areas to jointly

establish a special award, the Best Cultural Conservation & Revitalization Award.

All entries participating in Shenzhen Cultural Creative Design Competition for Marketing Products from Less Developed Areas will automatically be shortlisted for Kunpeng Award's Best Cultural Conservation & Revitalization Award evaluation in 2025. Winners of Best Cultural Conservation & Revitalization Award, as well as first, second, and third prize winners of Shenzhen Cultural Creative Design Competition for Marketing Products from Less Developed Areas will have the opportunity to be featured in the exhibition for Kunpeng Award winners and showcased on the core exhibition platform of Shenzhen Design Week 2025.

Schedule:

Submission deadline: 24:00, October 14, 2025 (Beijing time)

Preliminary evaluation: October 11-12, 2025

Best Cultural Conservation & Revitalization Award evaluation: October 18, 2025

Announcement of award winners and award ceremony: October 29, 2025

Official website: <https://szbf.k-p-a.design/>

Official website for Shenzhen Kunpeng Global Design Award 2025:

<https://www.k-p-a.design/>

Official website for proposing industry assignments for the award:

<https://www.k-p-a.design/kpa-company>

Participants must complete registration and submit all required documents via the official website by 24:00 (Beijing Time) on October 14, 2025.