MULTIPLE DISCIPLINES

DESIGN-A-SOCK CONTEST 2024

DEADLINE

31 JUL 2024

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
3 Jul 2024	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

The Design-A-Sock Contest, hosted annually by Sock It to Me, is a highly anticipated global event that encourages creativity and artistic expression through the medium of socks. This contest has been a cornerstone of the company since its inception in 2004, fostering a diverse community of designers who share a passion for unique and imaginative sock designs. Each year, participants from all over the world are invited to submit their original creations, with the goal of having their designs potentially added to Sock It to Me's vibrant product line. The contest not only celebrates art and innovation but also serves as a heartfelt thank you to the brand's loyal fans and contributors.

Participants in the Design-A-Sock Contest can submit up to five designs, each following specific guidelines that ensure clarity and manufacturability. Designs must use a maximum of six solid colors, avoiding gradients, shading, or intricate details that might be challenging to reproduce on fabric. The simplicity of design, combined with originality and the effective use of patterns, is key to catching the judges' eyes. Each entry is a reflection of diverse cultural backgrounds and personal styles, contributing to a rich tapestry of potential new additions to the Sock It to Me collection. This inclusivity and celebration of global creativity are what set this contest apart in the design community.

The contest process is engaging and transparent, involving public participation in the selection of semi-finalists. Approximately 30 designs are chosen for public voting, allowing fans and the broader community to have a say in the final selection. Winners are then judged on several criteria, including the originality of their themes, patterns, and the overall uniqueness compared to Sock It to Me's current offerings. The top designs not only earn cash prizes but also the exciting opportunity to see their artwork come to life as part of a commercially available sock collection. This interactive and rewarding experience has made the Design-A-Sock Contest a beloved tradition, inspiring countless artists to step up and showcase their sock design prowess.

There is no entry fee.

ELIGIBILITY

Open worldwide to individuals 18 years and older.

PRIZE

The first-place winner will receive a $2,000 cash prize and the chance to have their sock design produced. The second-place winner will receive $1,000, and the third-place winner will get $650. Additionally, approximately 30 semi-finalists will be selected for public voting, with the final winners chosen based on design simplicity, color use, originality, and alignment with Sock It to Me's existing product line.