



## HOME STYLE AWARD 2018 Brochure

Established in 2008, the Home Style Award aims to honour excellence in the global houseware and lifestyle retail industries, and connect them with the excitement of the growing local market. Outstanding high-end products from the home furnishings industry are showcased at Interior Lifestyle China every year with the aim of advancing the industry. At the same time, the Home Style Award has become a platform for showcasing innovation and product design for the public.

Award winners and the tradeshow itself will enjoy the benefits of promotion and exposure at the awards ceremony, with a special presentation of the award-winning products. All exhibitors and non-exhibitors are welcome to take part in the competition.

## Awards Categories

- **Lifestyle Select (15):**

In the era of “live up”, consumers have a higher demand for a better life and higher requirements for consumer goods. In addition to the basic decorative aesthetics and functions, consumers are seeking more innovation from housewares.

- **Made in Innovation (5):**

Higher standards of craftsmanship accompany the new pursuit for consumer goods. New technologies can give products an interesting artistic aesthetic, with fresh new materials created by recycling products. 2018 is set to be an exciting year for manufacturers' achievements in technological breakthroughs.

- **Retail Star (10):**

Retailers have a unique perspective to present glamorous products through innovative methods. This award seeks retail stores providing inspiring platforms for products that encourage consumers to discover the beauty in life.

## Participant Types

- Dining
- Giving
- Living

## Selection Procedures

- **Registration**

Online application only:

Please visit [www.il-china.com/hsa](http://www.il-china.com/hsa) and submit the Home Style Award application form.

### **Lifestyle Select**

For interior home businesses participation only. Participating products need to be registered (distributors and agents must have authorised dealership of the displayed items) or have independent intellectual property rights. Each brand can submit a maximum of three entries.

### **Made in Innovation**

For interior home businesses participation only. Participating products must have breakthrough production techniques and materials, and must have applied for patents. Each company can submit a maximum of three groups of entries.

### **Retail Star**

Home industry retail store practitioners, specialty stores, buyers, imported goods supermarkets, online stores and business activities are welcome to participate. Each company can submit at a maximum of three entries.

### **Submission date**

31 July – 20 August

- **The initial nomination**

Private review meetings will be held by a jury of 20 members in the official retail sector, designer, media and retail research institutions. Discussions and initial examinations will be held in terms of product materials provided by participants.

The jury will decide by a simple majority vote. There is no recourse to legal action and no individual correspondence will be entered.

**All nominated entries will be showcased at Interior Lifestyle China 2018 at the Shanghai Exhibition Center from 13 – 15 September.**

**Important Dates**

20 – 25 August  
25 August

Initial review meeting  
Initial nomination result

**● Nominees submission**

All entries must be submitted as original products.

Entries containing several components, or entries available in various designs, can be registered no more than three times.

\*In exceptional cases (such as extremely large products or products not yet industrially produced), models or scale models may be submitted. If it is not possible to submit the original product or a model, entries may be submitted in digital media format (PDF file).

Nominated parties will be informed by post.

**Submission Date**

25 August – 10 September

**● The jury section**

Prize-winning entries will be selected by six jury members from official retail sectors, designers, media and retail research institutions.

The jury will decide by a simple majority vote. There is no recourse to legal action and no individual correspondence will be entered.

**Important Dates**

12 September  
12 September

Final jury meeting  
Final jury result

**Selection Criteria****Lifestyle Select**

Aesthetic demand  
Emotional demand  
Craftsmanship  
Space concept  
Subtlety and uniqueness

**Made in Innovation**

Technological breakthrough  
New material application  
Detail processing  
Cost control  
Service life

**Retail Star**

Brand planning  
Marketing  
Window display  
Consumer service  
Innovation and industry influence

## Schedule

|  |                          |
|--|--------------------------|
| Registration   | 31 July – 20 August      |
| Initial review meeting                                   | 20 – 25 August           |
| Initial nomination result                                | 25 August                |
| Nominee submission                                       | 25 August – 10 September |
| Final jury meeting                                       | 12 September             |
| Final jury result  | 12 September             |
| Awards ceremony  | 13 September             |
| Showcase of nominated entries and prize-winning products | 13 - 15 September        |

## Awards and benefits

### ● Awards

All Home Style Award 2018 winners will receive a certificate as well as the Home Style Award 2018 logo for download, which they are entitled to use for commercial purposes.

### ● Awards Ceremony

An awards ceremony will be held at the Home Style Award 2018 Awards Dinner on 13 September.

### ● Prize-winning product showcase

All prize-winning products will be showcased at Interior Lifestyle China 2018 at the Shanghai Exhibition Centre

### ● Online showcase

All prize-winners will be showcased with pictures and introductions, in both English and Chinese, on the website of the Interior Lifestyle China 2018

### ● Press

This competition is publicised by the organisers in all promotional activities, covered by both Chinese and overseas media. A PR campaign will publicise the awards information, including press releases, e-letters, printed materials and more.

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