

WOOLMARK PERFORMANCE CHALLENGE

If you're passionate about textile design and sports, with a drive to discover innovative, performance-led solutions, seize your next opportunity with the Woolmark Performance Challenge.

What is it?

The Woolmark Performance Challenge is an open-source problem-solving platform aimed at fostering innovative solutions for the sports and performance market.

Join us in harnessing the unique, natural properties of the Merino wool fibre to create the future of performance textiles.

Prizes



3-month paid internship at Alpinestars in Asolo, Italy.



Up to 5 innovative concepts will be chosen to collaborate with Woolmark's technical experts and supply chain partners to further develop their idea.



Recognition on a global stage.



The opportunity to sell the IP associated with your concept to a global brand.

Ready to make your mark? Register for the Woolmark Performance Challenge now to showcase your innovative textile solutions.

REGISTER NOW at woolmarkchallenge.com

Key dates

01 November
2024

Student
registrations open

01 May
2025

Student
submissions open

30 May
2025

Student
submissions close

15 July
2025

Finalists selected

November
2025

Winners announced



WOOLMARK

