

EVENTS/CAUSES

LVMH Prize shares past success stories to open 2016 edition

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From left: special prize winner Jacquemus, 2015 winner Marques 'Almeida and 2014 winner Thomas Tait

By STAFF REPORTS

Conglomerate Mot Hennessy Louis Vuitton is kicking off the third edition of its prize for young fashion designers with a look back at past winners.

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A new Web site for the competition houses updates on previous LVMH Prize recipients, showing the tangible impact the \$325,500 prize can have for up-and-coming fashion designers. Creating a space for both consumers and potential applicants to get acquainted with the winners from 2014 and 2015 gives the recipients more of a global stage while also highlighting LVMH's hand in their successes.

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The LVMH Prize was created in 2013. The grand prize, open to designers under 40 who have shown at least two collections, consists of a 300,000 euro grant, \$325,500 at current exchange rates, and a mentorship from an LVMH team for a year to develop his or her company.

Additionally, three new graduates are chosen to work with the design team at an LVMH house for a year ([see story](#)).

LVMH Prize - 2015 edition final

A 40-member panel of experts across fashion media, retail and beauty will pick the 10 finalists during Paris Fashion Week in March. These trusted opinions come from Bergdorf Goodman senior vice president Linda Fargo, Vogue International editor Suzy Menkes and photographer Patrick Demarchelier.

From there, a jury including some LVMH brand creative directors will pick the winner.

Entries for the LVMH Prize are open until Feb. 7, while graduate applicants have until May 15.

On the revamped LVMH Prize Web site, consumers can view some of the "success stories" from past participants, including 2015 winner Marques 'Almeida's new gig designing costumes for the New York City Ballet this season. Each winning label is also profiled, both in a video and through images from recent runway shows.



LVMH Prize 2014 winner Thomas Tait's spring/summer 2016 runway show

A map plots the winners and shortlisted candidates, showing where the talent picked in the past has hailed from.

In addition to the Web site, LVMH is letting its audience follow the prize through social media, including Instagram, Twitter and Snapchat.

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