

EVENTS/CAUSES

## Lane Crawford hosts open call to discover new talent

March 1, 2016



*Promotional image for The Next New*

By STAFF REPORTS

Department store chain Lane Crawford is searching for the next big thing through an open audition process.

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The retailer's The Next New invites Chinese designers, brands and artists to register to pitch its buyers and creative teams, with the most promising chosen to work with Lane Crawford. Retailers frequently differentiate themselves through their ability to find new products and talent ahead of their peers, making this a means for Lane Crawford to not only spot the next big thing, but to invest in its future.

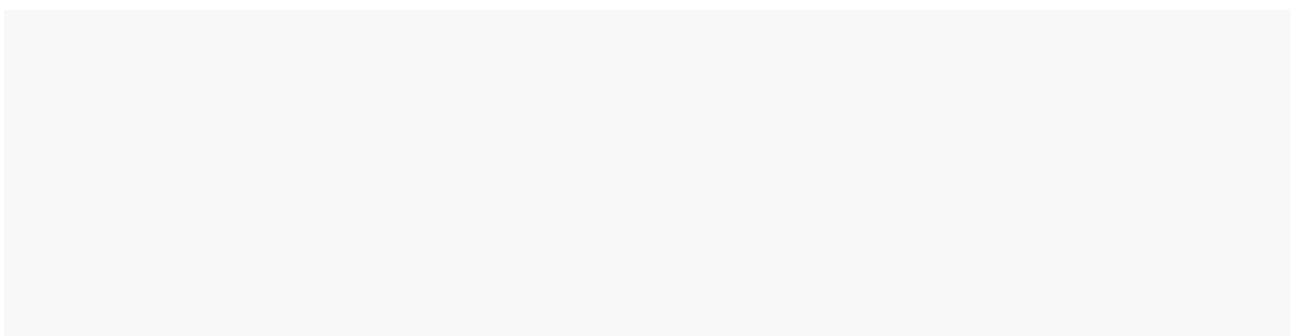
### Talent scout

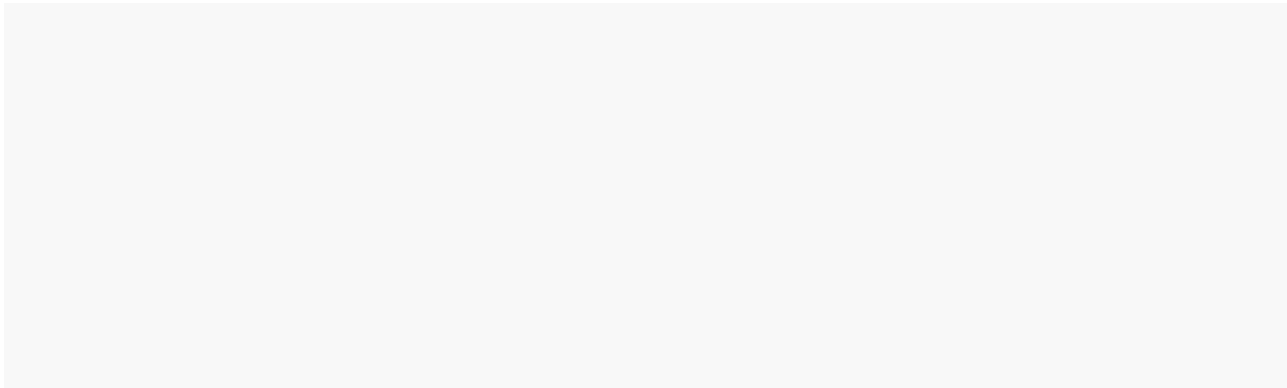
Lane Crawford is asking interested parties to register before March 24. To be eligible, the entrant must be registered to conduct business in Hong Kong or Mainland China.

The retailer is interested in designers and labels across women's wear, menswear, home and accessories. Gourmet food, gifting and beauty are also of interest.

Lane Crawford is also seeking out new perspectives to collaborate on window displays, campaigns, events and photo shoots.

Both labels and creatives cannot have been trading or working for more than three years, and they should be based in Hong Kong or China.





#LCTheNextNew Are you our Next New Brand or Creative? We are looking for you. Lane Crawford is on the hunt for the next new talent in the world of fashion and lifestyle. Apply online now at <http://www.lc-thenextnew.com>, applications are open.

A video posted by Lane Crawford (@lanecrawford) on Feb 29, 2016 at 3:15am PST

Judging will take place in the first week of April in Shanghai and Hong Kong. The winners will be given an investment, and will be showcased throughout Lane Crawford stores during Christmas and Chinese New Year.

Lane Crawford has previously embraced the new, urging consumers to do the same.

Last year, Lane Crawford appealed to its customers' sense of adventure in its summer campaign, "Love The Unknown."

Creative displays appeared in stores across the brand's portfolio and online editorials engaged fans globally. Ultimately, the campaign strove to inspire purchases of designers from diverse places as a way to embrace the adventurous idea of discovering the unknown ([see story](#)).

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