

APPAREL AND ACCESSORIES

French fashion designer Marine Serre wins 2017 LVMH Prize

June 16, 2017



2017 LVMH Prize winner Marine Serre being congratulated by Karl Lagerfeld. Image courtesy of LVMH

By STAFF REPORTS

France's Mot Hennessy Louis Vuitton has awarded its fourth annual LVMH Prize for Young Fashion Designers to Marine Serre.

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In February, the conglomerate shared the names of 21 designers, culled from a list of nearly 1,200 entries from 90 countries. The following month, a jury selected and announced the eight designers who would move onto the next and final round.

Prized design

The eight LVMH Prize finalists then met with members of the Jury at Fondation Louis Vuitton June 16. The jury consisted of J.W. Anderson, Maria Grazia Chiuri, Nicolas Ghesquire, Marc Jacobs, Karl Lagerfeld, Humberto Leon, Carol Lim, Phoebe Philo, Riccardo Tisci, Ms. Arnault, Jean-Paul Claverie and Pierre-Yves Roussel.

During the June 16 awards ceremony, French designer Ms. Serre was presented with the LVMH Prize by singer Rihanna. The award was designed by Jean-Michel Othoniel.

As the winner of the 2017 LVMH Prize, Ms. Serre will be given a 300,000 euro grant, or about \$335,000 at current exchange rates. Ms. Serre will also be invited to participate in a year-long mentorship program from the LVMH group.

The jury also awarded a special prize to Japanese menswear designer Kozaburo Akasaka of Kozaburo, for recognition of exceptional talent. Mr. Akasaka wins a 150,000 euro, or \$167,000, grant as well as a year-long mentorship from LVMH.



France's Marine Serre accepting the 2017 LVMH Prize for Young Fashion Designers. Image courtesy of LVMH

"[Our] jury was impressed by Marine Serre's work, which cleverly combines urban, sportswear and oriental inspirations, creating through these confrontations a unique aesthetic," said Delphine Arnault, vice president of Louis Vuitton, in a statement.

"We have also awarded Kozaburo Akasaka of Kozaburo, a special prize," she said. "The Japanese designer distinguished himself with his delicately deconstructed menswear.

"The fourth edition of the LVMH Prize saw more than 1,200 young talents from 90 countries compete. This success is evidence of the international scope of the event. I'm proud that the LVMH group has placed the spotlight on their work and supports their development."

LVMH's Graduate Prize was awarded to Mariam Mazmishvili from La Cambre in Brussels, Maija Meiro from Aalto University in Helsinki, Finland and Robert Wallace of London's Central Saint Martin.

The three Graduate Prize winners will each receive 10,000 euros, or \$11,000, and will join Louis Vuitton, Kenzo and Cline, respectively for one year. LVMH will also donate the same sum to the graduates' university in an acknowledgement of excellence.

Launched in 2014, the LVMH Prize continues the luxury conglomerate's mission to identify, mentor and support emerging design talent to safeguard its industry and facilitate future collaborations and workforce ([see story](#)).

Also on June 16, LVMH announced French startup Heuritech as the winner of its inaugural LVMH Innovation Award at Paris' 2017 Viva Technology ([see story](#)).