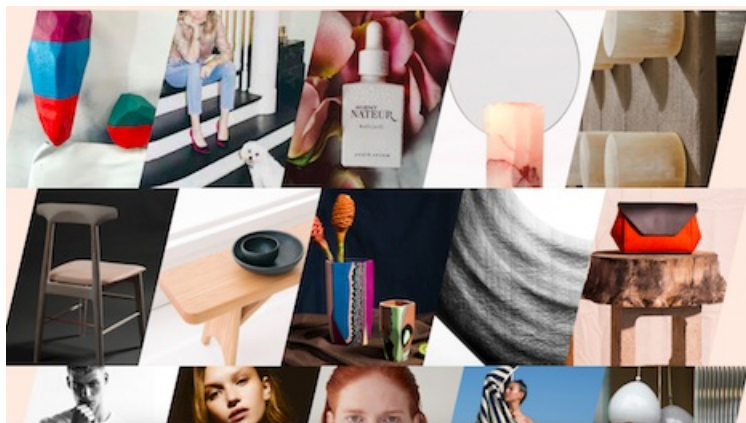


APPAREL AND ACCESSORIES

Lane Crawford travels to Australia to find emerging talent

April 9, 2018



Lane Crawford's finalists for its Call Out Los Angeles edition

By STAFF REPORTS

Chinese department store chain Lane Crawford is looking to the Australian fashion community to find the next innovative creative individuals and brands.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The department store is hosting what it has dubbed its "Call Out," looking for emerging brands, artisans, graphic designers, illustrators, artists and more. Lane Crawford is hoping to foster growth in individuals within the industry and brands that have the potential to make a big difference.

Supporting emerging talent

Lane Crawford is inviting up-and-coming talent to submit their portfolios all over Australia with the eighth edition of its Call Out.

Coming off the heels of its Los Angeles segment, the Australian version will run from May 22 to May 23.

Happening in Sydney, selected designers will present their work in person. Finalists will be selected based on their portfolio submitted online.

A panel of judges will be giving 20 minutes interviews with the designers.

The winning participant will receive a year partnership with Lane Crawford with support in an online and bricks-and-mortar presence and content. The department store will also invest in the collection.

"Do you have what it takes to be the next new designer? Are you a designer looking for industry support?" asked the brand in its call for applications.

Lane Crawford notes it is looking for "emerging" brands in categories including women's wear, menswear, footwear, handbags, accessories, jewelry, home and lifestyle.



Image credit: Lane Crawford

Lane Crawford also recently assisted consumers in the pursuit of a happier, healthier lifestyle through a multichannel campaign.

The retailer's "Let's Live Better" effort aimed to promote both physical and emotional wellbeing through curated products and an assortment of suggestions from influencers. Lane Crawford's campaign reflects the intensifying interest in wellness, extending the retailer's role beyond the commercial to become a coach for self improvement ([see more](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.