

APPAREL AND ACCESSORIES

## LVMH awards 2018 prize to streetwear designer Masayuki Ino

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*Masayuki Ino won for his work on streetwear brand Doublet. Image credit: Doublet*

By STAFF REPORTS

French luxury group Mot Hennessy Louis Vuitton has announced the winners of its annual LVMH Prize for Young Fashion Designers with an event attended by some notable influencers.

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The prize was awarded to Masayuki Ino for Doublet by special guests Emma Stone and Jaden Smith. LVMH's annual prize is an opportunity for the conglomerate to honor up-and-coming designers as well as cultivate the next generation of fashion luminaries.

"We were impressed by the contemporary resourcefulness that instills Masayuki Ino's designs with an urban touch infused with fresh poetry," said Delphine Arnault, executive vice president of Louis Vuitton, in a statement.

"We have also awarded a Special Prize to Rok Hwang," she said. "We were seduced by Rok Hwang's designs, by his feminine, sensuous and empowering creations and by his command of complex pattern-making.

"The fifth edition of the LVMH Prize saw over 1,300 young talents from more than 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."

### Streetwear design

As part of LVMH's efforts to cultivate a new generation of talent in the world of design, the group presents an annual prize to a young designer it deems worthy of receiving a career boost.

This year, out of many applicants, LVMH awarded the prize to Mr. Ino for his work on the streetwear brand Doublet.

Mr. Ino's signature style placed him ahead of nearly 1,300 other applicants to win the 300,000 euro, or \$353,000, grant that winners of the LVMH prize receive.

Additionally, Mr. Ino will receive a one-year mentorship program from experienced LVMH designers.



*Mr. Ino's design. Image credit: Doublet*

The group also awarded a 150,000 euro special prize grant, about \$176,600 at current exchange, to designer Rok Hwang, the London-based designer of womenswear for Rokh.

Finally, LVMH awarded smaller grants to three recent graduates from design schools who have joined some of the group's brands, including Givenchy and Louis Vuitton.

Last year, LVMH awarded its fourth annual LVMH Prize for Young Fashion Designers to Marine Serre.

In February of 2017, 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 ([see story](#)).

LVMH's latest winner also further cements streetwear's place in modern luxury fashion design.

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