

APPAREL AND ACCESSORIES

Lane Crawford fosters creativity in up-and-coming fashion talent

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Tom Fereday is the winner of Lane Crawford's Creative Call Out. Image credit: Lane Crawford

By STAFF REPORTS

Chinese department store chain Lane Crawford has selected a winner for its latest Creative Call Out, a program to help identify emerging talent in the fashion world.

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After a panel of judges took a look at finalists in May in Sydney, Tom Fereday Design has been selected as the winner of the Creative Call Out in Australia. Lane Crawford says that Mr. Fereday was picked for his design process, in which he collaborates with local makers.

"We believe that Tom's creativity will appeal to our customers in Greater China," said Kelly Wong, director of fashion at Lane Crawford, in a statement. "Not only are his designs intelligent and thoughtful, yet incredibly enduring.

"We look forward to taking Tom on the Greater China journey, where he will have the opportunity to showcase his creative products to a new growing customer base that shares in his philosophy of shared responsibility," she said.

Growing talent

Lane Crawford selected Mr. Fereday along with a line of 12 runners-up for their excellence in the fashion industry.

Mr. Fereday will receive a business development investment of about \$64,000, as well as an 18-month partnership with Lane Crawford that will include mentorship. The runners-up will have the chance to sell through Lane Crawford for two seasons, including access to mentorship and marketing placement.

While the eighth and latest event took place in Sydney, a series of other Creative Call Out rounds have been held across cities such as Los Angeles, Shanghai, Beijing, Chengdu and Hong Kong.

More than 240 applications were considered for the Sydney competition, with a group of finalists selected to present their portfolios and work to the panel of judges.

The panel of judges included experts in the industry such as the editor-in-chief of Vogue Australia, editor of 10 Magazine, founder of Double Rainbouu as well as other designers and editors.



Lane Crawford's Creative Call Out. Image credit: Lane Crawford

"We were excited to meet so many creative talents in Sydney," said Joanna Gunn, chief brand officer at Lane Crawford, in a statement. "Since our launch of the Creative Call Out, we continue to be inspired by the individuals behind every design, hearing in person their own stories."

Lane Crawford also recently hosted a temporary storefront to promote the apparel and accessories brands carried by the China-focused fashion retailer Joyce.

Joyce, based in Hong Kong and owned by the Lane Crawford Group, has been one of the most prominent fashion shops focused on China since its founding in 1970. Joyce's physical and digital pop-ups with Lane Crawford at the latter retailer's ifc mall location and on its Web site were an attempt to drive traffic for the stores many customers around China ([see story](#)).

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