

APPAREL AND ACCESSORIES

LVMH reveals ending dates for the Prize for young designers

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Louis Vuitton is one of LVMH's flagship brands. Image credit: Louis Vuitton

By STAFF REPORTS

Luxury conglomerate LVMH Mot Hennessy Louis Vuitton is continuing to invest in young talent with its sixth annual Young Fashion Designers award semi-finals starting March 1.

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Applications for the LVMH Prize for Young Fashion Designers began on Dec. 17 and will be open until Feb. 4, but LVMH has announced the rest of the timeline for the competition. Notable new judges on the panel include model Naomi Campbell, Ssense founder Rami Atallah, founder and CEO of Hypebeast Kevin Ma and *British Vogue* editor-in-chief Edward Enninful Obe.

Judging new talent

LVMH is hoping to spotlight young designers with the talent to go far in the fashion industry.

The semi-finals will take place on March 1 and March 2, during which a panel of 62 judges will select eight finalists.

Judges include individuals in the fashion industry who are renowned worldwide, and this year the prize is adding 16 new experts as part of the total 62-person jury.

The final winner will be announced in June, at LVMH's Fondation Louis Vuitton.

LVMH Prize selects a young designer from the group of applicants based on creativity and awards him or her a grant for 300,000 euros, or \$342,317 at current exchange.

In addition the winner receives a one-year mentorship from a team within the LVMH business. The mentorship will assist with copyright, sourcing, production and distribution, image and communication, marketing and more.

LVMH also celebrates three fashion school graduates every year, awarding the select students a 10,000-euro grant, or \$11,410, and the ability to join one of the company's fashion house's creative teams.

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LVMH PRIZE - NEW EXPERTS @chiaraferragni, @naomi, @songofstyle, @kevinma, @loicprigent... Discover the new experts for the @lvmhprize 2019. Together with the existing ones, they form a group of the 62 most renowned experts in the industry. Their prestigious task will be to select this year's finalists. _ The new experts: Rami Atallah, founder of the fashion platform @ssense; Naomi Campbell, top Model and philanthropist; Marie Chaix, fashion director at @double_magazine; @edward_enninful Obe, editor-in-chief of @britishvogue ; Chiara Ferragni, digital entrepreneur and CEO of Tbs Crew; Angelo Flaccavento, fashion journalist; Ashley Heath, editorial director at Pop and @thehommepiusmag ; Joerg Koch, editor-in-chief of @032c; @suzannekoller, fashion director of @m_magazine ; Kevin Ma, founder and CEO of the @hypebeast; @ezrapetronio, editor-in-chief of @selfservicemagazine ; Loc Prigent, filmmaker; Aimee Song, founder of Song of Style; @aizelrudel, founder of the fashion platform @aizel; @elizabethvon Guttman and @alexianied, founders of @systemmagazine and of Fashion Tech. _ Applications are open until February 4th. Link in bio to apply to the sixth edition. _ #lvmhprize #lvmhprize2019 #lvmh

A post shared by LVMH (@lvmh) on Jan 25, 2019 at 10:31am PST

LVMH announces new judges

"This year, I am delighted to welcome 16 new members to our panel of experts," said Delphine Arnault, executive vice president of Louis Vuitton, in a statement. "They will join the already prestigious list of fashion professionals who I wish to warmly thank for their support and their loyalty to young fashion designers.

"These new experts embody the novel diversity towards which fashion and creation have veered over the last few years," she said. "I am certain these new experts involved in the fields of image, film, press but also at the helm of digital platforms or independent magazines, will be able to skillfully spot the talent of our future candidates.

"Since it was launched in 2014 by LVMH, the prize has truly nurtured young fashion designers from all over the world

and it instantly met with tremendous success internationally. It has become a landmark in the fashion business and, from its inception, the prize has seen over 6,500 applications and welcomed over 35 different nationalities and 130 designers to its semi-finals."

The finalists for the LVMH Prize last year were also announced in March.

After months of deliberation, LVMH selected nine finalists from around the world who represent the next generation of fashion designers. The selection process produced a diverse group representing multiple countries, styles and gender identities ([see story](#)).

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