

RETAIL

24S creates shoppable showcase of LVMH Prize finalists

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Hed Mayner's designs. Image courtesy of 24S

By STAFF REPORTS

Online retailer 24S is using its platform to introduce consumers to the finalists for this year's LVMH Prize.

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The LVMH-owned ecommerce platform has curated a selection of 51 pieces from the eight finalists, which will be sold exclusively on 24S. This retail placement is a new extension of the LVMH Prize this year, giving the chosen designers a broader audience.

"We are absolutely thrilled to support emerging talents by giving them a unique showcase and global exposure," said Maud Barrionuevo, global buying director of 24S, in a statement. "The pieces chosen for this 24S selection are truly representative of the unique aesthetic of each designer. The edit highlights each designer's creative specialty."

Finalist fashion

Luxury conglomerate LVMH saw more than 1,700 applicants for this year's Prize for Young Designers.

Designers from 100 countries vied for a chance at a 300,000 euro grant and mentorship, and the 20 semi-finalists picked from the applicant pool represent 15 nations. LVMH is giving these contestants a global stage through an influencer partnership and retail placement.

As the semi-finalists were announced in February, 24S launched a page for the contest with profiles of the 20 contenders ([see story](#)).

Now that the field has been whittled down to eight, 24S is hosting a retail showcase of the finalists' work. A video of the designers showcasing their work is featured on the 24S homepage, creating a digital version of a shop window.

As 24S was creating its edit, it looked to match the spirit of its Parisian bricks-and-mortar counterpart Le Bon Marché.

The retailer also sought to showcase each designer's specialty, such as Bethany Williams' artsy apparel made from eco-friendly textiles and Kenneth Ize's take on traditional Nigerian weaving.



Anrealage designs. Image courtesy of 24S

Specially for 24S customers, Spencer Phipps remixed his logo into an exclusive print.

"Our focus on supporting talented young designers has been central to the vision of 24S since day one," said Eric Gogey, CEO of 24S, in a statement. "Designers from vastly diverse backgrounds perfectly mirror our very global clientele."

The final for the LVMH Prize is set to take place in Paris on Sept. 4. The winning designer will also have his or her collection retailed on 24S.

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