

EVENTS/CAUSES

## LVMH Prize opens call for applications from young fashion designers

December 2, 2019



*From left to right: Vogue Paris editor in chief Emmanuelle Alt, Louis Vuitton menswear designer Virgil Abloh and LVMH executive vice president Delphine Amault at the LVMH Prize 2019 cocktail reception. Image courtesy of LVMH Prize. Photo Francois Goize*

By STAFF REPORTS

Luxury conglomerate LVMH has announced the call for entries for its eponymous prize for young designers worldwide under 40 years to identify and mentor emerging talent in fashion.

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Applications for the seventh edition of the LVMH Prize for Young Fashion Designers are being accepted through Feb. 2. Applicants should have produced at least a couple of womenswear, menswear or unisex collections.

LVMH, which has been in the news recently for its [planned \\$16.2 billion acquisition of U.S. jeweler Tiffany & Co.](#), has more than 75 brands in its portfolio across sectors such as leather goods and accessories, watches and jewelry, fragrance and beauty care, fashion apparel, hospitality, retail, wines and spirits, and media.



*LVMH chairman/CEO Bernard Amault and his daughter, group executive vice president Delphine Amault at the LVMH Prize cocktail reception. Image courtesy of LVMH Prize. Photo Francois Goize*

### Eyes on the prize

The LVMH Prize debuted in 2013 as part of the group's mission to foster creativity and innovation as well as spotting talent early on.

The winner gets \$331,000 and participation in a one-year mentorship program tailored to the designer's needs. A dedicated LVMH team will help the winner hone skills in areas such as intellectual property, sourcing, production and distribution, image and communication, marketing and sustainable development.

Another honor, called the Karl Lagerfeld Prize, offers the winning young designer \$165,000, with access to a one-year mentorship program.

Also, LVMH will honor three young fashion school graduates who complete their studies in 2019-20 by giving them and their school an \$11,000 grant. They will join the creative team at one of LVMH's fashion labels for a year, too.

The semi-final of the LVMH Prize takes place Feb. 27-28.

Details about the members of the jury, committee of fashion experts involved in selecting the finalists and the timeline of the prize and awards ceremony will be released early next year.

All applications have to be submitted only on the [LVMH Prize Web site](#).

The final round of the sixth edition of the LVMH Prize was held Sept. 4 at the Fondation Louis Vuitton in Paris.

The 2019 LVMH Prize went to South African designer Thebe Magugu, based in Johannesburg, South Africa. Israeli designer Hed Mayner won the Karl Lagerfeld Prize ([see story](#)).



*Alicia Vikander with Hed Mayner (left) and Thebe Magugu. Image credit: LVMH Prize*

*Previous winners of the LVMH Prize were:*

Thebe Magugu (2019 winner)

Hed Mayner (2019 Karl Lagerfeld Prize)

Doublet (2018 winner)

Rokh (2018 Special Prize)

Marine Serre (2017 winner)

Kozaburo Akasaka (2017 Special Prize)

Grace Wales Bonner (2016 winner)

Vejas (2016 Special Prize)

Marques'Almeida (2015 winner)

Jacquemus (2015 Special Prize)

Thomas Tait (2014 winner)

Hood by Air (2014 Special Prize)

Miuniku (2014 Special Prize)

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