

RETAIL

## Lane Crawford, department store to Chinese wealthy, puts out call for emerging homegrown talent

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Artist Victor Wong has collaborated with Samsung to launch an exclusive Victor Wong x A.I. Gemini piece of digital art for Lane Crawford customers when they purchase the latest Samsung The Frame 2020 Lifestyle TV. Seen: interiors of Lane Crawford. Image credit: Lane Bryant

By LUXURY DAILY NEWS SERVICE

Lane Crawford, the leading luxury department store chain in Greater China, has placed a call for emerging and homegrown talent to be part of The Makers Movement.

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The ninth edition of Lane Crawford's Creative Call Out series aims to support budding talent in sectors such as fashion, lifestyle and beauty, as well as content and experiences.

"The Makers Movement is an exciting opportunity for creatives within Greater China, and globally, to showcase their talents to our teams, our guest judges and our customers," said Andrew Keith, president of Hong Kong-based Lane Crawford in a statement.

Lane Crawford launched the Creative Call Out series in 2015, with the eighth edition hosted last year in-person in Shanghai. Since then, the retailer has launched more than 80 brands and 50-plus creative projects and garnered in excess of 1,300 submissions.



Identifying local talent is key for Lane Crawford to pick future superstars whose merchandise will be added merchandise for customers to shop at

*the company's department stores. Image courtesy of Lane Crawford*

## Pitch forth

The call for entries was launched in Lane Crawford markets such as Beijing, Shanghai, Chengdu, Hong Kong and globally online at [GlobalCreativeCallOut.com](https://www.globalcreativecallout.com).

Instead of hosting a physical event this year due to COVID-19 fears, Lane Crawford is asking entrants to submit a three-minute video in the first round to pitch to the retailer's internal judging panel.

The judging panel includes buyers, marketing executives and Mr. Keith from Lane Crawford, as well as fashion designer Alexander Wang, Tasha Liu from the Labelhood fashion incubation community, Creative Artists Agency's Ella Wong and Qu Fang from the Red social shopping platform.

The judges will select winners from 12 finalists.

The public will be invited to vote for the first time along with the judges to pick the winner from the finalists whose work will be showcased at an exhibition in-store and online.

Registration ends Aug. 12, while voting is open through the end of next month, with the public component offering consumer feedback on the participating finalists' ideas.

In addition, one winner from each region will be selected to receive a cash prize of HK\$(RMB) 100,000 for business development, along with tailored mentorship based on the individual brand or designer's needs with industry experts and internal teams.

Also offered to the regional winner is committed investment for three consecutive seasons in collections, and participation in three brand projects with highlighted support and visibility.

ALL 12 FINALISTS will be given the opportunity to pitch to be an ongoing brand partner of Lane Crawford at standard commercial terms, the company said.

The winners will be announced by the end of September on [lanecrawford.com](https://www.lanecrawford.com) and [GlobalCreativeCallOut.com](https://www.globalcreativecallout.com).

"Providing this platform, along with practical mentorship and commercial opportunities, perfectly aligns with the Lane Crawford ambition to lead the new world of luxury," Mr. Keith said.

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