

APPAREL AND ACCESSORIES

2021 LVMH Prize for Young Designers now open for submissions

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LVMH is now accepting submissions for the 2021 competition. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH has opened the application process for its Prize for Young Fashion Designers initiative, which has celebrated young designers from around the world since 2013.

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Emerging designers may now enter the competition for the eighth edition of the prize by applying online through Feb. 28. Eligible candidates must be under 40 years of age and have produced at least two ready-to-wear collections: women's, men's or unisex.

Celebrating young talent

The winner of the LVMH Prize will receive a year of personalized mentoring from the LVMH Group and a 300,000 euro, or \$364,749, grant to help them develop their brand, with a focus on sustainable development, communications, as well intellectual property and financial management. The winner of the Karl Lagerfeld Prize, a special award from the jury, will receive 150,000 euros, or \$182,379, and a year of mentoring.

Due to the ongoing health crisis the designers selected for the semi-final round will be presented during an online event that will run from Apr. 6 to Apr. 11. During the event, members of the LVMH Prize experts committee will discover the work of the new talents and vote for the finalists who will subsequently show their creations to the jury.



In the past, the committee of the Prize calls on 20 semi-finalists to present their designs at the show-room in the LVMH Paris headquarters. Image credit: LVMH

Each year the LVMH Prize for Young Fashion Designers also recognizes three recent graduates of fashion schools who are invited to work for a year in the design studio of an LVMH brand. For the 8th edition, students who graduated in 2020 and those who will graduate in 2021 are eligible.

The LVMH Prize was not awarded last year as a consequence of the COVID-19 virus, which disappointed many budding designers who could have benefited tremendously from the publicity of being anointed winner. However, the LVMH Prize's \$329,000 award was distributed equally among the eight finalists of whom were selected by a committee of industry leaders during the semi-final ([see story](#)).

Additionally, 2020 finalists Priya Ahluwalia, Charaf Tajer, Emma Chopova and Laura Lowena, Nicholas Daley, Peter Do, Sindiso Khumalo, Supriya Lele and Tomo Koizumi are taking part in a special group mentoring program. The spirit of community that reflects the LVMH Prize also led to the creation of a solidarity fund to help previous winners overcome the challenges brought on by the pandemic.

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