

MEDIA/PUBLISHING

## Vogue Talents spotlights sustainability in two new initiatives

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Consumers and brands alike continue to acknowledge the importance of sustainability. Image credit: Conservation International

By LUXURY DAILY NEWS SERVICE

Vogue Italia's **Vogue Talents**, a network that identifies and supports emerging creative talents, is launching two new sustainability-focused projects.

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The first project, "**The World of Vogue Talents The New Frontiers of Awareness**", will launch on Feb. 25 on a new digital platform showcasing talented creatives, and the next project is the second edition of the "Vogue YOOX Challenge The Future of Responsible Fashion". In identifying the next generation of talented creatives and designers, the programs are specifically seeking talents that have prioritized sustainability.

"After the success of the first digital edition, Vogue Talents is proud to be returning, now with an even richer and more comprehensive lineup," said Emanuele Farneti, editor in chief of Vogue Italia, in a statement. "An essential tool for professionals, the platform in this edition - which features new creative solutions - also provides news and ideas to the general public to wholeheartedly embrace the issue of sustainability, with a view to encouraging people to make more conscious, informed choices in everyday life."

### Sustainable talent

Vogue Talents was launched in 2009 by Vogue Italia.

"The World of Vogue Talents The New Frontiers of Awareness" will be accessible on Feb. 25, with an official countdown currently listed on its website. The platform will spotlight talents who have expressed responsible and sustainable practices.

Welcome to the World  
of Vogue Talents

The New Frontiers of Awareness

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*A countdown for "The World of Vogue Talents The New Frontiers of Awareness," a platform that will highlight emerging designers prioritizing sustainability. Image credit: Vogue Talents*

The second edition of "**Vogue YOOX Challenge - The Future of Responsible Fashion**" is a contest for designers and start-ups, a winner will be selected based on innovative projects that also display responsible and sustainable approaches to fashion. Applications must be submitted on the Yoox website by July 2, and a panel of industry leaders will decide a winner that will receive mentorship and assistance.

Sustainability continues to be a priority for consumers, and brands are looking to highlight its commitments to the cause.

The U.K. edition of Cond Nast Traveller is dedicating its March 2021 issue to sustainability and conscious travel, a first for the magazine. The COVID-19 pandemic has accelerated affluent's interest in social responsibility and sustainability, including within the travel space ([see story](#)).

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