

APPAREL AND ACCESSORIES

Wendy Yu announces 2021 award finalists

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The winners will be announced at Shanghai Fashion Week in April. Image credit: Shanghai Fashion Week

By LUXURY DAILY NEWS SERVICE

The Federation de la Haute Couture et de la Mode and entrepreneur Wendy Yu have announced 16 fashion designers as Yu Prize 2021 finalists, representing China's most promising fashion talent.

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Launched by Ms. Yu in October, the Yu Prize is an annual initiative to support emerging Chinese designers and align with Yu Holding's continued mission to cultivate creativity. In partnership with Paris and Shanghai Fashion Weeks, the goal for this prize is to provide critical support for the domestic fashion industry in China and provide a platform for international exposure and collaboration.

"Our 16 Yu Prize finalists, as a collective, represent the best of the burgeoning Chinese creative and design landscape," Ms. Yu said, in a statement. "They have deeply impressed us with their vision, aesthetic, quality, commercial sense and voice.

"As they aspire to reinterpret our cultural heritage and revive traditional know-how, we are seeing an obvious shift from Made in China to Created in China," she said. "As an ambassador of emerging talents for The Federation de la Haute Couture et de la Mode, I am passionate about building bridges together across continents and strengthening our global ecosystem, whilst supporting the Chinese creative class."

2021 Finalists

The 16 Yu Prize 2021 finalists include: At-One-Ment; Chenpeng; Danshan; Donsee10; 8on8; Garcon By Gcogcn; Ming Ma; Oude Waag; Redemptive; Shie Lyu; Shushu/Tong; Shuting Qiu; Susan Fang; Windowsen; Yueqi Qi and Zi li Ci len.



Wendy Yu celebrates Chinese New Year on Instagram. Image credit: Wendy Yu

The vetting process was conducted by Yu Holdings, in conjunction with the Yu Prize committee including vice secretary general of Shanghai Fashion Week Madame Lu, executive president of the Federation de la Haute Couture et de la Mode Pascal Morand, deputy director of Vogue Italia and head of Vogue Talents Sara Maino and managing director of Harrods Michael Ward.

The winner of the Yu Prize will be announced at Shanghai Fashion Week in April and will benefit from a cash prize of 1 million RMB, approximately \$152,900 at current exchange, showcase at Sphere Showroom at Paris Fashion Week, a celebratory event co-hosted by the Federation de la Haute Couture et de la Mode and a Wendy Yu showcase at Shanghai Fashion Week.

The winner will also receive mentoring for twelve months by international industry experts, with a special focus on sustainability, as well as consulting, resource allocation and promotional and investment opportunities at Yu Holdings and retailing at Harrods.

The jury will review the applications and creative assignments presented by the finalists to select the winners. All finalists will be exhibited at Shanghai Fashion Week in April, where an awards ceremony will take place.

Shanghai Fashion Week went completely digital last year with the initial onset of the COVID-19 pandemic ([see story](#)). Uncertainty concerning the pandemic still looms one year later, as the organizing committee postponed Shanghai Fashion from March 2021 to April, hoping it will allow more brands and designers from around the world to travel to Shanghai safely.

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