

APPAREL AND ACCESSORIES

Harris Reed, Klarna launch competition for young designers

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Harris Reed has recently made waves in the fashion industry for his focus on gender fluidity. Image courtesy of Klarna

By LUXURY DAILY NEWS SERVICE

British-American fashion designer Harris Reed has teamed up with global payment service Klarna to facilitate a competition for emerging fashion designers championing gender fluidity and sustainability.

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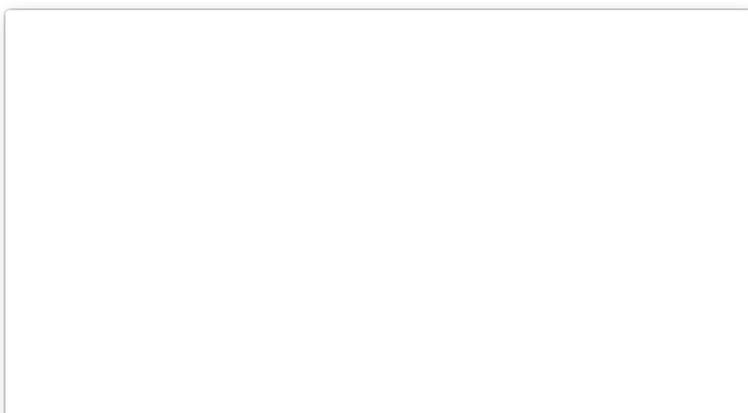
The competition is open to all designers, but specifically encourages members of the LGBTQ+ community to participate. Designers will be tasked with creating a look that best represents their fluidity through a sustainable lens.

"My vision is that inclusivity and sustainability will become central to the future of fashion," said Harris Reed in a statement. "There is no better way to foster this ecoconscious, inclusive culture than to instill this in the next generation of aspiring fashion designers."

Fashion-forward

The winner of the competition will earn a mentoring lunch with Harris Reed, where they will receive advice and guidance on the industry and feedback on their designs.

Now open to entries in the United Kingdom and the United States, the competition aims to challenge young designers to think inclusively using recycled and ecoconscious materials.



[View this post on Instagram](#)

A post shared by Harris Reed (@harris_reed)

Harris Reed shared the importance of inclusivity in fashion on Instagram

Coinciding with London Fashion Week, the partnership between the designer and Klarna was formed following his 2021 breakout debut when he showcased a number of attention-grabbing ensembles.

The designer has caught the eye of major celebrities like Harry Styles and Emma Watson.

"Klarna has long focused on championing diversity and inclusion in all that we do," said David Sandstrom, chief marketing officer at Klarna, in a statement.

"Partnering with Harris Reed for this competition is a great opportunity to back the future of British American fashion, it builds on our work both supporting the fashion industry and designers but also ensuring consumers have sustainable fashion choices open to them."

This collaboration is another example of Klarna's continuous pursuit of sustainable practices.

Last month, the payment services provider partnered with sustainability rating platform Good On You to foster its ESG goals. The partnership features 23 clothing brands on the Klarna app, with collections bringing awareness to clothing that is environmentally friendly and ethically produced ([see story](#)).

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