

APPAREL AND ACCESSORIES

LVMH reveals Prize for Young Fashion Designers winner

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2022 LVMH Prize winner Steven Stokey Daley with the jury. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton has named British designer Steven Stokey Daley the winner of the 2021 LVMH Prize for Young Fashion Designers.

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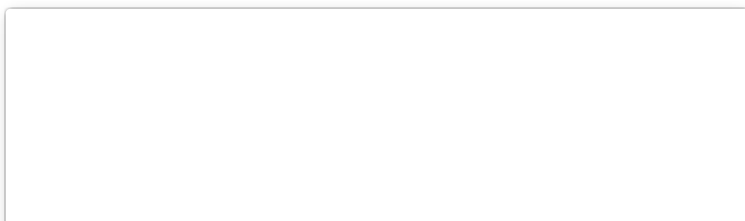
Mr. Daley, founder of the London-based womenswear and menswear brand S.S Daley, will receive an endowment of 300,000 euros, or about \$321,800 at current exchange, and a year of mentorship by LVMH experts. He was one of eight finalists that presented their collections to the distinguished LVMH Prize jury, which includes both group executives and artistic directors, on June 2.

"I am very happy that Steven Stokey Daley, has won the LVMH 2022 Prize for his brand S.S. Daley," said Delphine Arnault, executive vice president at Louis Vuitton and member of the **LVMH** Prize jury, in a statement. "He appropriates the codes of tailoring by playing with the clichés of upper-class English culture."

Next big names

Each year, the LVMH Prize is open to designers under the age of 40 who have created at least two collections, whether dedicated to womenswear, menswear or genderless fashion. The eight brand finalists for the ninth edition of the LVMH Prize were Ashlyn, ERL, Knwls, Roisin Pierce, Ryunosukeokazaki, S.S. Daley, Tokyo James and Winnie New York ([see story](#)).

Two U.S. designers, Eli Ruseell Linnetz of ERL and Idris Balogun of Winnie New York, were awarded the Karl Lagerfeld Prize. They each will receive a one-year LVMH Group mentorship and an endowment of 150,000 euros, or about \$160,900.



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Members of the LVMH Prize jury

Actress Cate Blanchett presented the LVMH Prize to Mr. Daley during the ceremony. Olympic champion, and Louis Vuitton and Tiffany & Co. ambassador, Eileen Gu presented the two Karl Lagerfeld Prizes.

"This year, the jury has decided to award the Karl Lagerfeld Prize to the designer Eli Russell Linnetz for his brand ERL who draws from the culture of Venice Beach and his native California, to create joyful, cool and sensual clothes, and to Idris Balogun for Winnie New York, who revamps the codes of a colourful elegance, inspired by the staples of menswear," Ms. Arnault said. "I would like to congratulate all the finalists and I applaud their outstanding talent and creativity."

Three recent fashion school graduates were also recognized: Filippo Bendanti of Universit Iuav di Venezia, Miriam Griffiths of Central Saint Martins and Valeria Pasco of Les Ateliers Alix. Each will receive 10,000 euros, or about \$10,740, and join three LVMH maisons for one year: Dior Femme, Louis Vuitton Femme and Dior Homme, respectively.

The winners will also receive an introduction and allowance to Nona Source, LVMH's deadstock materials resale platform.

Next year will mark the tenth edition of the LVMH Prize for Young Fashion Designers.

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