

RETAIL

Matchesfashion introduces emerging designers in futuristic digital campaign

September 15, 2022



This year's "Innovators Programme" lineup is laser-focused on fashion's future. Image credit: Matchesfashion

By LUXURY DAILY NEWS SERVICE

Online luxury retailer [Matchesfashion](#) is helping to shape luxury's future by giving up-and-coming designers a platform, going live with exclusive collections from its latest cohort.

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As part of its annual Innovators Programme, the fashion marketplace is introducing its 2022 class of innovators with a forward-looking digital campaign. This year's lineup, inclusive of three new talents and its first-ever interiors Innovator, is laser-focused on fashion's future.

"I couldn't be more delighted to welcome three new design talents to the program," said Damien Paul, head of menswear at [Matchesfashion](#), in a statement.

"It's a privilege for us to be part of their journey and able to connect these future voices with our customer."

Conversations-turned-content

Matchesfashion has partnered with multimedia artist Younji Ku on a newly-released campaign video. For "Introducing the 2022 Matchesfashion Innovators," Mr. Ku used 3D scanning software to recreate looks from each designer's collection.

Sleek visuals are topped by video narration, as each designer details their vision for the future of fashion

The Seoul-born and London-based artist brings a unique design background to the project from previously held posts like that of art director at fashion broadcasting platform SHOWstudio and titles like a collaborator to stars such as Kanye West and Gareth Pugh.

Matchesfashion latest talent cycle touts names like Swiss designer and sustainability enthusiast Kevin Germanier, textile specialists and British design duo Stefan Cooke and Jake Burt.

More established names include LVMH Prize-winning Albanian designer Nensi Dojaka and South African contemporary designer Thebe Magugu, Parisian label AZ Factory's latest collaborator. Mr. Magugu, who also teamed up with Italian fashion label Valentino as of late ([see story](#)), was selected as AZ Factory's first guest designer since

the passing of brand founder Alber Elbaz, and will be contributing to the Innovators Programme capsule under the aforementioned brand identity.

Other names include Salvatore Ferragamo creative director Maximilian Davis, 3D-technology user Rui Zhou and English designer Steven Stokey-Daley, who will debut his label s.s. Daley's first womenswear collection with the luxury retailer exclusively as part of the program.

Separate from these rising talents, a trio of newbies designers Ashlynn Park, Connor McKnight and Jermaine Gallacher join this year's cohort. Mr. Gallacher is Matchesfashion's first-ever interiors inclusion, lauded for his upcycled creations.

In recognition of this year's ascending class, a fresh crop of owned editorial content featuring additional perspectives from the group has gone live on the retailer's site, where brand fans can read, watch and shop all 149 collection styles.

Launched in 2017, the initiative has steadily supported the work of fashion's next generation, notably extending support to labels that lost ground due to the outbreak of the COVID-19 pandemic ([see story](#)).

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