

APPAREL AND ACCESSORIES

LVMH launches ambassador program for deadstock resale platform

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The platform was launched through LVMH's Disrupt, Act, Risk to be an Entrepreneur (DARE) program, and is part of the group's larger mission to support a circular economy. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

LVMH-owned online resale platform Nona Source has launched a new ambassador program, giving four designers the opportunity to promote sustainable sourcing methods.

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Founded in 2021, Nona Source is the first platform to reuse deadstock materials from the group's apparel and leather goods maisons. The platform was launched through LVMH's Disrupt, Act, Risk to be an Entrepreneur (DARE) program, and is part of the group's larger mission to support a circular economy.

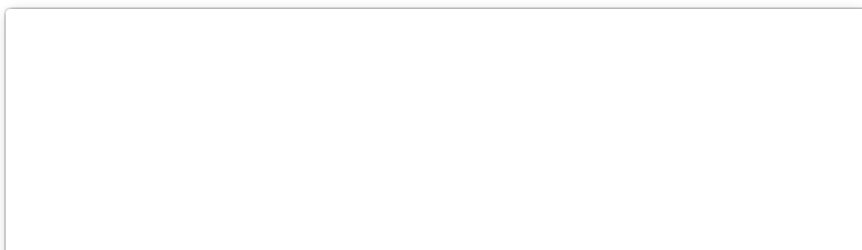
Fresh new faces

Under the "Mindful Creatives Collection" program, ambassadors will demonstrate an ability to create designs from existing materials rather than through the use of on-demand fabrics.

The four represent a variety of backgrounds and goals.

Karoline Vitto is a Brazilian-born designer based in London who founded her self-titled brand in 2020. Ms. Vitto is dedicated to inclusivity, sustainability and responsible use of materials, and sees this design opportunity as a way to engage all three.

Victor Weinsanto is an upcoming designer who promotes an innovative, queer-informed style. Mr. Weinsanto cites the Nona Source program as an opportunity to add environmentally conscious and contemporary aspects to his works.



[View this post on Instagram](#)

A post shared by Nona Source (@nona_source)

For some, this is not the first honor to be bestowed upon them by the conglomerate.

Cecilie Bahnsen hails from Denmark and was a finalist for the LVMH Prize in 2017. With this opportunity, she hopes to breathe life into materials that would otherwise be thrown away.

Albanian-born Nensi Dojaka won the 2021 LVMH Prize and considers the Nona Source platform a great source of creativity.

LVMH has honed in on providing opportunities to prospective talents this month.

Throughout the month of February, the group will be traveling across France for the "You and Me" tour, recruiting new students to its educational programs and employment opportunities ([see story](#)).

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