

NONPROFITS

LVMH, Fendi debut award dedicated to Italian artisanry

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A member of the maison builds out "The Dawn of Romanity," a 2019 art exhibition from Fendi. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

In honor of ancestral approaches to "savior-faire," French luxury conglomerate LVMH is kicking off this year's "Maestri d'Eccellenza" award round.

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In collaboration with Italian fashion house Fendi, the National Chamber of Italian Fashion and Confartigianato, a small business network based in Italy, the Mtiers d'Excellence initiative aims to raise awareness around the preservation of Italian heritage as it relates to craftsmanship. Available now, [applications](#) for the conglomerate's prize are open through May 14, 2023.

Maison mastery

Upon receipt, "Maestri d'Eccellenza" title holders will be entitled to an investment of 10,000 euros, in addition to media relations guidance and mentoring sessions featuring Fendi maison members.

Award recipients will be selected by a jury of internal and external experts. This year's winners are to be named in September 2023.

The philanthropic effort consists of three categories, addressing talents of varying experience levels.



Promotional graphic for the LVMH prize. Image credit: LVMH

The initiative's "Emerging Master Craftsman of Excellence" honor is reserved for up-and-coming industry names.

The next step up, LVMH's "Master Craftsman of Excellence" award represents the space's most seasoned, intended for professionals and companies with at least 5 years of experience.

A third subset recognizes leaders and companies those that have distinguished themselves by their capacity for innovation and ability to tap historical knowledge and skills while reinterpreting them in a modern context with the "Master of Innovation of Excellence" award.

According to LVMH's on-the-ground enterprise partner, Italy holds the record for the highest number of artisan enterprises in Europe. As the continent's largest European network representing the interests of these owners, Confartigianato Imprese provides the population with a bevy of business services.

The "Maestri d'Eccellenza" award is born of and builds upon a 2021 partnership with *Elle* publications.

Together, in 2021, the pair launched "Prix des Artisanas," a prize aimed specifically at craftswomen working in fashion, design, wine and spirits and on the preservation of French patrimony, or heritage.

At the time, women represented only 10 percent of craftspeople in these fields ([see story](#)).