

JEWELRY

Louis Vuitton enlists expert panel for Watch Prize 2023

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Offering a diverse array of perspectives on the craft, horological journalists, artists, collectors, national ambassadors and chefs are among the cohort. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton is tapping a crew of watchmaking authorities and enthusiasts to oversee a new competition.

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The maison's Watch Prize for Independent Creatives initiative offers craftspersons a platform to showcase their independently-designed timepieces, as well as the chance to receive personalized mentorship from leaders in the field. As submissions roll in against a deadline of May 31, 2023, Louis Vuitton has convened a "Committee of Experts" to evaluate each entry the newly-named members will bring their cross-market perspectives to the table.

"Tomorrow's watchmaking industry will be built upon the diversity of actors and their innovative power independent watchmaking will be key to challenging the rules of the game and opening new frontiers," said Jean Arnault, Prize founder and director of watches at **Louis Vuitton**, in a statement.

Watching for innovators

Unveiled in November 2022, the house has announced the names of horological journalists, artists, collectors, national ambassadors and chefs included in the judging lineup.

Among the cohort of near-50 participants is Enrico Barbasini, master watchmaker at La Fabrique du Temps Louis Vuitton; Ben Clymer, founder and CEO of Hodinkee; Carole Forsestier Kasapi, director of movements at Tag Heuer; Jack Forster, global editorial director at Watchbox; Maxime Frdric, pastry chef at Cheval Blanc Paris; Frank Gehry, architect and designer; Anita Porchet, master enameler; and Suzanne Wong, editor in chief of WorldTempus, among others.

Italian fashion house Fendi's artistic director Kim Jones ([see story](#)), who has been tapped for other competitions affiliated with Louis Vuitton including the 2021 LVMH Prize ([see story](#)), will also serve on the esteemed council.

Staying true to the original mission of La Fabrique du Temps to foster free-spirited watchmaking and technical achievement, the prize is divided into five subsections including creativity, design, craftsmanship, technical

complexity and innovation.

#LouisVuitton has called upon the passion of a collective of watchmaking enthusiasts to select the finalists for the **#LVWatchPrize** for Independent Creatives. Discover the Committee of Experts and apply for the prize before May 31st at <https://t.co/IZyYeqWN1i> pic.twitter.com/SuejEe9nQ3

Louis Vuitton (@LouisVuitton) **April 18, 2023**

A finalist will be chosen for each category, and the judging panel will pick an overall winner from the bunch.

Only one submission is allowed per applicant, and the watch or timekeeping item must have been made and commercialized before July 2023. The winner will receive a grant and one-year mentorship, customized specifically for their project's goals.

The competition is open to those who have created and designed a horological piece on an independent basis and have taken steps to protect inventions legally through official registration or otherwise.



The competition fuses creativity with technical know-how, honoring both the art and modernity of watchmaking. Image courtesy of Louis Vuitton

La Fabrique du Temps Louis Vuitton will provide a team to manage the copyright, public-facing communication, corporate legalities, manufacturing strategies, finances and marketing of the winner's brand.

The maison acquired the Swiss watchmaker La Fabrique du Temps in 2011. The merger has since propelled Louis Vuitton's horological history forward through exhibits and savoir-faire collection drops ([see story](#)).

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