

APPAREL AND ACCESSORIES

LVMH Prize rounds out decade of dedication to design

June 9, 2023



The LVMH Prize for Young Fashion Designers has named a new winner, continuing the legacy of an initiative founded in 2013. Image credit: LVMH

By AMIRAH KEATON

French luxury conglomerate LVMH has reached a new milestone with one of the industry's most notable extensions of luxury expertise.

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Recent programming reminds audiences of how far the conglomerate has pushed a commitment to fostering the skills of rising fashion talents. Now rounding out its 10th edition, the "LVMH Prize for Young Fashion Designers" has crowned a winner, continuing the legacy of an initiative rooted in tomorrow.

"Today, I am delighted to celebrate the tenth edition of the LVMH Prize and to honor Setchu whose designs blend great tailoring and elegance, producing collections that are both streamlined and exquisitely cut," said Delphine Arnault, chairman and CEO of Christian Dior Couture, in a statement.

"The jury has also decided to award the Karl Lagerfeld Prize both to Better for its cutting-edge upcycled creations, and Magliano, a brand that champions casual and poetic designs," Ms. Arnault said. "I would like to congratulate all the finalists and applaud their unparalleled talent and creativity.

"Finally, I would like to thank the members of this exceptional Jury for taking part in this year's event and for supporting young designers."

LVMH Prize 2023

The recipient of the 2023 LVMH Prize package, inclusive of a hefty endowment upward of \$400,000 and a year of mentorship from a panel of LVMH professionals, hails from Japan.

Satoshi Kuwata is the 39-year-old designer behind Setchu, a Milan-based house of genderless wear.

The brand's originator counts positions at French luxury fashion label Givenchy and Italian footwear specialists Golden Goose, backed by experiences mastering the art of tailoring with the likes of Savile Row's H.Huntsman and Sons, among prior engagements.

Stints across major cities, Kyoto, Paris, Milan, London and New York included, further inform the Central Saint

Martin graduate's approach to his craft.

Welcome to the @FondationLV for the 10th edition of the LVMH Prize final! #LVMH #LVMHPrize
pic.twitter.com/Y0dIHin6Sv

LVMH (@LVMH) June 7, 2023

Israeli actress Gal Gadot officiated the accolade's delivery during a ceremony on Wednesday, June 7, at France's Fondation Louis Vuitton museum. Meanwhile, eight of the firm's most esteemed artistic directors joined a lineup of LVMH executives for the celebration of the decade.

This list brings Jonathan Anderson of Spanish fashion label Loewe, Maria Grazia Chiuri of French fashion house Dior, Nicolas Ghesquire of French fashion house Louis Vuitton, Kim Jones of Italian fashion house Fendi and Nigo of French fashion label Kenzo into the fold. Silvia Venturini Fendi, Stella McCartney and Marc Jacobs, each of whom helms a family heirloom and eponymous label, respectively, served in advisory roles as well.

Talk about a power lunch.

Stay tuned and be ready! The 2023 LVMH Prize winner will be announced on Wednesday, June 7th at 3:00 pm CET. Watch the ceremony live at <https://t.co/yWnn9f4hUA> #LVMH #LVMHPrize
pic.twitter.com/GFJl9iJeWQ

LVMH (@LVMH) June 7, 2023

With the exception of a few tweaks, the award's mission has remained steadfast over the years.

"The LVMH Prize aims to support young fashion designers," said Ms. Arnault, in a statement.

"This sponsorship initiative reflects the values of our Group: our designers single out the talent of tomorrow, and they are rewarded and supported through the development of their House," she said. "Our ambition is to nurture the vitality and creativity of the fashion world at the international level.

"As a leader in our sector, it is our responsibility to discover young talents and help them to develop."

Such a level of clarity is surely endemic to the accreditation's longevity.

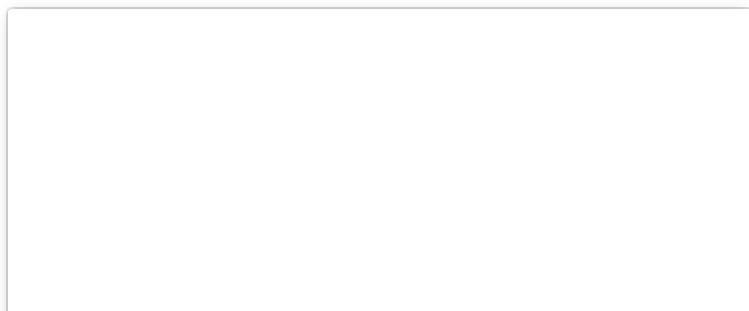
LVMH's legacy continues

Perhaps the most noticeable facelift has been applied to certain promotional elements of the charitable affair, starting with the fact that online influencers served as this year's hosts.

In 2023, the addition of livestreaming to LVMH Prize proceedings called for the commentary of U.S.-based media personality Derek Blasberg the former head of fashion and beauty partnerships at YouTube is now a senior staffer at global art gallery Gagosian and American influencer Liza Koshy

The effort's architects have also moved forward with fusing the fashion hopefuls' projects with the function of the LVMH-owned online resale platform Nona Source. The thinking here is to encourage the simultaneous development of eco-friendly practices, a consideration critical for any apparel company in operation today.

Considering the skyrocketed career trajectory of a few alumni, one may find it hard to believe that just 10 years ago, the very first LVMH Prize winner was announced.



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A post shared by LVMHPrize (@lvmhprize)

Established in 2013, the competition has managed to successfully move the mtiers of French womenswear favorite Simon Porte Jacquemus, English menswear engineer Grace Wales Bonner and others ever since.

Though peer organizations have produced their fair share of creatives the CFDA/ *Vogue* Fashion Fund ([see story](#)) exemplifies a more established title, as greener patrons like digital platform TikTok seek prominence in the space ([see story](#)) LVMH's program, in particular, taps its network of maisons in ways only its own would have access to.

The Group's model also forgoes regional requirements so, regardless of location, the sky's the limit for those with interest. Leaders lean into and leverage both opportunities, connecting global names and new faces.

Next year, a fresh crop of designers with the potential to make a world of difference will begin the cycle anew.

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