

WATCHES AND JEWELRY

Louis Vuitton announces second-edition Watch Prize shortlist

July 25, 2025



The internal mechanism of the watch is visible to the wearer. Image courtesy of Louis Vuitton

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton has chosen favorites from submissions to the most recent edition of its biennial horology competition.

Twenty semi-finalists have been selected for the maison's Watch Prize for Independent Creatives. Evaluated by a 65-member expert committee, the cohort will be whittled down to five finalists who will present their complications next spring at La Fondation Louis Vuitton in Paris.

"An important aspect of watchmaking lies with independent creators who transform a singular vision into mechanical artistry," said Jean Arnault, watch director at [Louis Vuitton](#), in a statement.

"This new generation of watchmakers is remarkable not only for their talent, but above all for daring to create truly original instruments of precision that are also works of art."

Watch Prize 2025

Launched in 2023 ([see story](#)), the second edition of Louis Vuitton's Watch Prize champions unconventional expressions.

This year's selection process drew hundreds of applications. Semi-finalists include creators from established watchmaking regions alongside makers from non-traditional markets.

Notable entries span innovative timepiece concepts and contemporary approaches, from Anton Suhanov's St. Petersburg Easter Egg Tourbillon Clock to Quiet Club's Fading Hours. Of this group, five finalists, as well as the names of the five-member Jury for the final round, will be announced on Dec. 15, 2025.



The Prize was founded in collaboration with La Fabrique du Temps Louis Vuitton. Image courtesy of Louis Vuitton

On March 24, 2026, the process culminates with a ceremony, in which participants showcase their projects to a final jury at La Fondation Louis Vuitton.

The sole winner of the second-edition Watch Prize competition will then receive a grant worth 150,000 euros, as well as one year of mentorship “tailored to the needs of their creative project” from leaders at both Louis Vuitton and its La Fabrique du Temps manufacture.

“The bold creations of the semi-finalists for the Louis Vuitton Watch Prize are a testament to this spirit,” Mr. Arnault said, in a statement.

“In their hands, watchmaking becomes an expression of pure creativity, each timepiece a testament to uncompromising craftsmanship and unique vision.”