

APPAREL AND ACCESSORIES

Visa, Global Fashion Agenda start circular design competition for young designers

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One grand prize winner will receive a prize of more than \$20,000. Image credit: Global Fashion

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Copenhagen-based nonprofit organization Global Fashion Agenda (GFA) and American payment processing company Visa are launching a new competition.

The [Visa Young Creators: Recycle the Runway](#) program will support emerging European designers with an interest in circular design, with five finalists set to partake in the Global Fashion Summit on May 6 to May 7 in Copenhagen. The program will award monetary prizes and mentorships to 15 winners, including a grand prize of 20,000 euros.

"Through Recycle the Runway, we are proud to support the next generation of creators who are reimagining how fashion is designed, produced and experienced," said Federica Marchionni, CEO of [Global Fashion Agenda](#), in a statement.

"This initiative helps turn circular ideas into viable businesses that can shape a more regenerative future for fashion," Ms. Marchionni said. "By connecting creative talent with funding, mentorship and industry platforms, GFA keeps accelerating the transition towards a more circular fashion system."

Future facing

The initiative's organizers hope to accelerate the adoption of circular fashion practices. Of the 15 finalists, 10 will receive a share of 50,000 euros to put towards the growth of their business.

Four additional winners will each receive 10,000 euros and will attend the 2026 summit, where they will receive additional mentorship and marketing opportunities. The grand prize winner will receive 20,000 euros, in addition to the aforementioned benefits.

"At Visa, we help creators and small businesses thrive in a circular, digital-first world by pairing secure, seamless payments and commerce solutions with the education, resources and mentorship to turn bold ideas into scalable businesses to help drive sustainable economic growth," said Philip Konopik, group country manager of the Nordics and Baltics for Visa Europe, in a statement.



The five finalists will receive mentorship at the 2026 Global Fashion Summit. Image credit: Global Fashion Agenda

“Through Visa Young Creators: Recycle the Runway with Global Fashion Agenda, we’re proud to empower the next generation of creators and spotlight how those purpose-led small businesses can speed the shift to a more regenerative fashion economy.”

Eligible applicants must be Europe-based circular business owners for a minimum of one year. The applications will be reviewed by a jury of five, including industry experts such as Laura Ingham, Kirsty Keoghan, Shailja Dub, Mr. Konopik and the program’s ambassador, Gemma Styles.

In December, GFA launched a new circular initiative in Turkey, one of the world’s major sourcing regions ([see story](#)).

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