

IN-STORE

## Dorchester Collection launches young designers with Fashion Prize

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By JOE MCCARTHY

Hotel company Dorchester Collection continues to champion young talent by shortlisting four designers in the fourth annual Dorchester Collection Fashion Prize that was opened up to applicants from all countries where the brand is located.

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The shortlisted designers include Barbara Casasola, Fyodor Golan, Emilia Wickstead and Huishan Zhang, each of whom will stage a runway show Oct. 29 at The Dorchester, London. Bringing together two frontiers of the luxury industry allows the hotel brand to attract new consumers and display its understanding of luxury's status as a holistic rather than fragmented worldview.

"It's important for Dorchester Collection to support emerging fashion talent because it brings developing designers to the world's stage, launching their careers to an unprecedented level," said Julia Record, director of communications for [Dorchester Collection](#), London.

"It's extremely rewarding to see previous winners succeed globally after receiving the award and through supporting such talent in the industry," she said.

"The Dorchester Collection Fashion Prize is also honoring Dorchester Collection's own

long-standing fashion heritage."

## Serious designers

This is the first year that the contest allowed young designers from all of the countries where there are Dorchester Collection hotels to apply. Previously, only designers from the market where the contest was held could apply.

The four shortlisted designers were culled from judging sessions in London, Paris, Geneva, Milan and Los Angeles by a high-profile panel of international judges.

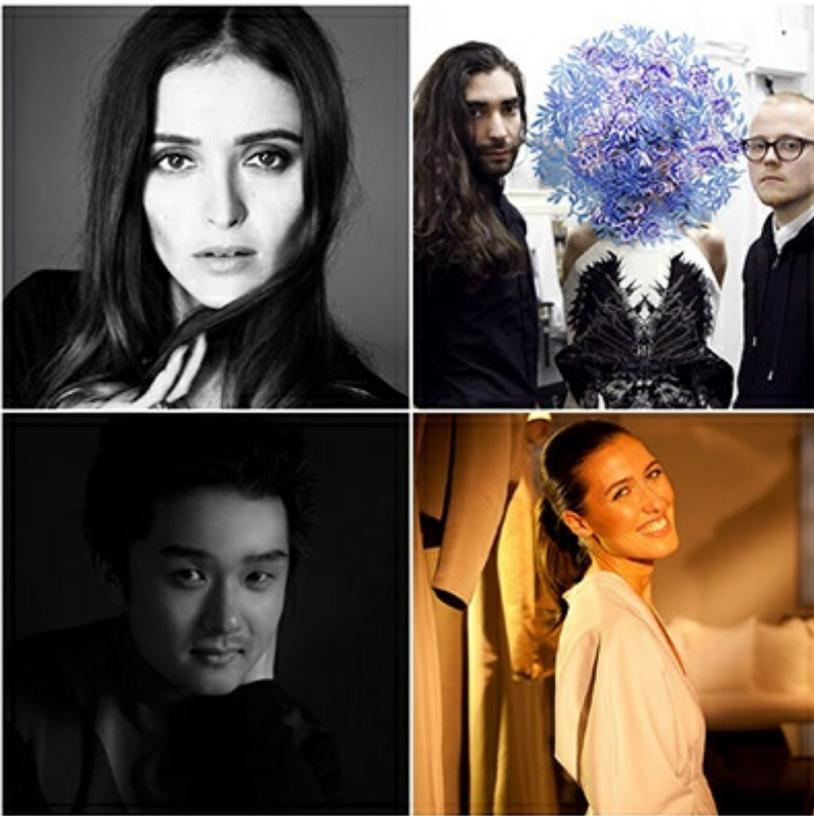


## *The judges*

These designers come from a wide range of backgrounds and exhibit diverse influences.

Barbara Casasola is a women's ready-to-wear designer from Brazil and has worked with Italian fashion designer Roberto Cavalli.

Fyodor Golan is a women's ready-to-wear composite between designers Fyodor Podgorny and Golan Frydman. Their design aesthetic marries contrasts and opposites and are often inspired by painting.



*Clockwise starting from top left: Barbara Casasola, Fyodor Golan, Emilia Wickstead and Huishan Zhang*

Emilia Wickstead is well known for her modern approach to made-to-measure as well as her ready-to-wear line. She has collaborated with Spanish fashion designer Manolo Blahnik and precision-cut crystal maker Swarovski.

Huishan Zhang's brand merges his eastern heritage with western influences. He was chosen by Delphine Arnault to work in the house of Dior while studying at art and design school Central Saint Martins, London.



*Dorchester Collection Fashion Prize*

In order to be reviewed, applicants were required to have an established design business and have operated their brand for a minimum of two years and a maximum of five years. Applicants also had to include a video presenting their collection, inspiration and design philosophy.

The 2013 Dorchester Collection Fashion Prize carries an endowment of \$38,400 to help

establish the designer's brand, a two-night stay at a Dorchester Collection hotel and, in a new element launched this year, the prospect of one-to-one mentoring from a selection of the judges.

### Illuminating paths

In addition to its burgeoning fashion contest, Dorchester Collection has previously created fashion-themed events.

For instance, The Dorchester, London, hosted a fashion-themed tea party during London Fashion Week at which British fashion label Teatum Jones gave an exclusive preview of its autumn/winter 2012 collection.

The Teatum Jones Fashion Tea event took place Sept. 18, with the hotel supplying guests with tea, Champagne cocktails, finger sandwiches, scones and pastries while they viewed the runway show. The Dorchester invited past guests personally via email and raised awareness for the event on its Web site and Facebook page to target affluent consumers ([see story](#)).

The Fashion Prize's ability to garner some of the best minds in fashion design gives the brand an innovative edge that may appeal to younger consumers.

"Through the Dorchester Collection Fashion Prize, Dorchester Collection's portfolio of some of the world's most exquisite properties have also gained considerable attention as the prize continues to grow in popularity," Ms. Record said.

"The prize evokes the very spirit of Dorchester Collection and embraces the same values guests have come to expect of Dorchester Collection including luxury, style and craftsmanship," she said.

### Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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