



PRESS RELEASE

LVMH PRIZE FOR YOUNG FASHION DESIGNERS 2018

**CALL FOR APPLICATIONS**

The **applications** for the 5<sup>th</sup> LVMH Prize will open starting from  
**Friday, December 15, 2017**

Applications must be submitted **exclusively** on the Prize website

**LVMHPRIZE.COM**

The application closing date is set for **February 4, 2018**

The LVMH Prize for Young Fashion Designers is open to all designers under 40 who have produced at least two womenswear, menswear or unisex collections.

Since it was launched in 2014 by the LVMH group, the Prize has truly benefited young fashion designers and is aimed at young designers from all over the world. Over the course of the four previous editions, it has demonstrated its commitment to discovering, supporting and nurturing young promising talent.

The winner of the LVMH Prize for Young Fashion Designers will receive 300,000 euro and enjoy a one-year mentorship provided by a dedicated LVMH team, in all the fields of expertise involved in developing a brand.

Moreover, the Prize honours three young graduates who have completed a course in a fashion school by giving them the opportunity to join the creative team at one of the Houses of the group for one year, as well as a 10,000 euro grant.

Selected among over 1,250 candidates hailing from 90 countries, the 21 semi-finalists from the fourth edition were invited to Paris during Fashion Week. The 2017 Prize was awarded to French designer Marine Serre, while Kozaburo Akasaka from Japan, was awarded the Special Prize.

Additional information regarding the fifth edition of the LVMH Prize for Young Fashion Designers will follow early January, involving the members of the jury, the panel of international experts from the fashion industry who will select the finalists of the 2018 LVMH Prize, the schedule of the Prize and communication themes.

Photos available for download at the following link: <http://bit.ly/LVMHPrize2018>

**Former winners**

Marine Serre (Winner 2017)

Kozaburo Akasaka (Special Prize 2017)

Grace Wales Bonner (Winner 2016)

Vejas (Special Prize 2016)

Marques'Almeida (Winner 2015)

Jacquemus (Special Prize 2015)

Thomas Tait (Winner 2014)

Hood by Air (Special Prize 2014)

Miuniku (Special Prize 2014)

## **LVMH CELEBRATES 25 YEARS OF PROMOTING YOUNG FASHION DESIGNERS**

Over the 25 years since the foundation of LVMH, the Maisons in the Group have all been inspired by a passion for creativity and innovation while nourishing an exceptional heritage rooted in time-honored know-how. As Bernard Arnault explains: “Innovation is more powerful when it springs from a preserved heritage.”

In métiers as diverse as fashion, jewelry, perfumes, leather goods, winemaking or watches, LVMH brands and designers stand apart in their quest for excellence, and their unique passion for innovation, invention and creativity.

Because both its roots and future are intimately linked to creativity, LVMH and its brands have always actively nourished creative talent. Creativity is one of the Group’s core values, guiding all its teams, from designers to noses to cellar masters. This engagement inspires all LVMH houses to actively support creativity in every form. For that reason, the Louis Vuitton Foundation for contemporary art opened to the public in October 2014 in a sumptuous building created by Frank Gehry, adding to LVMH’s lasting sponsorship of the arts.

Motivated by this “passion for creativity”, LVMH has for many years supported the world of fashion globally through corporate philanthropic initiatives (which will continue following the launch of the new LVMH Prize), including:

- the ANDAM Fashion Awards (Association Nationale de Développement des Arts de la Mode)
- the Hyères International Fashion and Photography Festival
- Central Saint Martins College of Arts and Design in London
- the investment fund for young designers created by the French Ministry of Culture and Communication.

This same passion has led the LVMH Group to launch the LVMH Prize for Young Fashion Designers. This initiative helps drive the momentum and emergence of fresh talent that is essential to the vitality and diversity of the fashion ecosystem, a role that is perfectly in phase with the responsibilities of the world leader in luxury.

## **About LVMH**

LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia and Ao Yun. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Céline, Loewe, Kenzo, Givenchy, Thomas Pink, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Nicholas Kirkwood, Loro Piana and RIMOWA. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Parfums Loewe, BeneFit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Kat Von D and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bvlgari, TAG Heuer, Chaumet, Dior Watches, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Royal Van Lent and Cheval Blanc hotels.

## **CONTACTS**

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Twitter / Instagram: @lvmhprize

### **Website**

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### **Press site**

[www.press-lvmhprize.com](http://www.press-lvmhprize.com)