

# *Press release*

## *2021 LVMH Prize*

### *For Young Fashion Designers: 8<sup>th</sup> edition*

#### *Call for applications*

Paris,  
11<sup>th</sup> January 2021

The applications for the 8<sup>th</sup> edition of the LVMH Prize will open starting Monday 11<sup>th</sup> January 2021.

They must be submitted exclusively on the Prize website: [www.lvmhprize.com](http://www.lvmhprize.com).  
Applications will close on Sunday 28<sup>th</sup> February 2021.

It should be noted that, as a result of the health crisis that has imposed certain restrictions, the semi-final will this year, as an exception, take the form of a digital forum, to be held from Tuesday 6<sup>th</sup> April until Sunday 11<sup>th</sup> April 2021. This forum will enable each of our international Experts to discover and select on line the competing designers.

Driven by a “passion for creativity”, LVMH launched the Prize in 2013. This patronage embodies the commitment of the Group and its Houses in favour of young designers. It is open to designers under 40 who have produced at least two collections of womenswear or menswear, or two genderless collections. Moreover, the Prize is international. It is open to designers from all over the world.

The winner of the LVMH Prize for Young Fashion Designers enjoys a tailored mentorship and receives a 300,000-euro endowment. The LVMH teams mentor the winners in many fields, such as sustainable development, communication, copyright and corporate legal aspects, as well as marketing and the financial management of a brand.

The winner of the Karl Lagerfeld / Special Jury Prize receives a 150,000-euro allocation and also enjoys a one-year mentorship.

Furthermore, on the occasion of each edition, the Prize distinguishes three young fashion school graduates. This year, the applications of students who have graduated in 2020 and 2021 will be reviewed. The three shortlisted graduates will be invited to join the design studios of Houses of the LVMH Group for one year.

Recently, the events linked to Covid-19 led us to launch two unique initiatives:

- Each of the 8 finalists of the 7<sup>th</sup> edition enjoyed a mentorship as well as a 40,000-euro allocation. The recipients were: Ahluwalia, Casablanca, Chopova Lowena, Nicholas Daley, Peter Do, Sindiso Khumalo, Tomo Koizumi and Supriya Lele.
- The creation in June 2020 of a solidarity Fund in aid of all the winners of the 6 previous editions in order to support the development of brands facing economic hardship caused by the pandemic.

## THE WINNERS OF THE PREVIOUS EDITIONS

Thebe Magugu (2019 winner)  
Hed Mayner (2019 Karl Lagerfeld Prize)  
Doublet (2018 winner)  
Rokh (2018 Special Prize)  
Marine Serre (2017 winner)  
Kozaburo Akasaka (2017 Special Prize)  
Grace Wales Bonner (2016 winner)  
Vejas (2016 Special Prize)  
Marques Almeida (2015 winner)  
Jacquemus (2015 Special Prize)  
Thomas Tait (2014 winner)  
Hood by Air (2014 Special Prize)  
Miuniku (2014 Special Prize)

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

Over the 25 years since the foundation of LVMH, the Houses 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, 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 Art 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, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia, Ao Yun, Château d'Esclans and Château du Galoupet. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Loro Piana, RIMOWA, Patou and Fenty. 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, Fenty Beauty by Rihanna and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bvlgari, TAG Heuer, Tiffany & Co., 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, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.*

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**ONLINE**

<b>LVMH Prize website</b> <a href="http://www.lvmhprize.com">www.lvmhprize.com</a>	<b>Digital Press Room</b> <a href="http://www.press-lvmhprize.com">www.press-lvmhprize.com</a>
<b>Instagram</b> <a href="https://www.instagram.com/lvmhprize">@lvmhprize</a>	