

## APPAREL AND ACCESSORIES

# LVMH Prize 2024 winners announced

September 11, 2024



Company leaders gather for a star-studded ceremony at France's Fondation Louis Vuitton in Paris on Sept. 10. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** is championing the next generation of fashion talent with its 2024 Prize.

On Sept. 10, company leaders gathered for a star-studded ceremony at France's Fondation Louis Vuitton in Paris to crown the winners of an annual competition. The new LVMH Prize holders are Swedish designer Ellen Hodakova Larsson, founder of womenswear brand Hodakova, Dutch designer Duran Lantink, founder of eponymous womenswear, menswear and genderless label Duran Lantink and Irish designer Michael Stewart, founder of womenswear brand Standing Ground.

"I was delighted to welcome the members of this impressive Jury to the beautiful setting of the Fondation Louis Vuitton," said Delphine Arnault, chairman and CEO of **Christian Dior Couture**, in a statement.

"This year, we awarded the LVMH Prize to Hodakova, who, with her upcycled clothes and accessories, shows remarkable creativity and vision," Ms. Arnault said. "I would like to congratulate all of the finalists and salute their extraordinary talent and creativity."

"I am also very grateful to Natalie Portman, Ana de Armas and Robert Pattinson, three unique and inspiring personalities, for joining us today."

## LVMH Prize launches 11th edition

The LVMH Prize 2024 ceremony was hosted by Derek Blasberg, the former head of fashion and beauty partnerships at Youtube, and American model and influencer Wisdom Kaye.

Artistic directors including Jonathan Anderson, Maria Grazia Chiuri, Nicolas Ghesquire, Marc Jacobs, Nigo, Phoebe Philo, Silvia Venturini Fendi and Pharrell Williams, alongside Ms. Arnault, special advisor to France's minister of culture and communication Jean-Paul Claverie and former chairman and CEO of LVMH Fashion Group Sidney Toledano, took part in the 11th edition.

Chosen from eight finalists, the three champions get monetary and professional resources distributed for the purposes of advancing each individual's fashion business. While all will receive a year of mentorship from LVMH experts, Ms. Larsson has secured almost \$450,000 in prize money.



[View this post on Instagram](#)

A post shared by Ellen Hodakova Larsson (@ellenhodakovalar...)

Mr. Lantink's 200,000-euro endowment is equivalent to a little more than \$220,000 at current exchange. LVMH is also making deadstock materials on its Nona Source platform available to prize winners via separate allowances of 10,000 and 20,000 euros.

This year's competition introduced the Savior-Faire Award, honoring exceptional craftsmanship, technical expertise, innovation or sustainability in a young brand.

"The Jury decided to award this prize to Standing Ground, a brand whose majestic designs display great technical expertise," said Ms. Arnault, in a statement.

Its inaugural recipient is due to receive support from the LVMH Mtiers d'Excellence through a collaboration with embroidery specialist Maison Vermont, proving Mr. Stewart with upwards of \$50,000 euros worth of embellishments for use in his upcoming collection.

Since its launch in 2014, the LVMH Prize has been a pivotal platform for identifying and platforming emerging creatives ([see story](#)).

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