

## Pierre-François Le Louët to chair the 'Talents de Mode 2018' design competition

By [Tanissia Issad](#) - February 14, 2018

Pierre-François Le Louët will be the man in charge at the 'Talents de Mode 2018' fashion design competition.

He follows in the footsteps of Julien Fournié in 2017, Serge Bensimon in 2014 and Chantal Thomass in 2009, who have all presided over the competition, organised in Lyon, France, by Village des Créateurs - a local start-up incubator supporting the growth of fashion and design labels.



*Pierre-François Le Louët will chair the 'Talents de Mode 2018' fashion design competition - B. Lattancio*

Pierre-François Le Louët is the President of the French women's ready-to-wear federation and Executive Director of creativity agency NellyRodi in Japan and the USA, as well as being the head of its NellyRodi Money Box investment division.

He has welcomed the chance to play a role in the competition's 2018 edition

saying that, "it is crucial to support creative, innovative labels, to guide them in their development, in order for French fashion to be able to retain and strengthen its unique international position."

Which is the same approach adopted by the French ready-to-wear federation in 2017, when it introduced a mentorship programme for young designers called 'Talents'.

The 'Talents de Mode' fashion design competition will award two prizes this year. The first is worth €35,000 and gives the winner the use of a studio/store at the Village des Créateurs premises, plus support in growing the company, a stand at the Who's Next and Première Classe trade shows and a retail corner at the Galeries Lafayette department store.

The second prize is worth €26,500 and will be awarded to the most innovative brand or project. It notably includes a stand at the Who's Next and Première Classe trade shows and membership of the Village des Créateurs organisation, with access to the services it offers.

Candidates have until April 24 to submit their applications. Among the competition's recent winners is the label by designer Emmanuel Foyatier, called Maison Martin Morel.

Foyatier won the 2015 edition by paying tribute to and reinterpreting the prints created by his great grandfather, a Lyon-based weaver. At the end of 2016, Maison Martin Morel opened its first store in Paris.

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