



## An international competition dedicated to up-and-coming fashion talent and companies

*Detecting, promoting and supporting the business leaders of the fashion and design world of tomorrow, Talents de Mode (12<sup>th</sup> edition) is the only competition that offers effective and concrete solutions to support innovative business projects in a sustainable way and help them establish their brand in France and on an international level.*

### **Talents de Mode in a few words....**

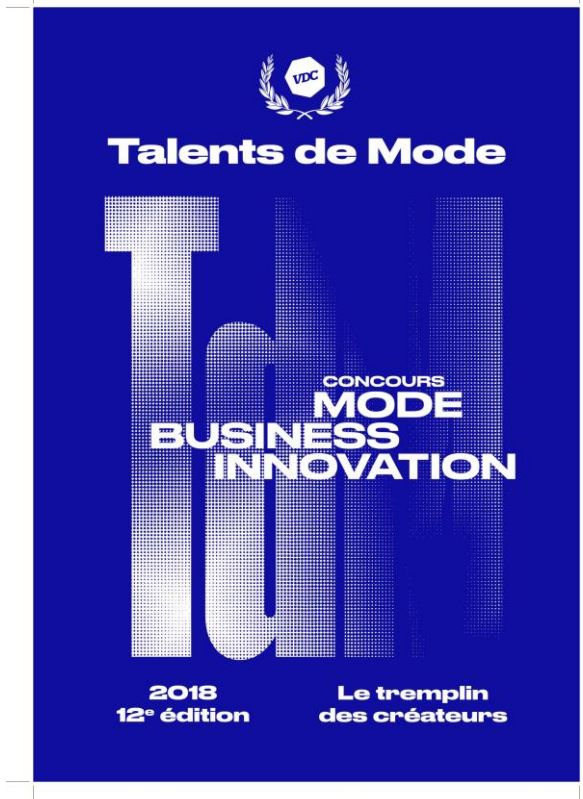
Conceived more than ten years ago at the initiative of the Village des Créateurs in Lyon (France), Talents de Mode's influence continues to grow thanks to the quality of applications, the reputation of its organiser, and the resources made available with the support of its network of partners, all of which combine to make it a real springboard!

### **Talents de mode is international!**

Open to everybody over the age of 18 who is able to communicate in French or English, whatever their nationality or professional status, in the form of a registered company (or in the process of becoming one) with a fashion project relating to clothes, accessories, innovation, materials...or any services working for this sectors.

For more information and applications (until 24<sup>th</sup> April 2018): [www.talentsdemode.com](http://www.talentsdemode.com)

In June, a jury composed of great names in the world of fashion will award 2 prizes on the basis of product creativity, market innovation, the quality of the application, economical reality and the business plan...



## 1ST PRIZE

Award to the value of € 36,500:

- A residency in a studio-boutique in the Village des Créateurs in Lyon for up to 2 years
- A cheque for €5,000 from the Club des Partenaires du Village
- Personalised support with experts (management, sales, export, promotion)
- A stand at a professional show (WHO'S NEXT or PREMIÈRE CLASSE)
- A pop-up corner at Galeries Lafayette Lyon Part-Dieu
- A New Face model for a photo shoot donated by Apparence Agency Lyon
- Personalised support to ensure a successful crowdfunding campaign on Ullule
- Visibility on the Modesign Lyon platform with B to B and general public sections



### The Village des Créateurs in a few words:

An economic development structure for fashion, interiors and design businesses in the Auvergne Rhône-Alpes region of France. In 2007, it launched the Talents de Mode competition which aims to award a brand with an effective and concrete springboard to enable it to develop its activities in a sustainable manner, both in France and on an international level.

## NEW PRIZE FOR INNOVATION

Award to the value of € 26,000:

- A cheque for €1,000 from the Club des Partenaires du Village
- A stand at a professional show (WHO'S NEXT or PREMIÈRE CLASSE)
- Village membership (all the necessary services for developing businesses)
- Support from Techtera (annual membership, 5 days of advice and Europe-wide communication)
- Support from Unitex (annual membership, professional organisation advice/information)
- A loan of €2,000 borne by Unitex on products and/or services of its industrial members
- Personalised support to ensure a successful crowdfunding campaign on Ullule

## PEOPLE'S CHOICE PRIZE

via the Talents de Mode Facebook page

- A year's membership of the Village des Créateurs



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