



VILA TALENT AWARDS

WHEN FASHION BECOMES PERSONAL

For the first time ever, the Danish high street darling with an affinity for feminine fashion VILA goes on an international search for extraordinary talent.

VILA TALENT AWARD is about finding individuals who take fashion personally. People who understand both the artistic and the commercial side of fashion, and who can't wait to share both. At VILA, we see fashion as self-expression and a creative endeavor, and VILA TALENT AWARD is all about that.

WE ARE LOOKING FOR

One extraordinarily talented designer, who will create the perfect 5-piece capsule collection for VILA to complete our party season 2018. Styles, that give us a much-needed femininity and fashion fix to carry us through the dark months.

One extraordinarily talented photographer, who will dazzle us with her or his unique take on street style photography. We are not looking for someone who can mount a photoshoot, but someone who loves the impulsive, caught-in-the-moment snapshot of a fashionable woman on the street. Someone who is able to use the only catwalk that counts, the street, and make the city an important player in the image.



THE PRIZE

The winner of the design competition will have his or her collection put in to production and sold in VILA shops all over Europe. The winner will receive a payment of 5.000 EUR for the collection and for his or her participation in the campaign shoot as the head stylist.

The winner of the photo competition will shoot the capsule collection, designed by the winner of the design competition, in one of Europe's fashion capitals. The winner will receive a payment of 5.000 EUR.

COMPETITION LINK

DOWNLOAD IMAGES AND LOGO

VILA
CLOTHES