

Mercedes-Benz Prague Fashion Week

20 April 2024

PRESS RELEASE

The winner of the 2024 VAN GRAAF Junior Talent competition, held as part of Mercedes-Benz Prague Fashion Week FW24, is Hana Valtová.

As part of the ongoing spring edition of Mercedes-Benz Prague Fashion Week FW24, a showcase of the four finalists' work in the 2024 VAN GRAAF Junior Talent competition took place on Saturday, 20 April 2024.

During this joint showcase, featured as part of the official MBPFW programme, emerging fashion designers presented their collections, curated by an expert jury who evaluated their submitted portfolios. Among the contenders for the title of the most talented emerging designer were students from the Fashion and Footwear Design Studio at the Academy of Arts, Architecture, and Design in Prague: **Hana Valtová**, **Valerie Jurčíková**, and **Šimon Žák**, and ArtEZ, University of the Arts graduate **Vojtěch Lopour**.

After careful deliberation, the expert jury chose this year's winner as Hana Valtová, student from the Fashion and Footwear Design Studio at the Academy of Arts, Architecture, and Design in Prague.

Hana was awarded a cash prize, which will go towards the creation of a new collection set to be unveiled during the autumn edition of Mercedes-Benz Prague Fashion Week, as well as PR support from MBPFW.

Czech and Slovak fashion designers under the age of 26 were eligible to enter the competition, which was held in collaboration with the multibrand fashion house VAN GRAAF for its eighth year. The expert jury consisted of: **Jakob Epperlein**, Store Manager of VAN GRAAF; **Lukáš Loskot**, Director of Mercedes-Benz Prague Fashion Week; **Danica Kovářová**, Editor-in-Chief of *Vogue CS*; **Thea Prokop**, Editor-in-Chief of *ELLE Czech*; **Nora Grundová**, Editor-in-Chief of *Harper's Bazaar Czech Republic*; **Evženie Habron**, Head Stylist of *Cosmopolitan Czech Republic*; **Zuzana Nováková Stráská**, Creative Consultant of *Top Fashion* magazine; **Boris Král**, Slovak fashion designer; **Lenka Šubrtová**, Editor-in-Chief of *Dolce Vita* magazine; renowned Czech designer **Jan Černý**; **Alexander Henzler**, CEO of Mercedes-Benz Czech Republic; and expert guarantor, fashion designer, and professor **Liběna Rochová**.

Official competition hashtag:
#VANGRAAFJuniorTalent2024
#vangraaf_cz

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