

# Mercedes-Benz Prague FashionWeek

PRESS RELEASE

25 February 2021

**Another year of the competition for young fashion designers held by Mercedes-Benz Prague Fashion Week opens. Talented authors will be supported by the VAN GRAAF fashion retailer again.**

The competition for the title of the most talented up-and-coming fashion designer held during Mercedes-Benz Prague Fashion Week offers to the winner the support of the title partner. For the fourth year running, it is the VAN GRAAF fashion retailer, whose flagship store on Václavské náměstí brings fashion brands of the highest quality and offers individual approach. *“VAN GRAAF Junior Talent is an important platform to show the importance of young talented designers. We are proud to support this format and we are very much looking forward to this year’s outstanding talents”*, Verena Czaja, Managing Director VAN GRAAF.

Czech and Slovak fashion designers under 26 can apply for the competition called VAN GRAAF Junior Talent by 23 March 2021. The competition’s winner will receive a financial contribution towards his/her new collection, have an opportunity to present the collection on the MBPFW catwalk free of charge and alongside the best professionals of the field, as well as receiver MBPFW’s PR support.

Based on portfolios submitted by the applicants, an expert panel is going to choose four finalists. The expert panel comprises, apart from a representative of the competition’s title partner VAN GRAAF, Mercedes-Benz Prague Fashion Week CEO **Lukáš Loskot**, VOGUE’s editor-in-chief **Andrea Běhounková**, ELLE’s editor-in-chief **Valentina Nizká**, Harper’s Bazaar’s editor-in-chief **Nora Grundová**, Esquire’s editor-in-chief **Petr Matějček**, Dolce Vita’s editor-in-chief **Danica Kovářová**, and the head of the Hospodářské noviny’s lifestyle magazine PročNe **Gabriela Marešová**. The panel’s professional guarantor is fashion designer and the head of the Fashion and Footwear Design department of UMPRUM (Academy of Arts, Architecture & Design) professor **Liběna Rochová**. The panel’s selection – the best four applicants – will be presented during the official catwalk programme of the spring edition of the fashion week.

**Mercedes-Benz Prague Fashion Week FW21 will be held from 30 April to 6 May 2021.**

**Official competition hash tag:**

**#VANGRAAFJuniorTalent2021**

**#vangraaf\_cz**



# Mercedes-Benz Prague FashionWeek

## **Mercedes-Benz Prague Fashion Week (MBPFW)**

MBPFW is an international festival of Czech and Slovak fashion. The regular cultural and social event has been presenting catwalk shows of the best of local fashion design as well as topical side events since 2010. MBPFW inspires, supports local creativity, and scouts for new talents. Every year, it is attended by important international personalities of the fashion industry, for example renowned shoemaker Jimmy Choo, long term CEO of Jean-Paul Gaultier Donald Potard, international press and buyers. Its last edition in September 2020 attracted 16 thousand visitors.

#MBPFW

[www.mbpfw.com](http://www.mbpfw.com)

[facebook.com/mbpfw](https://facebook.com/mbpfw)

[instagram.com/mbpfw](https://instagram.com/mbpfw)

Youtube – Mercedes-Benz Prague Fashion Week

## **VAN GRAAF**

VAN GRAAF is a multi-label fashion retailer with over 250 international fashion brands servicing fashion conscious men and women. Since its opening in 2001 VAN GRAAF has grown to 16 fashion stores in Poland, Czech Republic, Hungary, Switzerland and Latvia and is present with a fast-growing online shop on the Polish market. VAN GRAAF flagship store at Wenzelsplatz in Prague offers a huge fashion selection on five floors open 7 days a week.

[www.vangraaf.com](http://www.vangraaf.com)

