

THE LUXURY AND CREATION TALENTS AWARDS 2025



TERMS FOR APPLICATION

The Luxury and Creation Talent Awards are awarded each year to the best creators across all luxury sectors who are distinguished by excellent knowledge and exceptional work.

Conditions for participation :

- ▶ Registration to the Luxury and Creation Talent Awards is free. No registration fee is required from the participants.
- ▶ The contest is open to all creators and players in the different sectors of the luxury industry: fashion and accessories, cosmetics and fragrances, jewellery, watchmaking, design, architecture, gastronomy, hotels, automobiles, and still many others...
- ▶ Creators practising a purely artistic activity (sculpture, painting, etc.) without a direct connection to the luxury industry are not admissible.
- ▶ An application may be individual or collective (four persons at most).

Each Candidate competes for one of the nine Luxury and Creation Talent Awards for creative inspiration:

- Audacity,
- Well-being,
- Elegance,
- Harmony,
- Innovation,
- Inventiveness,
- Originality,
- Rarity,
- Seductiveness,

or the **Management Talent Award**. The category of the award is determined on the online application form.

- ▶ Among the nominees, the Jury will choose the **Golden Talent Award**, the **Hallmark of the Year** and the **Jury's Special Award**.

Candidates must register online by sending fully completed application packages to the following address: <https://talents.centreduluxe.com/>

Calendar :

- Applications may be submitted until the **February 28th, 2025.**
- Selection of the nominees by the Jury: **March 2025.**
- Meeting of the jury: **May 22nd, 2025.**
- The Award Ceremony will be held on: **June 19th, 2025.**

Application package preparation

Step 1 – The application

The application package must be completed **directly online on the website** <https://talents.centreduluxe.com/> . It presents the information that enable the Jury to visualize, understand, assess and judge the creator's work.

The application package includes:

- ✓ **1 high definition photo** of the candidate.
- ✓ **An outline of the Candidate's biography**, highlighting his/her or her career path, achievements and awards ;
- ✓ **A photo book** of the Candidate's work ;
- ✓ **A press book** with relevant wording and descriptions. Feature pieces and interviews about the Candidate and his/her work and company are necessary;
- ✓ **5 HD pictures** illustrating the Candidate's work, career ...Please make sure to indicate the copyright in the picture caption, when necessary ;
- ✓ You also may choose to **add a link to a video**.

Step 2 – The Nominees selection

The applications files selected are reviewed by the Luxury and Creation Center and presented to the Jury members who select the nominees for each Talent.

If the Candidate is selected as a nominee or not, he/she will be informed on **early April 2025**.

For the jury's meeting, **May 22nd, 2025**, nominees are also strongly advised to deposit one or several creations or products: perfume samples for perfumers, small pieces for designers, samples of their know-how for craftsmen, clothes for stylists, jewelries for jewelers ... or even, if you can :

- ✓ to send us a 1-minute video presenting your work and the meaning you give to your creations,
- ✓ and, to come or to send someone to discuss with the Jury members for an hour before the meeting.

Step 3 – The Jury's vote and the winners

The nominees selected by the Jury and the Luxury and Creation Center enter the competition for the attribution of the Luxury and Creation Talent Awards.

The Jury, chaired by Jacques Carles, President of the Luxury and Creation Centre, will meet to determine the 2025 Luxury and Creation Talent Award winners, who will be presented at the Luxury and Creation Talent Awards Gala on **June 19th, 2025**.

The Jury is sovereign and its members' votes are confidential. In case of disagreement on the result of the votes, or of an equality of votes, it rests with the Jury and its President, ultimately, to decide.