

Press release of November 29, 2021

Opening of the 17th edition Luxury and Creation Talents Awards

Recognize the excellence of luxury creators in Bourgogne-Franche-Comté, cradle of centuries-old know-how

Selections to compete at the 17th edition Luxury and Creation Talents Awards in 2022 are open from 29 November 2021 to 15 March 2022.

Bourgogne-Franche-Comté, the French region which hosts recognized know-how in all areas of luxury, from the art of hospitality and living to the art of the object, will host the Ceremony of the Awards, June 7, 2022 at the [Arc-et-Senans Royal Saltwork](#).

Awards are aimed at the best designers and managers of all luxury professions: fashion and accessories, jewellery and watchmaking, perfumes and cosmetics, wines and spirits, gastronomy and hotels, design and architecture, crafts, etc.

For Jacques Carles, president of the Luxury and Creation Center and founder of the Talents Awards, *“designers and managers from different backgrounds meet, exchange ideas and sometimes engage in unusual collaborations. It is indeed the same passions for excellence that unite professions as different as a stylist, a watchmaker or a chef. I also note that they must increasingly face similar challenges, such as the financing of their development or the digitalization of their distribution”*.

While the prizes in the luxury sector usually reward creators by profession, the Talents Awards distinguish what drives the sacred fire of creation in luxury : Audacity, Well-being, Elegance, Harmony, Innovation, Invention, Originality, Rarity and Seduction. Among the winners are designated a Hallmark of the Year and a Golden Talent. Finally, a Talent is also awarded for Management.

Applications can be submitted on the Luxury and Creation Center website:
<https://talents.centreduluxe.com/>

Since 2002, when the Talents Awards were created, the Luxury and Creation Center has rewarded the inventive diversity, the know-how excellence and the entrepreneurial genius of creators and actors in luxury, such as:

Solange AZAGURY-PARTRIDGE, jeweler ; **Hubert BARRERE**, corset maker ; **Alessandro BASTAGLI**, president of Shanghai Tang et Lineapiù Italia ; **Lorenz BAÜMER**, jeweler ; **Sabina BELLI**, Chairman and CEO, Pomelatto ; **Patrick BLANC**, botanist, creator of vegetal walls ; **Mario BELLINI**, architect ; **Jean-Claude BIVER**, director of the watchmaking division, LVMH ; **Laurent BOILLOT**, Chairman and CEO, Guerlain ; **Sara BRAN**, lace maker on gold ; **Poupie et Patricia CADOLLE**, corset maker, Maison Cadolle ; **Jean-Charles DE CASTELBAJAC**, artist, designer ; **Bernadette et Paul DODANE**, Chairman, Cristel ; **Noé DUCHAUFOR-LAWRANCE**, architect decorator ; **Jean-Marc GAUCHER**, Chairman and CEO, Repetto ; **Marianne GUEDIN**, designer, editor ; **Claire HEITZLER**, head of sweet creation ; **Mathilde LAURENT**, composer of customized perfumes, Cartier ; **Mathieu LEHANNEUR**, designer ; **Serge LUTENS**, composer of perfumes, artistic director of Shiseido ; **Zvonko MARKOVIC**, fashion designer ; **Thierry MARX**, chef ; **Melody MCDONALD**, stylist ; **Alain MOATTI et Henri RIVIERE**, architects, **Anne-Sophie PIC**, chef de la maison PIC ; **Aurélié PICAUD**, watchmaking director, Fabergé ; **Fred PINEL**, Malletier ; **Christine PHUNG**, artistic director, Leonard ; **Dominique ROPION**, perfumer ; **Chantal THOMASS**, lingerie designer ; **Thierry VENDOME**, jeweler ; **Pierre YOVANOVITCH**, architect ;

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"Since 2019, the Luxury and Creation Center has forged a partnership with the Bourgogne-Franche-Comté Region via the Regional Economic Agency of Bourgogne-Franche-Comté (AER-BFC). The region is rich in people who work for excellence in production in all areas of luxury. It has distinguished itself for centuries for its tableware, its sense of hospitality and its gastronomy, the notoriety of which extends beyond our borders. For all these reasons, it seemed obvious to us to host the Luxury and Creation Talents Awards Ceremony in 2022. "explains Jean-Claude Lagrange, President of AER BFC.

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The Luxury and Creation Center is the benchmark think tank and do tank for the luxury and creative professions which aims to decipher the future paths of luxury through its creative, sociological and economic dimensions. It thus contributes to the promotion of a transversal, rich and original reflection.

"Placing creation at the center of luxury", because it is the engine of its permanent renewal. This is why, each year, it honours Luxury and Creation Talents Awards to reward and then support the best designers who are the lifeblood of workshops and luxury companies.

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