La Redoute partners with the Geneva University of Art and Design

By Lucile Deprez - 18 July 2017

Redoute has become something of specialist in collaborating with young designers and forming partnerships with fashion schools. For the latest version, the one-time mail order company, now turned e-commerce retailer is heading to Geneva, Switzerland to serve on the jury of a fashion design competition for students at the Haute Ecole d'Art et de Design in Geneva.

The competition will culminate in a runway show on October 20 to showcase the winner's work. La Redoute is
The competition will culminate in a runway show on October 25 to showcase the winner's work. La Redoute is sponsoring a prize for the winner, who will have the opportunity to create a capsule for the retailer. The e-tailer has been organizing such collaborations for several years now and has meanwhile partnered with a number of young designers and schools.

For spring-summer 2017, La Redoute tapped the young Manon Vandrisse, a student at the Esmod fashion school in Roubaix, who the retailer discovered at her end-of-year runway show and commissioned her to design a mini-collection.

La Redoute showcases these collaborative collections from emerging talent in its "Boutique Créateurs" section. The e-tailer has also recruited more established designers such as Inès Olympe Mercadal, Sophie Malagola, Léa Peckre and Amélie Pichard.

By Lucile Deprez
Translated by Susan Spies

Copyright © 2020 FashionNetwork.com All rights reserved.