

Workwear design competition Lindström Award culminated in Tallinn: the winner is Jenny Hirvonen from Kolding School of Design

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The winner of the international Lindström Award workwear design competition was announced in Tallinn on 12th of February. The task of the competition was to design a workwear collection for Estonian department store Kaubamaja. The winner is Jenny Hirvonen with a collection called "Future Cut". Hirvonen studies in the Kolding School of Design in Denmark. Hirvonen also emerged as the favorite of Kaubamaja's employees.

Hirvonen's collection was chosen the best of five finalists. "Jenny Hirvonen's collection is not only bold, but also very creatively implemented. In her design she has really paid attention to functionality, durability and comfort of the workwear. The orange details and fabric choices also bring creatively out Kaubamaja's look and brand. The collection as a whole was clearly the best," says the chairman of the jury Heikki Haldre.

As a grand prize Jenny Hirvonen will get 3000 euros and she is offered an opportunity to work as a trainee at Lindström. In addition Jenny Hirvonen's collection rose as a favorite in the vote of Kaubamaja's employees. The competition's fabric supplier Carrington rewarded Isla Vainio's collection "Wrapped" of the best use of fabric with 1000 euros and a trip to London, including a visit to Carrington's fabric and London Fashion Week.

This year the main theme of the competition was sustainable workwear design and use of textiles. The jury consisted of Heikki Haldre, co-founder of virtual fitting room Fits.me, textile artist and upcycling pioneer Reet Aus, Kaubamaja's human resources and customer service director Piret Suitsu and Lindström's CEO Juha Laurio and Vice President, Business Concept Development and Brand Management Anna-Kaisa Huttunen.

Organized since 2002, Lindström Award is a workwear design competition held every other year for European and Asian clothing design students. The goal of the competition is to increase awareness of the importance of high quality workwear design and also enhance awareness of workwear design as a potential career path for young designers.

This year the competition was entered by a record number of students. Nearly 250 students from 22 countries entered the competition. The finalists of the competition were Ester Soidla (Estonian Academy of Arts, Estonia), Jenny Hirvonen, (Kolding School of Design, Denmark), Pablo Alejandro Maas (Lahti University of Applied Sciences, Finland), Riikka Kälkälä (University of Lapland, Finland) and Isla Vainio (Lahti University of Applied Sciences, Finland)

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Lindström Group

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