

KERING CRAFT

Creative Residency for Artisanry, Fashion and Technology

开云 CRAFT 创意驻留计划

项目背景及相关阐述

Background & Explanation

ABOUT KERING

Kering is a global family-led luxury group, home to people whose passion and expertise nurture creative Houses across couture and ready-to-wear, leather goods, jewelry, eyewear and beauty: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ginori 1735, as well as Kering Eyewear and Kering Beauté. Inspired by their creative heritage, Kering's Houses design and craft exceptional products and experiences that reflect the Group's commitment to excellence, sustainability and culture. This vision is expressed in their signature: Creativity is our Legacy.

关于开云集团

作为由家族执掌的全球高端精品集团，开云集团汇聚满怀热忱与精艺的人才，并荟萃一系列创意精品品牌，涵盖高级定制与成衣、皮具、珠宝、眼镜及美妆领域：古驰（Gucci）、圣罗兰（Saint Laurent）、葆蝶家（Bottega Veneta）、巴黎世家（Balenciaga）、麦昆（McQueen）、布里奥尼（Brioni）、宝诗龙（Boucheron）、宝曼兰朵（Pomellato）、都都（Dodo）、Qeelin麒麟、Ginori 1735、开云眼镜及 Kering Beauté。扎根于深厚的创意底蕴，开云旗下各品牌以匠艺臻品与独特体验，坚守集团对于卓越品质、可持续发展与文化遗产的承诺。这一愿景凝练于我们的集团信条——创意传世。

ABOUT KERING CRAFT

Kering CRAFT (Creative Residency for Artisanry, Fashion and Technology) is a program created by Kering in partnership with Shanghai Fashion Week to spotlight, accelerate, and elevate the next generation of visionary Chinese creative talents and to identify potential future glo-cal (global + local) Chinese brands. The selected talents will participate in a cross-continental residency program spanning France, Italy and China, including the cities of Milan, Florence, Paris and Shanghai, curated by Kering. This immersive experience will combine craftsmanship, design, and innovation, encouraging dialogue around creativity, heritage, and the future business models of luxury.

关于“开云 CRAFT 创意驻留计划”

“开云 CRAFT 创意驻留计划”（CRAFT: Creative Residency for Artisanry, Fashion and Technology）由全球高端精品集团开云集团携手上海时装周共同发起。该项目旨在聚焦、扶持和赋能中国新一代前瞻性创意人才，加速他们的成长；同时，发掘有潜力的未来“全球本土化”（global + local）中国品牌。开云集团精心策划的沉浸式国际驻留之旅，将辐射法国、意大利和中国，包括米兰、佛罗伦萨、巴黎和上海等城市，通过匠艺、设计与创新的融合，推动有关创意、传承与精品行业未来商业模式的深入对话。

ELIGIBILITY

The Kering CRAFT initiative is open to the next generation of Chinese creative talent worldwide working in haute couture, ready-to-wear, leather goods, jewelry or accessories. Applicants should have an existing body of work with a strong creative identity, a proven track record of established business operations, and be ready to commit to an intensive residency that requires approximately eight weeks in Europe. The participants will be requested to develop a final creative project, encompassing products or a capsule collection. The final projects shall reflect the learnings acquired during the residency and be presented during Shanghai Fashion Week 2027.

参选资格

“开云 CRAFT 创意驻留计划”面向全球范围内，从事高级定制、成衣、皮具、珠宝或配饰设计的新一代中国创意人才。申请人需建立有一定的作品体系，具备鲜明的创意风格，拥有经过验证的成熟的商业运营记录，且须做好准备参加为期约八周的欧洲深度驻留活动。参与者还须承诺完成一个最终创意项目，包含相关产品或胶囊系列，展现驻留期间的学习成果，并于 2027 年上海时装周期间进行展示。

APPLICATION PROCESS

The application is open from now till **1 March 2026**. Applications will be reviewed on a rolling basis therefore early submissions are highly encouraged. All required materials must be submitted in full to enter the review process. The shortlisted candidates will be contacted in due course.

申请流程

官方申请即日开启，至 **2026 年 3 月 1 日** 止。申请材料将纳入滚动审核制，请尽早提交。所有申请要求的材料须完整提交，才可进入审核流程。我们将适时与入围候选人联系。

EVALUATION

Your applications will be evaluated on the five dimensions listed below:

- Creativity and originality
- Craftmanship and product excellence
- Growth prospect
- Embody the future trends of luxury
- Potential synergies with the Kering ecosystem

评选标准

您的申请将从以下五个维度进行评估

- 创意度与原创性
- 工艺与产品卓越度
- 成长潜力
- 体现精品行业的未来趋势
- 与开云生态系统的潜在协同性

Kering and its CRAFT Advisory Board will evaluate and choose the final cohort, to be announced in March 2026 at Shanghai Fashion Week.

开云集团及其 CRAFT 顾问委员会将通过综合评估确定最终入选名单，并将于 2026 年 3 月上海时装周期间正式公布。