

BRITISH
FASHION
COUNCIL

GQ

DESIGNER MENSWEAR FUND

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VERTU

PRESS RELEASE

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BRITISH FASHION COUNCIL ANNOUNCES WINNER OF BFC/GQ DESIGNER MENSWEAR FUND 2015

The British Fashion Council (BFC) today announced **E. Tautz** as the winner of the second BFC/GQ Designer Menswear Fund supported by Vertu at a reception hosted by Caroline Rush, Dylan Jones OBE and Massimiliano Pogliani at the Rosewood London. E. Tautz was founded in 1867 and was re-branded in 2009 under the creative direction of Patrick Grant.

Dylan Jones OBE, Editor of British GQ and Chair of London Collections Men commented: *“I would like to congratulate E. Tautz, the second brand to receive the BFC/GQ Designer Menswear Fund. This year the level of talent and business acumen presented by the shortlisted designers was exceptionally high, making the competition both tough and intensely exciting. Patrick demonstrated unique flair, precise craftsmanship and an inherent sense of commercial awareness, which combined with the financial and mentoring support will elevate the business placing it at the forefront of the global menswear stage. It’s no secret that where British menswear leads the international menswear scene follows so it’s with huge gratitude to Vertu that we are proudly able to continue to drive the sector’s long term economic growth and success.”*

The Fund is the UK’s biggest menswear prize and was established in September 2013 following the success of the BFC/Vogue Designer Fashion Fund and provides one designer with £150,000 grant to provide necessary infrastructure to take them to the next stage of their business and significant value in kind services as part of a bespoke, high level mentoring support programme over a twelve month period.

Caroline Rush, Chief Executive of the British Fashion Council, commented *“It is with great joy that we present the second BFC/GQ Designer Menswear Fund Award to E. Tautz. We*

are delighted to be able to support a label with such a strong identity, precise business plan and noteworthy presence at London Collections Men. I strongly believe that the prize will successfully help propelling E. Tautz onto the international fashion scene.”

Astrid Andersen, Christopher Raeburn, E. Tautz, Matthew Miller and **Sibling** were shortlisted for the 2015 prize and participated in a mentoring programme where industry experts, including Fund committee member **Ben Banks**, CEO of Four Marketing, **Karen Mengers**, Merchandising Director of Alexander McQueen and **Sean O’Neill**, Head of Global Digital Trading at All Saints provided guidance on topics including strategic planning, branding, leadership, commercial retail, e-tail and wholesale and digital innovation. Vertu, the world’s leading luxury mobile manufacturer and lead partner on the Fund, played a key role in the mentoring programme and gave access to its team of business leaders in technology, global distribution, legal and finance.

Massimiliano Pogliani, Chief Executive of Vertu commented: *“The opportunity to mentor such a talented group of young British designers is both inspiring and a privilege and the Vertu team of mentors was impressed with the creativity and commercial ambition demonstrated by all of the designers. Patrick, however, stood out not only for his immense talent, but for his appetite to build the business and openness to new commercial approaches. We now look forward to mentoring E. Tautz further as it extends the business into new markets.”*

The BFC/GQ Designer Menswear Fund judging committee comprises **Ben Banks**, Fourmarketing; **Caroline Rush CBE**, British Fashion Council; **Charlie Porter**, charlieporter.net and Financial Times; **Dylan Jones OBE**, British GQ; **Helen Seamons**, Guardian News & Media; **Jonathan Akeroyd**, Alexander McQueen; **Justine Rouch**, Vertu; **Massimiliano Pogliani**, Vertu; **Robert Johnston**, British GQ.

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For more information visit www.britishfashioncouncil.com/designermenswearfund

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Editors notes:

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund supported by Vertu; BFC/Vogue Designer Fashion Fund; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives and events include London Fashion Week, London Collections Men, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards

London Collections Men is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE.

British GQ's status as a byword for men's style is unparalleled. Urbane, upscale, occasionally irreverent and always stylish, the multi-platform media brand is known for the highest standards in content. The recipient of 56 major awards, including Dylan Jones named as PPA Editor of the Year in 2014, and Paul Solomons awarded Digital Art Director in the BSMEs and Designer of the Year in the Digital Magazine Awards, GQ has a combined print and digital circulation of 125,090 (ABC July-Dec 2014); readership is 413,000 (NRS July 2013-June 2014); and unique users to the website total 1,489,259 (Google analytics Nov 2014-Jan 2015).

Vertu aims to deliver the world's best luxury mobile phone experience for its customers by combining expert craftsmanship and peerless materials with innovative technology and unique services. Today, Vertu leads the market that it pioneered over a decade ago.

The Vertu range of mobile phones is made up of three distinct models – Signature, Signature Touch and Aster. The Vertu Audio Collection comprises V Headphones (HP-1V) and V Speaker (SP-1V). Vertu mobile phones are handmade in England using the world's finest materials, with each one assembled by a single craftsman.

Vertu is renowned for its curated services; a suite of carefully selected exclusive offers, content and assistance especially selected to enhance the Vertu customer's lifestyle. At the heart of these services is Vertu CONCIERGE, offering luxury lifestyle assistance and enrichment. Vertu CONCIERGE is on-hand 24/7 to facilitate your every request. Vertu LIFE offers personalised recommendations and privileged access to experiences and events. Vertu CERTAINTY delivers security for customers, their data and their phones.

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