

BRITISH FASHION COUNCIL

HEADONISM

PRESS RELEASE

13TH JULY 2016

BRITISH FASHION COUNCIL ANNOUNCES HEADONISM DESIGNERS FOR 2016 / 2017

The British Fashion Council (BFC) today announces the recipients of **Headonism 2016**. This year milliners **Laura Apsit Livens** and **The Season Hats** join existing Headonism designers **Harvy Santos** and **Sophie Beale**. The four milliners will display their SS17 collections in a dedicated installation in the Designer Showrooms during London Fashion Week September 2016 at Brewer Street Car Park.

Headonism is a BFC designer support initiative curated by **Stephen Jones OBE**, celebrating the new wave of emerging British milliners. Recipients showcase their pieces at an installation during London Fashion Week each season, while also receiving mentorship and business support throughout the year.

Stephen Jones OBE, milliner and curator of Headonism commented: *"I am thrilled Headonism continues to evolve and engage with new members. I welcome The Season Hats (Paul Stafford and Selina Horshi) and Laura Apsit Livens to our group of Merrie Milliners, which include Harvy Santos and Sophie Beale. I look forward to their innovative and stylish Spring Summer 2017 hats to be launched at London Fashion Week."*

Harvy Santos began his career as a professional ballet dancer in Hong Kong before studying millinery at Kensington and Chelsea College. His work has appeared in Arena Homme Plus, the Financial Times, Harper's Bazaar China, the Royal Ascot Style Guide, Vogue Japan and W Magazine amongst others. His playful pieces are entirely handmade in his London studio, and are stocked internationally including Fenwick of Bond Street, Joyce (Hong Kong) and Suzanne Couture Milliner (New York). [@HarvySantosHats](#)

Laura Apsit Livens is an LCF graduate now based in Mayfair, which is home to her atelier and showroom. She has collaborated with brands including Bally Swiss and past clients include Paloma Faith, Rita Ora and Princess Beatrice. Laura is dedicated to championing the craft of couture millinery, and fuses modern design with artisan techniques - each piece is blocked and stitched entirely by hand without the use of any machinery. Stockists include Fenwick of Bond Street and The Shop at Bluebird. [@LauraApsitLivens](#)

Sophie Beale graduated with distinction from Kensington and Chelsea College and has since returned to teach future milliners. After working as a couture milliner with Stephen Jones, Sophie moved on to launch her own brand. She has won multiple awards including Grazia's Hat Factor and her work was selected from over 100 milliners to join a celebration of Britain's finest millinery in association with the Olympics. Stockists include Audrey et Auguste (Hong Kong) and Fortnum and Mason. [@SophieBeale1](#)

The Season Hats was founded by Paul Stafford and Selina Horshi; Paul followed a BA in Natural Sciences with a degree in Womenswear (specialising in millinery) at the Royal College of Art. This unconventional background has led innovative, playful collections that are still immensely wearable, such as their signature range of satin folding hats. Solving the dilemma of how to transport delicate

headwear, the hats make use of Chinese paper folding techniques and open like intricate fans. The Season Hats are stocked in Alan Journo (Milan) and Fenwick of Bond Street. [@TheSeasonHats](#)

Caroline Rush CBE, Chief Executive, British Fashion Council, commented: *“Millinery is a real craft, and Headonism always champions technically creative and accomplished designers. With two new designers, this season’s line up is as strong as ever, and I really look forward to seeing their new collections in the Designer Showrooms this September. The carefully crafted hats on display each season are always so captivating and elegant!”*

The Headonism scheme has previously supported milliners such as **Awon Golding, Emma Yeo, Keely Hunter, Lizzie McQuade, Noel Stewart, Piers Atkinson** and **William Chambers**.

The Headonism selection panel comprises **Anna Orsini**, British Fashion Council, Strategic Consultant; **Annika Lievesley**, Stephen Jones Millinery, Press Manager; **Carole Denford**, The Hat Magazine, Fashion Editor; **Caroline Rush CBE**, British Fashion Council, CEO; **Grace Woodward**, Stylist; **Leo Fenwick**, Fenwick, Brand Communications; **Michelle De Conto**, British Fashion Council, Business Support Advisor; **Noel Stewart**, Noel Stewart Millinery, Founder; **Piers Atkinson**, Piers Atkinson, Founder; **Sophie Goodwin**, Tatler, Fashion Director; **Stephen Jones OBE**, Stephen Jones Millinery, Founder and **Virginia Bates**, Journalist.

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London Fashion Week will run from Friday 16th – Tuesday 20th September 2016

For more information please visit www.britishfashioncouncil.com/headonism

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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; linking 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; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. The British Fashion Council supports Boden’s Future British initiative. 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.