

BRITISH
FASHION
COUNCIL
VOGUE

**DESIGNER
FASHION FUND**

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SHORTLIST FOR BFC VOGUE/DESIGNER FASHION FUND ANNOUNCED

The British Fashion Council today announces the 2015 shortlist for the BFC/Vogue Designer Fashion Fund.

BFC/Vogue Designer Fashion Fund shortlist 2015:

Emilia Wickstead, Holly Fulton, Mary Katrantzou, Michael van der Ham, Mother of Pearl, Osman, Sophia Webster

Shortlisted by the Fund Judging Committee, each of the nominated designers was selected as they are in a strong position to develop into a global designer brand and represent the best of London's thriving fashion talent. The winner of the award will be announced Tuesday 24th March 2015.

Alexandra Shulman, Editor of British Vogue and Chair of the Fund Committee, said about the shortlist: *"It was exciting to have such a diverse shortlist to consider, all of whom have carved out a distinctive niche for themselves. I congratulate all of them for reaching this stage in a highly competitive arena."*

Caroline Rush, Chief Executive of the British Fashion Council, commented, *"A huge congratulations to all of the shortlisted designers, each of whom have the incredible potential to change the future of British fashion and are all worthy candidates for the 2015 BFC/Vogue Designer Fashion Fund."*

The BFC/Vogue Designer Fashion Fund provides one designer with a bespoke, high level mentoring support programme over a twelve month period, as well as a £200,000 grant to provide necessary infrastructure to take them to the next stage in their business.

The Fund, now in its sixth year is a legacy project from the BFC's 25th anniversary celebrations. This year the BFC has created an exclusive online video series, *Designer Fashion Fund*, which follows the application process, designer journeys, interviews with the judging panel and features the previous winners of the Fund; Erdem, Christopher Kane, Jonathan Saunders, Nicholas Kirkwood and Peter Pilotto. The episodes will be published over the course of 2015 and can be viewed at youtube.com/BritishFashionTV and Vogue.co.uk

Chaired by Alexandra Shulman, Editor of British Vogue, the Fund Judging Committee comprises representatives from those supporting the Fund, as well as industry professionals. The judging panel includes: Alexandra Shulman, British Vogue; Caroline Rush, British Fashion Council; Ian Lewis, No.14 Savile Row; Mary Homer, Topshop; Mrs. B, Browns; Naomi Campbell; Samantha Cameron; Sarah Manley, Burberry, and Susanne Tide-Frater, Farfetch/Victoria Beckham.

The BFC/Vogue Designer Fashion Fund is proudly supported by Burberry, Debenhams, Harrods, Paul Smith, Topshop and Vogue.

Image credit: 'British Fashion Council, Shaun James Cox' (L-R) Mary Katrantzou, Michael van der Ham, Osman Yousefzada, Holly Fulton, Emilia Wickstead, Amy Powney and Sophia Webster.

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ABOUT BRITISH FASHION COUNCIL

- Previous winners of the BFC/Vogue Designer Fashion Fund are Erdem (2010), Christopher Kane (2011), Jonathan Saunders (2012), Nicholas Kirkwood (2013) and Peter Pilotto (2014)
- The Designer Fashion Fund series will be aired online as follows: Episode 1: *Introduction to the Designer Fashion Fund* (Wednesday 21st January), Episode 2: *Meet the Shortlist* (Wednesday 4th February), Episode 3: *The Shortlisted Designers at London Fashion Week* (Wednesday 25th February), Episode 4: *The BFC & Vogue* (Monday 2nd March), Episode 5: *The 2015 Winner* (Wednesday 25th March), Episode 6: *The Previous Winners* (Wednesday 13th May), Episode 7: *Applications Open for 2016* (Monday 1st June), Episode 8: *Winning designer at London Fashion Week* (Wednesday 23rd September), Episode 9: *Applications Close* (Wednesday 21st October)
- The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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 MA Scholarship, 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/Vogue Designer Fashion Fund; Estethica; 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, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase, Vodafone London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards

ABOUT BRITISH VOGUE

Vogue is the fashion bible. Published by Condé Nast, circulation of the magazine stands at 200,032 (ABC Jan-June 2014) with readership of 1,148,000 (NRS Jan-June 2014) and vogue.co.uk has 2,217,678 unique users (Google analytics Oct-Dec 2014). British *Vogue* is also the host of the *Vogue* Festival, an annual event giving readers the opportunity to see and hear some of the world's greatest fashion talent, as well as engaging in workshops, makeovers and debates.