

PRESS RELEASE

JUNE 6th 2017

BODEN ANNOUNCES NEW WAVE OF FUTURE BRITISH RECIPIENTS

Boden Future British is delighted to announce the next two designers to join the programme. We welcome the first menswear recipient of the award, designer Daniel W. Fletcher who earned his place with his deft London Fashion Week Men's collection, and accomplished digital presence. Also, joining the program is womenswear label Margo created by Bronwen Marshall and Charlotte Good. They join current participants Alighieri, Loxley England and Dorateymur.

Quickly establishing himself as a menswear designer to watch after graduating from Central Saint Martins in 2015, Daniel W. Fletcher, has become known for his socially and politically charged collections. Based in London he has been nominated for the LVMH prize, and counts Kendall Jenner, Harry Styles and Karl Lagerfeld as fans.

Charlotte Good and Bronwen Marshall launched Margo in 2016. They want to cater for women like themselves; women who want to be comfortable without compromising on self-expression. With Margo they aim to provide the perfect solution for all those who do not want to choose between minimalism and opulence.

Future British Supported by the British Fashion Council guides emerging British design talent over a 12-month period, offering mentoring, financial support and practical industry advice to grow their businesses.

Recipients of Future British, a Boden-led initiative, will also gain access to the brand's leadership team, from Chairman Johnnie Boden to CEO Julian Granville, Product Director Matthew Hilgeman and Global Brand Director Penny Herriman. The BFC will provide additional support through the BFC Fashion Business Network, including advice and support with legal, accounting, banking, production, content and communications.

Johnnie Boden, Boden founder commented: *'Each season I am more impressed at the level of our applicants, both these new designers are already making headlines and I look forward to seeing how they will use the programme to build their brands.'*

Caroline Rush CBE, Chief Executive British Fashion Council commented: *'The mentoring that the Boden senior team provide these emerging brands is incredibly hands-on, and we always hear such strong feedback from participating designers. This is an incredibly impactful initiative and the strength of its previous recipients is testament to that.'*

- ENDS -

For Boden press enquiries:

For BFC press enquiries:

Joanna Thompson

joanna.thompson@britishfashioncouncil.com | +44 (0) 20 7759 1950

About Future British: Future British is an exciting collaboration that will support new British designers (men's, women's or accessories) as they build their businesses in the fashion arena. Over a 12-month period, the designers selected to participate will benefit from Boden's expertise. As well as seasonal financial support, they will receive mentoring in all areas key to building a global brand.

This includes access to Boden's studios for shoots, product development, brand identity, lookbooks and PR, marketing and digital strategy. Future British alumni: Bruta, Blake LDN, Le Kilt, Camilla Elphick and Caitlin Charles-Jones. boden.co.uk/future-british

About Boden: The British catalogue and online retailer was launched in 1991 by founder and Creative Director Johnnie Boden with just eight menswear products. The brand quickly expanded into womenswear and childrenswear and now has over 1.5million customers worldwide. Boden's stylish range of clothing and accessories are available to buy via catalogue in the UK, USA, Germany, France, Australia and Austria, and online in over 60 countries.

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 BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.