



# Charlotte Olympia launches scholarship scheme for Cordwainers as part of the British Fashion Council Education Foundation

Luxury shoes and accessories brand, Charlotte Olympia, is delighted to announce the creation of a new scholarship scheme at Cordwainers at the London College of Fashion, UAL.

This is the first dedicated footwear scholarship initiative to be offered by a luxury brand and the first full BA scholarship to launch as part of the BFC Education Foundation, an education pillar aimed at attracting talented young people into the industry through scholarships and vocational routes.

Charlotte Olympia Dellal, founder and creative director of her namesake brand, studied at Cordwainers, where she completed the BA footwear design course. Charlotte is passionate about supporting the development and growth of talent in shoe design and championing the footwear industry.

Cordwainers at London College of Fashion is a global leader in footwear and accessories education, which, throughout its 125-year history, has supported, shaped and influenced the industry. Today the value of the UK footwear market stands at £6bn with handbags directly contributing a further £1bn. As the leading footwear and accessories design establishment, both the students and alumni of Cordwainers play a valuable role in the British economy, where innovation and creativity have become so important.

Starting from the 2015/16 academic year, Charlotte Olympia will provide the necessary funds to enable one talented student to complete the final three years of the four year BA (Hons) Cordwainers Footwear: Product Design and Innovation Course, which includes a paid internship at Charlotte Olympia. The scholarship will be available from the 2nd year onwards and will be a rolling scheme available for all first year students to apply. The first winning student will start

their 2nd year in September 2015.

The selection process will involve the strongest first year students, handpicked by the course director, who will present their portfolios to an elite panel of leading fashion industry judges. The 2015 judges are Charlotte Olympia Dellal, Sarah Mower MBE, BFC Ambassador for Emerging Talent and Contributing Editor at American Vogue, Business of Fashion founder Imran Amed and Helen David, Fashion Director of Womenswear, Women's Shoes, Fine Jewellery, accessories and Childrenswear at Harrods.

The BA (Hons) Cordwainers Footwear: Product Design and Innovation Course focuses on producing graduates who are encouraged to make an innovative and visionary contribution to footwear product development within the fashion industry. Students are taught how to research ideas, produce initial designs, and develop these designs through to a finished 3D prototype. Students gain a comprehensive understanding of the fashion footwear industry, its markets, and the particular role of the fashion footwear product designer and developer within the industry.

The paid internship in industry will take place at Charlotte Olympia during the second year of the scholarship, providing the unique opportunity to be part of the design team headed up by Charlotte Olympia Dellal.

Charlotte Olympia Dellal commented, "I am very happy to be giving something back to a school which provided me with the skills and confidence to create by own luxury brand and build a career in an industry I love."

Highlighting the need for this new scholarship, Sarah Mower MBE, BFC Ambassador for Emerging Talent and Contributing Editor at American Vogue, commented: " I would like to express my admiration for Charlotte for coming forward to support a scholarship at Cordwainers. Charlotte sets an example as a businesswoman and entrepreneur with her glamorous and witty signature accessories. In establishing this award, she is also a standard-bearer for philanthropy in education, at a time when students' financial struggle to meet the rising costs of fees and living has never been so acute. In joining with objectives of the British Fashion Council Education Foundation, Charlotte's generosity and mentorship will ensure a bright future for the next talents in accessories - a sector which holds the promise of excellent career prospects."

NOTES TO EDITORS:

Charlotte Olympia

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Luxury shoes and accessories designer, Charlotte Olympia Dellal began designing from her love of fashion and nostalgia for the bygone era of old Hollywood glamour. Charlotte took her passion to Cordwainers, the world-renowned college for footwear and accessories in London. Here she was able to explore her interests alongside technical training in the craftsmanship of beautiful shoes. Soon after graduating, Charlotte pursued her passion and launched her eponymous London based shoe brand in January 2008. Charlotte Olympia creates glamorous designs with a modern silhouette and a touch of humour. Iconic styles such as the Dolly with its signature 'island' platform, the distinctive Kitty flats and Perspex Pandora clutch box are in keeping with the brand's feminine and playful design philosophy. All products are handcrafted in Italy using the finest materials and each shoe is finished with a signature gold spier's web on the sole. Charlotte Olympia enjoys a growing international retail presence of ten stores as well as

online and in some of the worlds most prestigious retailers.

#### London College of Fashion

London College of Fashion, University of the Arts London has an international reputation as a leading provider of fashion education, research and consultancy. The unique portfolio of specialist courses, including the world famous BA (Hons) Cordwainers Footwear: Product design and innovation range in level, from short courses to Postgraduate. The subject range covers the creation, production and promotion of fashion and the management and marketing of those activities. Many of the College's courses are unique to the UK and offer students an experience unmatched by even a handful of specialist colleges worldwide. The College's work is centered on the development of ideas: its staff and students use fashion alongside historical and cultural practice to challenge social, political and ethical agendas. This, combined with its forward-thinking business and management portfolio and its relationship with the global fashion and lifestyle industries, is the underpinning of its mission to "Fashion the Future."

As of March 2013, the College is proud to have HRH The Countess of Wessex as its Royal patron. Throughout the three-year patronage The Countess will champion the College's commitment to 'Better Lives' where fashion is used to drive change, build a sustainable future and improve wellbeing. [www.arts.ac.uk/fashion](http://www.arts.ac.uk/fashion)

#### The History of Cordwainers

Founded in Bethnal Green in 1887, the joint project of the Worshipful Companies of Cordwainers and Leathersellers, Cordwainers' College merged with London College of Fashion in 2000. London College of Fashion is the UK's only college which specialises in fashion education and is itself a constituent college of University of the Arts London, Europe's largest university dedicated to the study of arts, communication and design. Historically, Cordwainers' College has always held a strong technical focus, intended to support the burgeoning British footwear and manufacturing industry. However during the latter part of the 20th century, Cordwainers' College developed the then radical approach that, whilst the technical grounding should remain fundamental to the syllabus, design would be incorporated as the value-added element. This change enabled the College to keep its world lead and the change and nature of its academic provision was to prove the basis upon which the British shoe and accessories industry has built a strong and profitable position at the forefront of international competition.

#### British Fashion Council

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 Creative Britain and Creative London. The BFC Education Foundation and BFC Colleges Council offer support to students through its BA and MA Scholarships, links with industry through Design Competitions and Graduate Preview Days.

#### Social Media Handles

Instagram @charlotte\_olympia Twitter @charlottes\_web Facebook charlotte-olympia

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#### Hashtags

#CharlotteOlympia #CharlotteOlympiaScholarship