

BRITISH FASHION COUNCIL

ROCK VAULT

PRESS RELEASE

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THE BRITISH FASHION COUNCIL ANNOUNCES NEW ROCK VAULT LINE-UP

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The British Fashion Council (BFC) is pleased to announce the six Rock Vault jewellers who will display their latest collections during London Fashion Week September 2016. The jewellers will showcase their work in an installation in the Designer Showrooms at Brewer Street Car Park.

For 2016/17 new recipients **Daou Jewellery** and **Frances Wadsworth Jones** join existing Rock Vault designers **COMPLETEDWORKS**, **Lily Kamper**, **Rachel Boston** and **Shimell and Madden**. This year **Ana de Costa**, **Beth Gilmour**, **Jacqueline Cullen**, **Ornella Iannuzzi**, **RUIFIER** and **Yunus and Eliza** all graduate from the initiative.

Previous Rock Vault recipients include: **Alice Cicolini**, **Fernado Jorge**, **Hannah Martin**, **Imogen Belfield**, **Jo Hayes Ward**, **Jordan Askill**, and **Tomasz Donocik**.

Curated by Stephen Webster MBE, this unique showcasing initiative was established by the British Fashion Council to nurture the creative fine jewellery talent based in the UK. It gives these designers the opportunity to further develop their businesses, as well as increasing their exposure to both UK and international media and retailers. For the past four years Stephen has taken the Rock Vault designers with him to showcase at the prestigious COUTURE Las Vegas show. Rock Vault designers have had great success at the show's coveted Design Awards, and this year Imogen Belfield and Tomasz Donocik were both winners.

Caroline Rush CBE, Chief Executive, British Fashion Council commented: *"The continued success of past and present Rock Vault designers both at home and abroad speaks to the achievement of this initiative. Under Stephen's guidance the Rock Vault initiative really nurtures the undeniable talent of each season's recipients. I'm confident that those designers graduating this September will continue to impress us, and I'm eager to shine a spotlight on the talents of our new and returning designers over London Fashion Week."*

Stephen Webster MBE commented: *"2015 saw the last of the founding designers of Rock Vault graduate. The five new designers gave press and buyers plenty to write about and to buy at this year's COUTURE show in Las Vegas and the show concluded with two of last year's graduate designers winning awards at the highly prestigious and competitive COUTURE awards. This year with just two places to fill from a total of 25 applicants, the panel spent the whole day inspecting and discussing each designer's presentation but the final decision was unanimous. The work of both Dalia Daou and Frances Wadsworth Jones is original, inspired and full of potential for great things ahead, contributing to the diversity and excitement now synonymous with Rock Vault."*

The Rock Vault selection panel is chaired by Stephen Webster MBE and comprises: **Anna Orsini**, British Fashion Council; **Carol Woolton**, British Vogue; **Caroline Broadhead**, Central Saint Martins; **Charlotte Whitehead**, British Fashion Council; **Hannah Almassi**, Who What Wear; **Jo Newton**, Fortnum and Mason; **Jos Skeates**, EC One; **Julie-Anne Dorff**, Harper's Bazaar; **Laura Muscat**, Rainbowwave; **Maia Adams**, Adorn Insight; **Maria Doulton**, The Jewellery Editor; **Matthew Waters**, M Agency; **Mia Fenwick**, Fenwick; **Michelle de Conto**, British Fashion Council; **Natalie Kingham**, Matches; **Ruby Chadwick**, Liberty; **Shaun Leane**, Shaun Leane and **Simon Longland**, Harrods.

– ENDS –

London Fashion Week runs 16th – 20th September 2016

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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, 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; 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 Fashion Awards.