

BRITISH
FASHION
COUNCIL
VOGUE

DESIGNER FASHION FUND

PRESS RELEASE
13th FEBRUARY 2020

BFC/VOGUE DESIGNER FASHION FUND 2020 SHORTLIST ANNOUNCED

Today British Fashion Council (BFC) announces the shortlisted designers for the BFC/Vogue Designer Fashion Fund 2020. This year's shortlist includes **Alighieri, Charles Jeffrey LOVERBOY, David Koma, Halpern, Metier** and **Rejina Pyo**.

Established in 2008, The Fund aims to discover new emerging talent and to accelerate business growth, aimed at supporting the creation of brands of the future. The winner receives a cash prize of £200,000 and benefits from a full mentoring programme for one year. The BFC/Vogue Designer Fashion Fund receives the generous support of British Vogue, Burberry, Label/MIX, Rodial and Paul Smith.

Applications are encouraged from all over the UK and is open to designer businesses that focus on womenswear and/or accessories, with a strong aesthetic and point of difference, with many applicants becoming known to the high-profile judging committee for the first time.

This year's judging committee is chaired by **Edward Enninful OBE**, Editor-in-Chief of British Vogue. The committee comprises of experts from across the fashion industry: **Caroline Rush CBE**, British Fashion Council; **Fran Summers**, Model; **Gemma Metheringham**, Label/Mix; **Lauren Indvik**, Financial Times; **Maria Hatzistefanis**, Rodial; **Natalie Kingham**, Matchesfashion.com; **Paul Smith CBE**, Paul Smith; **Rod Manley**, Burberry, **Sarah Harris**, British Vogue and **Sarah Mower MBE**, BFC Ambassador for Emerging Talent & Vogue Runway.

The application process encourages brands to think strategically about the Fund's core objective of accelerating business growth. All shortlisted designers will be enrolled in a full mentoring programme through the BFC's Business Development team, with access to entrepreneurs, donors and other industry experts who bring fresh insight to the commercial elements of the business, advising on areas such as accountancy, business strategy, retail channels, marketing, merchandising and international growth.

Edward Enninful OBE, Editor-in-Chief of British Vogue and Chair of the Fund Committee, said: *"The BFC Vogue Designer Fashion Fund continues to be a vital initiative within the UK fashion industry in discovering and supporting emerging talent. The shortlisted designers have all demonstrated immense skill and business acumen to date."*

Caroline Rush CBE, Chief Executive of the British Fashion Council, commented: *"Congratulations to all the shortlisted designers! It is a very exciting line-up which shows the breadth of talent we have here in the UK. Now more than ever, it is essential for our industry to help and mentor new talent who have the potential to become the next global fashion house and I am delighted that the Fund is able to do so for the 12th consecutive year."*

The shortlisted designers will be interviewed by the Fund Judging Committee this coming March with the winner announced in May.

WALES BONNER was the recipient of the 2019 BFC/Vogue Designer Fashion Fund. Previous winners include Christopher Kane, Erdem, Mary Katrantzou, Molly Goddard, Mother of Pearl, Nicholas Kirkwood, palmer//harding, Peter Pilotto and Sophia Webster.

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#DesignerFashionFund

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ABOUT BRITISH FSHION 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. BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes. BFC promotes British fashion and its influential role at home and abroad, helping British designer businesses develop their profiles and business globally. BFC Foundation (Registered Charity Number: 11852152) was created for charitable purposes and grant giving; attracting, developing and retaining talent through education and business mentoring. BFC Colleges Council offers support to students through BA and MA scholarships and links with industry through design competitions and Graduate Preview Day. Through grant-giving and business mentoring. BFC support designers through four talent identification and business support schemes: BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund, NEWGEN which includes womenswear, menswear and accessories, and BFC Fashion Trust, a charity supporting UK based designers. BFC showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMs and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

ABOUT BRITISH VOGUE

British Vogue has been the undisputed fashion bible for over 100 years. Under Edward Enninfu's editorship, British Vogue has celebrated diversity in all forms, including race, sexuality, age and social background. British Vogue represents the world in which we live in, whilst inspiring its readers with talent from the UK and around the world. British Vogue remains the cultural barometer placing fashion in the context of the larger world - how we dress, entertain, what we eat, listen to, watch; who leads us, excites us and inspires us. From its beginnings to today, three central principles have set British Vogue apart: a commitment to visual genius, an investment in storytelling, and a selective, optimistic editorial eye. British Vogue has a combined print and digital circulation of 192,212 (ABC January to June 2019); and unique users to the website which includes Vogue Video total 3,690,395 (Google Analytics October 2019 - December 2019). <https://www.vogue.co.uk/>