

BRITISH FASHION COUNCIL

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HEADONISM

PRESS RELEASE

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BRITISH FASHION COUNCIL ANNOUNCES SS16 HEADONISM DESIGNERS 2015 / 2016

The British Fashion Council (BFC) announces winners of **Headonism 2015**. This September, milliners new to the Headonism showcase are **Sophie Beale** and **Harvy Santos** who will join last year's recipients **Emma Yeo** and **Keely Hunter**.

BFC Headonism is curated by **Stephen Jones OBE** and celebrates and supports the UK's emerging talents in millinery.

**Stephen Jones OBE**, milliner and curator of Headonism commented: *"I am delighted that Harvy Santos and Sophie Beale are joining Headonism. They are both wonderful milliners, who have a very distinct view on what millinery should be and the talent with which to express it. Our Headonism stalwarts Emma Yeo and Keely Hunter are here creating unusual and avant-garde millinery and are London's finest."*

Originally from Brighton, **Emma Yeo** describes her marks collection as "contemporary sculptural headwear, tailored by technology and craft" and is stocked online with Love Hats ([www.en-gb.lovehats.com](http://www.en-gb.lovehats.com)) and Milan based boutique, Alan Journo ([www.alanjourn.com](http://www.alanjourn.com)). **@Emma\_Yeo**

Born in the Philippines, **Harvy Santos** describes his signatures as "fearless fashion with unique creations that are entirely handmade using traditional techniques." The label is stocked online at New York's Suzanne Couture Millinery ([www.suzannemillinery.com](http://www.suzannemillinery.com)). **@Harvy\_Santos**

London based Milliner **Keely Hunter** uses innovative techniques and unique materials to make hats that can only be described as wearable modernity. Her work can be found in stockists like The Eternal Headonist ([www.theeternalheadonist.com](http://www.theeternalheadonist.com)) Australia, The Refinery ([www.therefinery.com.hk](http://www.therefinery.com.hk)) Hong Kong and Kadewe ([www.kadewe.de](http://www.kadewe.de)) Germany. **@KeelyHunter**

British born milliner, **Sophie Beale** describes her creations as "Vibrant and captivating head pieces with a graceful delicacy". Beale graduated from London's Kensington and Chelsea College and has worked with a selection of iconic milliners such as Philip Treacy and Jane Taylor. Sophie Beale Millinery can be found in Fortnum and Mason ([www.fortnumandmason.com/](http://www.fortnumandmason.com/)) and Valery Demure online, ([www.valerydemure.com](http://www.valerydemure.com)). **@Hatface\_Beale**

**Caroline Rush CBE**, CEO of the British Fashion Council, commented: *"Headonism is the UK's leading platform to generate interest and promote Britain's most emerging millinery talent. The platform provides designers with the support, development and champion their unique design aesthetics. It has without a doubt become one of the must see collectives over London Fashion Week."*

The Headonism scheme has previously supported milliners such as **Awon Golding**, **Lizzie McQuade**, **Noel Stewart**, **Piers Atkinson** and **William Chambers**.

Headonism launched in 2009. The initiative offers mentoring by renowned milliner Stephen Jones OBE and showcasing opportunities with installations at London Fashion Week.

- ENDS -

**The Designer Showrooms at London Fashion Week will run from 18<sup>th</sup> – 22<sup>nd</sup> September 2015**

For more information please visit [www.britishfashioncouncil.com/headonism](http://www.britishfashioncouncil.com/headonism)

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