

BRITISH
FASHION
COUNCIL
VOGUE

DESIGNER FASHION FUND

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PRESS RELEASE

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EPISODE TWO OF THE DESIGNER FASHION FUND SERIES RELEASED

[Watch the episode here and meet the 2016 BFC/Vogue Designer Fashion Fund shortlist](#)

The BFC/Vogue Designer Fashion Fund provides one designer with a bespoke, high level mentoring support programme over a twelve month period, as well as a £200,000 grant to provide the necessary infrastructure to take them to the next stage in its business. The 2016 shortlist is:

Emilia Wickstead | Mother of Pearl | Osman | Prism | Sophia Webster

The nominated designers are selected by the Fund Judging Committee and have all been chosen for their potential to develop into a global designer brand. Chaired by **Alexandra Shulman OBE**, Editor of British Vogue, the committee comprises of experts from across the fashion industry: **Caroline Rush CBE**, British Fashion Council; **Ian Lewis**, Harrys of London Limited; **Joan Burstein CBE**, Browns; **Lisa Armstrong**, The Daily Telegraph; **Mary Homer**, Topshop; **Samantha Cameron**, British Fashion Council Ambassador; **Sarah Manley**, Burberry; **Susanne Tide-Frater**, Farfetch/Victoria Beckham; and **Victoria Beckham**.

Alexandra Shulman OBE, Editor of British Vogue and Chair of the Fund Committee, said about the shortlist: *"This is an inspiring shortlist because of its diversity. It's a great representation of the spread of British fashion designers and all the contenders have huge strengths to their creative visions."*

Caroline Rush CBE, Chief Executive of the British Fashion Council, commented, *"We have been impressed by this year's shortlist. These brands represent the best of London's fashion talent as well as showing impressive business acumen. These designers all have the potential to become Britain's next generation of global fashion brands."*

To coincide with the announcement, Harrods will be dedicating one of its world famous windows to the five shortlisted designers. This will be unveiled on the 19th January and will run for two weeks.

Previous winners of the BFC/Vogue Designer Fashion Fund include **Christopher Kane**, **Erdem**, **Mary Katrantzou**, **Nicholas Kirkwood** and **Peter Pilotto**.

The BFC/Vogue Designer Fashion Fund is proudly supported by **British Vogue, Burberry, Harrods, Paul Smith and Topshop.**

This year the BFC has once again created an exclusive online video series, *Designer Fashion Fund*, which follows the application process, designer journeys and interviews with the judging panel. The episodes will be published over the course of 2016 and can be viewed at youtube.com/BritishFashionTV and vogue.co.uk.

The winner of the award will be announced Tuesday 22nd March 2016.

The BFC would also like to thank M•A•C, The Office Group, The Shard and TONI&GUY.

Image credit: (L-R) *Osman Yousefzada, Osman; Amy Powney, Mother of Pearl; Emilia Wickstead; Sophia Webster; and Anna Laub, Prism (Shaun James Cox, British Fashion Council)*

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#DesignerFashionFund

For British Fashion Council press enquiries please contact:
Will Iron: will.iron@britishfashioncouncil.com | +44 (0) 207 759 1968

ABOUT 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 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 British Fashion Awards.

ABOUT BRITISH VOGUE

In 2016, Vogue celebrates 100 years as the undisputed fashion bible in Britain. Vogue is the cultural barometer placing fashion in the context of the larger world we live in – 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 Vogue apart: a commitment to visual genius, an investment in storytelling, and a selective, optimistic editorial eye. Vogue has a combined print and digital circulation of 200,058 (ABC Jan-Jun 2015); readership is 1,204,000 (NRS Jan-Jun 2015); and unique users to the website total 2,220,656 (Google analytics Aug-Oct 2015). In addition to the print and digital edition and the website including Vogue video, the media brand holds an annual Vogue Festival in central London.