

BRITISH  
FASHION  
COUNCIL  
VOGUE

# DESIGNER FASHION FUND

## PRESS RELEASE

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### APPLY NOW FOR FASHION'S BIGGEST PRIZE: BFC/VOGUE DESIGNER FASHION FUND 2016

The British Fashion Council today opens applications for the BFC/Vogue Designer Fashion Fund 2016 and changes the application process. Established in 2008, The Fund aims to discover new talent and accelerate the rise of the next big star of British fashion design. The winner will receive a bespoke, high level mentoring support programme over a twelve month period, as well as a £200,000 grant to provide necessary infrastructure to propel them to the next stage in their business.

The application process for 2016 has been revised and now includes a two-step process. All designers are invited to apply by completing the online form no later than 7<sup>th</sup> August 2015. These will be reviewed by a judging committee chaired by British Vogue Editor Alexandra Shulman alongside industry experts and funding representatives who will select a shortlist. These shortlisted designers will be invited to submit their five year business plan focusing on areas for growth and how the prize money will help develop their business into a global brand. Shortlisted applicants will be invited for an interview, with the winner announced in March 2016. Designers eligible for the scheme must be based in the UK, with both domestic and international stockists and support from key media in the UK and internationally. The winner must demonstrate a clear vision for their business and how the Fund will contribute to their growth, with a focus on creating a global brand.

Alexandra Shulman commented "British fashion is in a better state than ever before and we're pleased that this award has been a part of its success. This year we are all hoping to see a record number of applicants. We want to encourage the widest range of designers possible to apply and gain the advantages of being chosen for our prestigious shortlist."

The Designer Fashion Fund series which was established in 2015 will return later this year to document the application process, including interviews with the judging panel, previous winners and the shortlisted designers. The first episode of the second series will be aired exclusively on the BFC website and Vogue.co.uk in December 2015.

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

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

For more information and to download an online registration form please visit

[www.britishfashioncouncil.com/designerfashionfund](http://www.britishfashioncouncil.com/designerfashionfund)

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**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 Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, 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/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear Fund supported by Vertu; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives include London Fashion Week, London Collections Men, LONDON show ROOMS, International Fashion Showcase, the annual celebration of excellence in the fashion industry: the British Fashion Awards and London's biggest pop-up, London Fashion Weekend.

**ABOUT BRITISH VOGUE:**

*Vogue* is the fashion bible. Published by Condé Nast, circulation of the magazine stands at 200,141 (ABC July-Dec 2014) with readership of 1,148,000 (NRS Jan-June 2014) and [vogue.co.uk](http://vogue.co.uk) has 2,277,570 unique users (Google analytics Feb -Apr 2015). British *Vogue* is also the host of the *Vogue* Festival, an annual event giving readers the opportunity to see and hear some of the world's greatest fashion talent, as well as engaging in workshops, makeovers and debates.