

BRITISH
FASHION
COUNCIL
VOGUE

DESIGNER FASHION FUND

MEDIA ALERT

15th January 2019

BFC/VOGUE DESIGNER FASHION FUND ANNOUNCES APPLICATIONS ARE OPEN FOR 2019

The British Fashion Council is delighted to announce that applications are now open for the **BFC/Vogue Designer Fashion Fund 2019**. Established in 2008, The Fund aims to discover new talent and accelerate growth over a twelve-month period through mentoring and awarding a cash prize of £200,000.

The BFC/Vogue Designer Fashion Fund receives the generous support of British Vogue, Burberry, JD.com Inc., Label/Mix, Paul Smith, Rodial and TOPSHOP.

Applications are strongly encouraged from all over the UK; the application process encourages brands to think strategically about the Fund's core objective of business growth. All shortlisted designers will receive a full mentoring programme through the BFC's business support team, with access to funders and industry experts. For the 11th year the Fund will award one winner and help bring new knowledge to designer businesses and the finance to put towards a full time or consultant team member but also to advise on areas such as accountancy, merchandising, business strategy, international growth, retail and e-commerce.

Edward Enninful OBE, Editor-in-Chief British Vogue and Chair of the Fund Committee, said: *"The BFC/Vogue Designer Fashion Fund is a hugely important initiative and I am thrilled to open applications for 2019. This award highlights the diverse and inspirational design talent we foster in the UK, and I'm excited to see who will impress us as we move forward."*

Caroline Rush CBE, Chief Executive British Fashion Council, commented: *"We are thrilled to open applications for the 2019 BFC/Vogue Designer Fashion Fund. It is incredible to see the work of the applicants year after year, demonstrating the depth and breadth of the talent we have in the UK. The Fund provides a huge opportunity for both the shortlisted designers and the winner to gain invaluable knowledge and experience from our expert mentors and incredible monetary investment to grow and develop their brand on a global stage."*

Applicants need to be over three years in business, based in the UK and their collection should consist of womenswear and/or womenswear accessories. Applicants should have both UK and international stockists and should be able to demonstrate support from media. Applicants should be able to demonstrate to the judging panel a clear vision on how The Fund will contribute to the growth of their business. Full details on eligibility for The Fund can be found [here](#).

Applications for The Fund will close on 7th February 2019.

The 2018 BFC/Vogue Designer Fashion Fund was won by Molly Goddard and previous winners of the BFC/Vogue Designer Fashion Fund include, Christopher Kane, Erdem, Mary Katrantzou, Mother of Pearl, palmer//harding, Peter Pilotto, Sophia Webster.

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For British Fashion Council press enquires please contact:

Michalis Zodiatis: Michalis.zodiatis@britishfashioncouncil.com | +44 (0) 207 759 1989

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 BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

British Vogue has been the undisputed fashion bible for over 100 years. Under Edward Enninful'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 192,112 (ABC Jan-June 2018); readership of 1,906,000 (PAMCO Apr'17- Mar'18); and unique users to the website which includes Vogue Video total 3,130,260 (Google Analytics Sept-Nov 2018). <https://www.vogue.co.uk/>