

BRITISH
FASHION
COUNCIL
VOGUE

DESIGNER FASHION FUND

PRESS RELEASE

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WINNER OF 2019 BFC/VOGUE DESIGNER FASHION FUND ANNOUNCED

Download event imagery here: <https://we.tl/t-J1IGhhbcdC>

Today, The British Fashion Council (BFC) announced **WALES BONNER** as the winner of this year's BFC/Vogue Designer Fashion Fund at an intimate lunch hosted at The Conduit. The Fund was established in 2008 and provides one designer with a bespoke, high level mentoring support programme over a twelve-month period; as well as a £200,000 cash prize to provide necessary infrastructure to take them to the next stage in their business.

Edward Enninful OBE, Editor-in-Chief of British Vogue and Chair of the Fund Committee said: *"Grace is a huge creative talent and her label WALES BONNER has a unique vision, which really relates to the now. Her diverse perspective and boundary breaking design is what we need more of within the industry. I look forward to seeing how this support propels her further."*

A.W.A.K.E MODE, Alighieri, Charles Jeffrey LOVERBOY, David Koma, Neous, Rejina Pyo and Wales Bonner were all shortlisted for the 2019 prize and were invited to present their collections and business plan to the panel. All shortlisted designers receive a full mentoring programme through the BFC's Business Support team, with access to funders and industry experts which this year included a roundtable hosted by Sir Paul Smith. Award-winning law firm Mishcon de Reya is providing pro-bono legal advice to the finalists and winner.

Chaired by **Edward Enninful OBE**, Editor-in-Chief of British Vogue, the judging committee was made up of representatives from businesses who support the Fund and industry experts: **Caroline Rush CBE**, British Fashion Council; **Erdem Moralioglu**, ERDEM; **Gemma Metheringham**, LABEL/MIX; **Harlan Bratcher**, JD.com, Inc., **Jo Ellison**, Financial Times, **Maria Hatzistefanis**, Rodial; **Rod Manley**, Burberry; **Sarah Mower MBE**, BFC Ambassador for Emerging Talent & Vogue Runway; **Paul Price**, Topshop and **Xia Ding**, JD.com, Inc.

Caroline Rush CBE, Chief Executive, British Fashion Council, commented: *"Congratulations to all the shortlisted designers and particularly Grace Wales Bonner on receiving this year's BFC/Vogue Designer Fashion Fund. Wales Bonner is one of the most promising creatives in the world of fashion right now. Her hard work and uncompromising vision have turned her label into an internationally acclaimed British brand and encouraged*

the rise of a new wave of young British creatives behind her. The judging panel was impressed by her exceptional talent for storytelling and craftsmanship and we look forward to seeing her grow.”

The BFC/Vogue Designer Fashion Fund is proudly supported by British Vogue, Burberry, JD.com, Inc., Label/Mix, Paul Smith, Rodial and Topshop.

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

The BFC/Vogue Designer Fashion Fund is part of the BFC’s business support initiatives aimed at supporting British designers and businesses from school level to emerging talent and future fashion start-ups through to new establishment and global brands.

The 2019 BFC/Vogue Designer Fashion Fund winner will receive a print by fashion artist David Downton.

Mishcon de Reya support the BFC/Vogue Designer Fashion Fund shortlisted designers and winner through pro-bono legal services. With thanks to Farfetch, Google, Launchmetrics and the rest of our Fashion Business Network.

-ENDS-

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#DesignerFashionFund

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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 3,190,489 (Google Analytics Nov 2018 – Jan 2019).

<https://www.vogue.co.uk/>