

BRITISH
FASHION
COUNCIL

TOPSHOP
TOPMAN

PRESS RELEASE

20th May 2015

TOPSHOP AND TOPMAN ANNOUNCE WINNERS OF THE GRADUATE DESIGN PROGRAMME IN PARTNERSHIP WITH THE BFC COLLEGES COUNCIL

The British Fashion Council (BFC), TOPSHOP and TOPMAN are delighted to announce two winners of the Graduate Design Programme, the latest initiative supporting graduate talent, pioneered as a joint venture in partnership with the BFC Colleges Council.

The winners of the inaugural awards are Jessica Herndlhofer, from Huddersfield University who has won the TOPSHOP prize and Jonathan Douglas, from Glasgow School of Art who has won the TOPMAN prize.

The **Graduate Design Programme** offers the two students a prestigious 12 month paid internship at TOPSHOP and TOPMAN respectively. This is the third year TOPSHOP and TOPMAN have partnered with the British Fashion Council on a Graduate initiative and reinforces their on-going support of emerging talent.

Students were invited to submit a minimum of one mood board that demonstrates strong commercial awareness and understanding of the TOPSHOP or TOPMAN customer. From this mood board, applicants designed a 15 piece capsule collection that fully encapsulates their theme, showing key silhouettes, fabrics and colour choices.

A selection committee comprised of TOPSHOP or TOPMAN representatives invited applicants to a judging meeting to talk through their design project. The calibre of work was extremely high and a lengthy decision process was involved before the final decision on the winner was reached.

Jacqui Markham, Design Director of TOPSHOP, said *"TOPSHOP is extremely proud to help develop and nurture young British designers by partnering with the British Fashion Council on The Graduate Design Programme for a third year running. Through this and our support of the NEWGEN initiative, TOPSHOP is looking to the future of fashion and emerging design talent - we look forward to welcoming them to our team."*

Gordon Richardson, Creative Director of TOPMAN, said *"Topman has now been supporting emerging talent for over 10 years and is excited to be helping a new generation of talented designers start their careers through this initiative for the second year running as an integral part of the in-house Topman design team."*

The winners were selected by a judging committee which included Melanie Rowson, TOPSHOP; Holly Wright, TOPSHOP; Mo Riach, TOPSHOP; Nick Eley, TOPMAN and Susan Hewett, TOPMAN.

**For more information, please visit www.britishfashioncouncil.com/collegescouncil
For TOPSHOP and TOPMAN enquiries, contact:**

For TOPSHOP and TOPMAN enquiries, contact:

Anna Cunningham / Kelly Reed
Anna.Cunningham@topshop.com / alex.baker@topman.com

For BFC press enquiries, contact:

Sophie McElligott, +44(0)20 7759 1986,
sophie.mcelligott@britishfashioncouncil.com

Editor's Notes

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 BFC Fashion Film sponsored by River Island; BFC Headonism; BFC Rock Vault; BFC/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear Fund; Estethica; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, London Collections, LONDON show ROOMS; International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards