

BRITISH FASHION COUNCIL
COLLEGES
COUNCIL

PRESS RELEASE

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**PRINGLE OF SCOTLAND AND THE BRITISH FASHION COUNCIL'S
COLLEGES COUNCIL ANNOUNCE DESIGN COMPETITION WINNER**

Pringle of Scotland and the British Fashion Council (BFC) today announce Jemma Louise Page from the University of Northumbria as the winner of the Pringle Design Competition in association with the BFC's Colleges Council. Jemma Louise Page will receive a £1,000 cash prize as well as a paid six month design placement with Pringle, post graduation, giving her the opportunity to work alongside Pringle's Creative Director, Clare Waight Keller.

BFC's Colleges Council member colleges were invited to nominate students to submit portfolios including knitted swatches and illustrations for six outfits for either a womenswear or menswear capsule collection. The shortlisted students were invited for an interview with the panel based on their submitted portfolio. The judging panel included Anne Tyrrell, Chair of the BFC Colleges Council; Caroline Rush, CEO (Joint), BFC; Clare Waight Keller, Pringle; Sarah Mower, BFC Ambassador for Emerging Talent and contributor to Style.com/Vogue US and Anne Marie Curtis, Deputy Editor, Elle.

Jemma Louise impressed the judges with her research, design ability and understanding of both Pringle of Scotland's heritage and its positioning as a contemporary, luxury brand. Claire Waight Keller, Creative Director, Pringle of Scotland commented, "Jemma really stood out amongst all the candidates, with her passion, enthusiasm and her body of very beautiful and exciting ideas which

captured the spirit of Pringle of Scotland. I am really looking forward to her joining the team this summer.”

Winner Jemma Louise Page commented *"I am thrilled to be the winner of the Pringle Design Competition and I would like to thank the BFC and Pringle of Scotland for this incredible opportunity. The prize will not only help me develop my design knowledge and skills but the hands on experience at the Pringle of Scotland design studio will be an incredible insight into all design aspects of one of the best brands in the industry."*

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For more information about the British Fashion Council's Colleges Council and its design competitions please contact Marcos Eleftheriou, British Fashion Council +44 (0) 20 7759 1999 / marcos@britishfashioncouncil.com

Notes to Editor:

1. **Biography of winner:** Jemma Louise Page is a 22 year old graduate from Middlesbrough. After studying for a National Diploma in Art and Design at Cleveland College of Art and Design, she is currently studying for a BA at Northumbria University. Jemma has undertaken placements at Rubecksen Yamanaka, Conde Nast Publications and at Tapestry, a knitwear supplier to high street stores whilst studying.
2. The **British Fashion Council** is a not for profit limited company set up in 1983 to promote British Fashion and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events.
3. **BFC Colleges Council** background; now in its 18th year, the BFC Colleges Council aims to develop links between Britain's top fashion colleges and the industry. 33 Colleges are members of the BFC Colleges Council, to see a full college listing please visit www.britishfashioncouncil.com

4. **The prize** to the winner is a 6 month project with Pringle with £9,500 paid over the six months + £1000 cash prize.