



PRESS RELEASE

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BFC ANNOUNCES SHORTLIST FOR THE BFC / VOGUE DESIGNER FASHION FUND 2011

The British Fashion Council (BFC) today announced the shortlist for the BFC/Vogue Designer Fashion Fund. The shortlisted designers represent the best developing British Womenswear, Menswear and Accessories labels. The shortlisted designers; Charlotte Olympia, Christopher Kane, E. Tautz, Jonathan Saunders, Nicholas Kirkwood, OSMAN, Peter Pilotto and Richard Nicoll, have all been identified as labels with potential for significant international growth.

The eight shortlisted designers have been invited to present their collections and future plans to the judging panel chaired by Alexandra Shulman, Editor of British Vogue, comprising industry experts and Fund sponsors.

The Fund, now in its second year, will provide one British based designer with £200,000 as well as a bespoke, high level mentoring support programme. All seven runners-up will also be allocated a mentor through the Fund. British Vogue will document the judging process and announce the winner in its March 2011 issue.

In order to be eligible for this scheme, designers must have an established business, must be based in the UK, as well as having UK and international stockists and support from key media both UK and internationally. The winner will demonstrate a clear vision for their business and how the Fund will contribute to their growth and their infrastructure, with a focus on creating a strong international brand.

The Fund was launched by BFC Chairman Harold Tillman in September 2008 as a legacy project for the BFC's 25th anniversary celebrations. The aim of The Fund is to assist talented British designers with the potential for commercial growth to start making the transition from a developing creative business to a global fashion brand.

The BFC/Vogue Designer Fashion Fund is supported by: Burberry, Clothing at Tesco, Debenhams, Harrods, House of Fraser, HSBC, Jaeger & Aquascutum, LF Europe, Marks &

Spencer, Paul Smith, TONI&GUY, TOPSHOP, VOGUE and Westfield Shopping Towns.

BFC Chairman, Harold Tillman, commented *“The British Fashion Council’s Vogue Designer Fashion Fund offers incredibly talented British designers an unparalleled opportunity. The high level financial support and bespoke mentoring package will play a pivotal role in developing the winning designer business on an international platform. We’re very proud to be able to offer our promising designers this support and I would like to take this opportunity to thank all of our funders.”*

Alexandra Shulman, Editor of British Vogue, said *“It is very exciting to be in our second year of the Fund and to be providing such tangible help to this extremely impressive shortlist of British designers”*

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For press enquiries regarding the British Fashion Council and the BFC/Vogue Designer Fashion Fund please contact:

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Editors notes:

- The winner of the inaugural BFC/Vogue Designer Fashion was Erdem.
- The British Fashion Council (BFC) was set up in 1983 to promote British fashion and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events.
- London Fashion Week is organised by the British Fashion Council.