

BRITISH FASHION COUNCIL COLLEGES COUNCIL

PRESS RELEASE

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THE BRITISH FASHION COUNCIL ANNOUNCES THE 2011 WINNERS OF THE BFC COLLEGES COUNCIL GRADUATE PREVIEW DAY

The British Fashion Council (BFC) today announces the winners of the BFC Colleges Council Graduate Preview Day Awards.

The **'Fashion Monitor Colleges Portfolio Award'** in association with the BFC goes to Univeristy of Salford; The **'WGSN Digital Presentation Award'** in association with the BFC goes to London College of Fashion; The **'BFC Fashion Illustration Award'** in association with Fashion Monitor goes to De Montfort University.

The 27 exhibiting colleges submitted portfolios to be judged by a panel of industry experts. The judging panel, headed by Chair of the Colleges Council Anne Tyrrell, also included Hannah White, Editor of Fashion Monitor; Laretta Roberts, Digital Development Director of WGSN; Nick Chalkley, General Merchandise Manager of Harrods and Caroline Burstein, Creative Director of Browns.

"It has been incredibly exciting to see representatives from such influential and important companies such as *Harrods, Browns, Vogue Italia, Nicole Farhi, Selfridges, Vogue UK, Warehouse, Marks and Spencer, Max Mara, Maria Luisa, Aquascutum, Love Magazine, Another Magazine and Debenhams* attending the preview day. The work on display is second to none and really showcases the amazing talent the UK colleges have to offer" said Anne Tyrrell, Chair of the Colleges Council.

Caroline Rush, Chief Executive of the British Fashion Council, said "Graduate Preview Day is such an important day for both the colleges and the industry. It gives the design teams of our British retailers and designers a chance to see the talent which is entering the industry later in the year".

University of Salford, winner of the Fashion Monitor Colleges Portfolio Award, will win two one year subscriptions for their best students to Fashion Monitor, the industry's leading provider of contacts, news and events. The judging panel felt their entry demonstrated the best overall presentation of the students' work. Hannah White, Fashion Monitor Editor, commented, "This is the first year Fashion Monitor is supporting Graduate Preview Day and this award; it is really exciting and encouing to see students being given such great exposure to the industry. Salford's portfolio really stood out to the panel, it was detailed, professional and creative".

The WGSN Digital Presentation Award recognises the increasing relevance of integrating fashion and technology. Won by London College of Fashion, the judging panel agreed they demonstrated the best use of a digital medium to reach new audiences and present their collections.

The winner of the BFC Fashion Illustration Award in association with Fashion Monitor, De Montfort University, will also win two one year subscriptions which will allow the graduating students access to key industry contacts, something which is invaluable for breaking into the industry.

Those highly commended for the Fashion Monitor College Portfolio Award were Edinburgh College of Art and Ravensbourne College of Design and Communication.

The BFC Colleges Council Graduate Preview Day is organised by the British Fashion Council to foster relationships between graduates and industry. The annual event brings together industry insiders from media, recruitment, retail, design, manufacturing, sales, marketing and PR to preview the work of graduating students who will be entering the job market later in the year. This year the Graduate Preview Day was held at The Mayfair Hotel.

For further information about the Colleges Council please visit

www.britishfashioncouncil.com/collegescouncil

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Editors notes:

1. 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 the BFC/Elle Talent Launch Pad; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward sponsored by Coutts & Co; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives include London Fashion Week, LONDON show ROOMS, the BFC/Harper's Bazaar Fashion Arts Foundation and the annual celebration of excellence in the fashion industry, the British Fashion Awards.

2. **2010 Winners**

The 'Drapers College Portfolio Award' in association with the BFC went to the University of Salford.

The 'WGSN Digital Presentation Award' in association with the BFC went to London College of Fashion.

The 'BFC Fashion Illustration Award' in association with Drapers went to Kingston University.

3. **Colleges Council – Background**

Now in its 17th 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. **BFC Colleges Council Graduate Preview Day**

Since its inception in 1993, the Graduate Preview Day event has proved very popular with designers, manufacturers, retailers and members of the press.

5. **Participating Colleges**

There were 27 participating graduate colleges in the Graduate Preview Day:

Arts University College at Bournemouth, Bath Spa University, Birmingham City University, Buckinghamshire New University, De Montfort University, Edinburgh College of Art, Kingston University, Liverpool John Moores University, London College of Fashion BA, London College of Fashion MA, Manchester School of Art (formerly MMU), Middlesex University, Northbrooke College Sussex, Nottingham Trent University, Ravensbourne College of Design and Communications, Royal College of Art, Thames Valley University, The University of Northampton, University College for the Creative Arts Rochester, University of Brighton, University of Huddersfield, University of Leeds, University of Northumbria, University of Salford, University of the West of England, University of Wales, Newport, University of Westminster.

6. **Member Colleges**

There are 33 member colleges of the Colleges Council:

Arts Institute at Bournemouth, Bath Spa University, Birmingham City University, Bucks New University, Central Saint Martins, De Montfort University, Doncaster College, Edinburgh College of Art, Glasgow School of Art, Heriot-Watt University, Kingston University, Liverpool John Moores University, London College of Fashion, Manchester School of Art, Nottingham Trent University, Plymouth College of Art, Ravensbourne College of Design and Communication, Royal College of Art, Thames Valley University, University for the Creative Arts, Epsom, University for the Creative Arts, Rochester, University of Brighton, University of Derby, University of East London, University of Huddersfield, University of Leeds, The University of Northampton, Northumbria University, University of Salford, University of the West of England, University of Wales, Newport, University of Westminster, Wiltshire College of Salisbury.