

BRITISH FASHION COUNCIL COLLEGES COUNCIL

PRESS RELEASE
4TH MAY 2012

GRADUATE PREVIEW DAY AWARD WINNERS ANNOUNCED

The **'Fashion Monitor Colleges Portfolio Award'** in association with the BFC goes to Royal College of Art

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 University of Westminster

Salford University received a special mention from the judging panel for the level of visual representation and styling they demonstrated.

The annual Graduate Preview Day saw 25 colleges from around the UK attend and showcase the portfolios of their graduating students. Their work was reviewed by a judging panel of industry experts headed by Chair of the Colleges Council Anne Tyrrell, and included Adam Kelly, Selfridges; Hannah White, Fashion Monitor; Jacqui Ma, WGSN and Marios Schwab.

"The calibre of this year's portfolios has been excellent and demonstrates the breadth of talent of both the students and the colleges. The contacts the colleges gain from the day are extremely beneficial to their graduates and we've seen an incredible attendance here today, with representatives from Abercrombie & Fitch, Burberry, Alfred Dunhill, Harrods, Paul Costelloe, Matches, Max Mara and Topshop" said Anne Tyrrell, Chair of the Colleges Council.

Caroline Rush, CEO of the British Fashion Council, said, "Graduate Preview Day is an exceptional showcase of work from this year's graduating students. It's a unique opportunity for British designers, retailers and industry experts to see the portfolio's first hand and get a taste of the upcoming talent that will be entering the industry."

Royal College of Art, 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 second year we've been involved with the initiative and it's really great to see how the students work has progressed. We felt the Royal College of Art demonstrated a really strong, well rounded body of work and the individual styles of the students shone through."

The WGSN Digital Presentation Award recognises the increasing relevance of integrating fashion and technology and was won by London College of Fashion.

The winner of the BFC Fashion Illustration Award in association with Fashion Monitor, University of Westminster, 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.

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 more information please visit www.britishfashioncouncil.com/collegescouncil

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Editors 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 the BFC/Elle Talent Launch Pad; BFC Fashion On Film sponsored by River Island; BFC Rock Vault sponsored by International Palladium Board; BFC/Vogue Designer Fashion Fund; Esthetica; Fashion Forward; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards.

2011 Winners:

The 'Fashion Monitor Colleges Portfolio Award' in association with the BFC went to 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 Fashion Monitor went to De Montfort University.

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

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.

Participating Colleges

There were 25 participating graduate colleges in the Graduate Preview Day:

Arts University College at Bournemouth, Bath Spa University, Birmingham City University, De Montfort University, Edinburgh College of Art, Kingston University, Liverpool John Moores University, London College of Fashion, Manchester School of Art, Northbrook College Sussex, Nottingham Trent University, Royal College of Art, University for the Creative Arts, Epsom, University for the Creative Arts, Rochester, University of Brighton, University of Huddersfield, University of Leeds, Northumbria University, University of Northampton, University of Salford, University of Wales, Newport, University of West London, University of Westminster and Winchester School of Art

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, 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 Salisbury.