

BRITISH FASHION COUNCIL  
ROCK VAULT



## **PRESS RELEASE**

**1<sup>st</sup> August 2012**

### **BFC AND INTERNATIONAL PALLADIUM BOARD ANNOUNCE THE ROCK VAULT DOZEN**

The British Fashion Council (BFC) today announce the Rock Vault Dozen, a new collaboration that will see twelve jewellers invited to design a ring created from up to an ounce of the precious metal, Palladium. These rings will be showcased in a dedicated exhibit as part of the BFC's Rock Vault, sponsored by the International Palladium Board and curated by Stephen Webster, during London Fashion Week (LFW), September 2012.

The designers brand selected to take part in this unique showcase are Alexandra Jefford, Fernando Jorge, Hannah Martin, Hillier, Husam El Odeh, Imogen Belfield, Jo Hayes Ward, Jordan Askill, Melanie Georgacopoulos, Sophie Bille Brahe and Tomasz Donocik and Yunus and Eliza.

The BFC Rock Vault is a unique showcasing initiative developed by the BFC to nurture the creative, fine jewellery talent based in London and to give designers the opportunity to further develop their businesses and increase exposure amongst UK and International media and retailers. It was launched at LFW in February 2012.

Stephen Webster comments, "The Rock Vault Dozen is the first incentive illustrating how this extraordinary platform for emerging, British-based jewellery talent can embrace and collaborate with the ever changing economics of the industry. Palladium, an ancient metal with newly acquired precious status, therefore new to many, is introduced to the consumer through the creative genius of the designers within Rock Vault. BFC, the panel and the International Palladium Board are very excited by the exceptional level of creativity generated by the RVD and look forward to the unveiling during the upcoming LFW."

Brad Mills, Chairman of IPB, comments, "The IPB is proud to sponsor the Rock Vault for its second season. This partnership with the BFC and collaboration with the talented designers involved in the exhibition provides the perfect platform to introduce palladium as the contemporary precious metal of the future".

The jewellers are selected and invited to showcase their collections with-in the Rock Vault by a panel chaired by Stephen Webster and comprising of Alexandra Stylianidis, Head of Buying and Accessories, Liberty; Anna Orsini, British Fashion Council; Caroline Broadhead, Fine Jewellery Programme Director, Central Saint Martins; Carol Woolton, Jewellery Editor, Vogue UK; Catherine Nieto, Grazia Fashion and Accessories Editor; Françoise Tessier, Browns Fine Jewellery Buyer; Jos Skeates, Founder and Director, EOne; Katie Bain, British Fashion Council; Lara Bohinc, Designer and Cartier Consultant; Liane Wiggins, Matches Head Buyer; Lyuba Galkina, Marketing and Communications Consultant, International Palladium Board; Maia Adams, Adorn London Founder; Maria Lemos, Rainbowwave Director and Founder; Min Lee, Fine Jewellery Buyer, Net-a-Porter; Rachel Duffy, Buying Manager for Ladies Accessories, Selfridges.

The International Palladium Board is also working with Jordan Askill, Fernando Jorge and Hannah Martin who will create capsule collections made from Palladium. Their collections will showcase the metals properties of lightness and strength, resulting in uniquely crafted jewellery pieces for Spring Summer 2013.

For more information please visit [www.britishfashioncouncil.com/rockvault](http://www.britishfashioncouncil.com/rockvault).

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### 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 the BFC/Elle Talent Launch Pad; BFC Fash/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.
- Designers eligible for 'BFC Rock Vault' should be based in the UK with an existing business of less than 8 years. They should be innovative fine jewellers working with precious metals and/or precious stones with experience in production and sales and with a minimum of four stockists
- London Fashion Week is organised by the British Fashion Council.
- The BFC Rock Vault showcase is sponsored by International Palladium Board (IPB). Palladium is the contemporary precious metal which is naturally white for a lifetime.
- **The International Palladium Board (IPB)** is dedicated to establishing Palladium as the contemporary precious metal of the future. Palladium is a beautiful lustrous white metal, desired by jewellery designers and owners for its unique features – rarity, lightness and strength. In 2009 Palladium became the most recent precious metal to be hallmarked.

