

BRITISH FASHION COUNCIL
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**LONDON
FASHION
WEEK**

14-18 SEPTEMBER 2012

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PRESS RELEASE
11TH SEPTEMBER 2012

**BFC ANNOUNCE WINNER OF ESTETHICA / VEOLIA RE-SOURCE COMPETITION WITH
CENTRAL SAINT MARTINS**

The British Fashion Council (BFC) today announces Liora Lasselle is the winner of the Estethica / Veolia Re-Source competition with Central Saint Martins (CSM). This new collaboration between Estethica, the BFC's initiative for sustainable fashion and Veolia Environmental Services, the UK's leading recycling and waste management company aims to identify and nurture a CSM student to develop creative and sustainable solutions in fashion.

Liora Lasselle, a CSM 2012 BA graduate, will create an upcycled capsule collection supported by a mentoring programme sponsored by Veolia. The competition prize will allow Liora to develop, source, produce and promote her collection which will be unveiled at London Fashion Week February 2013.

Twelve Central Saint Martins BA Graduates participated resulting in three finalists. Liora was the deciding winner after the panel agreed her collection was innovative, experimental and embraced a new sustainable aesthetic.

The panel comprises of Bel Jacobs, Metro; Christine de Leon, Huffington Post; Jessica Brinton, Sunday Times Style and Estethica Review; Kate Carter, Guardian.co.uk; Orsola de Castro, From Somewhere and Reclaim to Wear; Simone Looi, Veolia Environmental Services; Anna Orsini and Barbara Grisipini, BFC.

Liora will receive Reclaim to Wear mentoring by Orsola de Castro, who will also coordinate further mentoring by leading upcycling designers.

Caroline Rush, CEO of the BFC commented, "Since its debut in 2006 Estethica has played a vital role in raising awareness and standards in

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positive fashion, and providing a supporting platform for designers to develop sustainable solutions. We are delighted to be collaborating with Veolia on this competition and I am very much looking forward to seeing Liora's debut collection at London Fashion week in February next year."

Kevin Hurst, Director of Marketing and Communications for Veolia Environmental Services said, "The UK is at the forefront of the latest sustainable trends in fashion and we believe the Re-Source competition will give Liora a fantastic opportunity to take upcycling to a new level. We are proud to be working together with the British Fashion Council's ethical initiative Estethica to launch this competition with Central Saint Martins College and turn waste into not just a resource but the latest designer collection."

For further information go to www.britishfashioncouncil.com/estethica

-The End-

For press enquiries please contact:

Kimberly Carroll, Senior International PR Executive, BFC +44 (0) 20 7759 1987
Kimberly.carroll@britishfashioncouncil.com

Caroline Rams, PR Manager, Veolia Environmental Services UK
+44 (0) 20 7812 5038 or caroline.rams@veolia.co.uk

Notes to Editors

- **Estethica** is a British Fashion Council initiative, launched in September 2006 and is now in its thirteenth season.
- **Estethica** is co-curated by Anna Orsini, Strategic Consultant for the British Fashion Council and Orsola de Castro and Filippo Ricci co-founders of From Somewhere and Reclaim to Wear.
- **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 Film sponsored by River Island; BFC Rock Vault sponsored by International Palladium Board; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward sponsored by eBay Fashion and The Mayor of London; 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.

- **London Fashion Week** is organised by the British Fashion Council.

- **Central Saint Martins College of Arts & Design** - Central Saint Martins is internationally renowned for the creative energy of its students, staff and graduates with an outstanding reputation for educating foundation, undergraduate, postgraduate and research students. Fundamental to study at the College are experimentation, innovation, risk-taking, questioning and discovery, within a highly supportive learning environment across four schools – Fine Art; Fashion and Textiles; Graphic, Communication, Product and Spatial; Centre for Performance.

The School of Fashion and Textiles provides courses in Jewellery, Textiles and Fashion.

BA Fashion is headed by Willie Walters and has seven pathways - Womenswear, Menswear, Textiles for Fashion, Knitwear, Fashion Design with Marketing, Fashion Communication with Promotion and Fashion History and Theory. BA Graduates include Gareth Pugh, Hussein Chalayan, Stella McCartney, Phoebe Philo, Riccardo Tisci, Giles Deacon, Sarah Burton and Meadham Kirchhoff.

MA Fashion led by Professor Louise Wilson OBE has six pathways – Womenswear, Menswear, Fashion Print, Knitwear, Fashion Accessories and Fashion Journalism. The MA graduation show is during February's London Fashion Week, the only course of its kind to be part of the schedule. MA Graduates include Alexander McQueen, Christopher Kane, Kim Jones, Christopher Shannon, Mary Katrantzou, Jonathan Saunders, Richard Nicoll, Roksanda Ilincic, Louise Gray and Mark Fast.

CSM is part of University of the Arts London, an international centre for innovative teaching and research in arts, design, fashion, communication and the performing arts. The University is made up of six Colleges: Camberwell College of Arts, Central Saint Martins College of Arts and Design, Chelsea College of Art and Design, London College of Communication, London College of Fashion and Wimbledon College of Art. www.csm.arts.ac.uk

- **Reclaim To Wear** -The Concept of Reclaim To Wear was first introduced in 2004 by From Somewhere, the pioneering eco fashion label started in 1997 by Orsola de Castro and Filippo Ricci, as a best-practice benchmark for their collection. In 2011 Reclaim To Wear was launched as a separate brand to facilitate synergies between academia, designers, producers and retailers to reuse large percentages of textile pre-consumer surplus by developing upcycled concept lines that redress the balance between consumption and disposal. With the textile and fashion industry increasingly exposed as one of the biggest polluters, Reclaim To Wear assists and inspires in slowing down unnecessary textile production, minimising further environmental damage and saving energy and water, as well as preventing discarded textiles from being incinerated or going into landfill.

- **Veolia Environmental Services** is the UK's leading recycling and waste management company employing over 12,000 people serving local authorities, business and industry. We provide the full range of integrated waste management services to over a third of the UK's population and serve more than 65,000 commercial and industrial customers.

We are committed to protecting the environment and improving the lives of the communities in which we operate and have been awarded Platinum Rating in Business in the Community's Corporate Responsibility Index for 2012.

Veolia Environmental Services is part of Veolia Environment (Paris Euronext: VIE and NYSE: VE), the worldwide reference in environmental services. The company has

operations all around the world and provides tailored solutions to meet the needs of municipal and industrial customers in three complementary segments: water management, waste management and energy management. Veolia Environment recorded revenue of €29.6 billion in 2011.

Further information can be obtained by visiting the websites:

www.veolia.co.uk

www.veoliaenvironnement.com

- **Liora Lassalle** - Born in Kent in 1988, Liora comes from a family of artists; her mother, Lucianne Lassalle a figurative sculptor and her father, a theatrical musician. She studied Creative Textiles and Art and Design at Exeter College then moved to London to Central Saint Martins, where she graduated in summer 2012 with a First in Fashion Design with print BA Hons. Her graduate collection was made using sustainable natural fabrics that can be produced in the UK, such as hemp, jute and wooland. Upcycled clothes and household waste such as tin and plastics bags were used for embellishment. Two looks of her graduate collections will be on display this season at Estethica, London Fashion Week Exhibition.