

BRITISH FASHION COUNCIL

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FORWARD**

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Press Release

Under strict embargo until 2pm, 24th January 2013

The British Fashion Council Announce Fashion Forward initiative winners

The British Fashion Council (BFC) today announced three new womenswear designers have been awarded Fashion Forward support sponsored by eBay Fashion and supported by Mayor of London for two consecutive seasons from AW13. These are:

David Koma, Holly Fulton and Michael van der Ham

Fashion Forward was first established in 2009 to help provide funding to talented emerging British designers to show and develop their businesses in London. To be eligible, designers will either have progressed through NEWGEN or be at a similar stage in their business. London Fashion Week is the most creative and dynamic event on the international fashion calendar promoting established and emerging British design talent to a global audience.

Fashion Forward is a key BFC initiative to promote developing design talent. The award provides the winner with a monetary prize to assist in showing their collection as well as access to business support provided by the BFC.

Fashion Forward applicants are judged by a panel of key industry representatives including Caroline Rush, Chief Executive, BFC; Anna Orsini, Strategic Consultant, BFC; Melanie Smallwood, Head of eBay Fashion Brands; Sarah Mower MBE; Paula Reed, Harvey Nichols; Oscar Pinto; Hervia Bazaar; Caroline Issa, Tank Magazine.

Caroline Rush commented,

“David, Holly and Michael are three very worthy recipients of the 2013 Fashion Forward scheme. We have seen them grow through the NEWGEN scheme and are pleased to see

their businesses progress to the next level of Fashion Forward sponsorship. We look forward to seeing their collections at London Fashion Week in February.”

Melanie Smallwood commented,

“The Fashion Forward initiative is about spotting great emerging talent that has commercial viability. Holly, David and Michael all have this and I look forward to seeing their businesses develop throughout 2013.”

Designer David Koma commented,

“I am delighted to have been awarded Fashion Forward sponsorship and be a part of the ongoing support from the British Fashion Council as this backing will allow me to take my brand to a new level. I am excited about what the future holds and this is a great way to start the year off!”

Designer Holly Fulton commented,

“I am delighted to be a part of Fashion Forward for the coming seasons. It is an amazing boost for an emerging designer to have access to the business mentors and show support this offers and adds confidence to both the designer and the label to have this backing. I am greatly looking forward to working with eBay and the BFC for London Fashion Week; it is projects such as Fashion Forward that enable UK designers to establish their businesses whilst fostering their creativity and I am thrilled my label has been chosen for this platform.”

Designer Michael van der Ham commented,

“I feel very honoured to have received the Fashion Forward sponsorship as it is the next step in my career and will allow my business to grow and to become more established.”

As a previous Fashion Forward recipient, Ebay Fashion will continue to work with Henry Holland for a second consecutive season with an exclusive capsule collection that will appear on eBay during London Fashion Week.

-ENDS-

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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 Fash/On 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 Collections, 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
- Previous Fashion Forward winners include Christopher Kane, Erdem, Henry Holland, Giles Deacon, Jonathan Saunders, Louise Goldin, Louise Gray, Mary Katrantzou, Marios Schwab, Meadham Kirchoff, Peter Pilotto, Richard Nicoll, Roksanda Illincic, Sinha-Stanic and Todd Lynn
- There are 640,000 sellers within the fashion category trading on eBay
- In the UK there are over 100 high street brands & over 30 major retailers trading on eBay including House of Fraser, Karen Millen and Moda in Pelle
- eBay is looking to add 40-60 retailers and brands to the fashion site in 2012
- In one month, 4 million shoppers look for Clothing, Shoes and Accessories on eBay.co.uk – this has increased from around 2 million in March 2010
- eBay's UK fashion business grew by between 20-30% in 2011 YoY, outpacing the growth rate of UK ecommerce generally and competitors
- 636 dresses are sold every hour on eBay.co.uk