

BRITISH FASHION COUNCIL

ROCK VAULT

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**BFC AND INTERNATIONAL PALLADIUM BOARD ANNOUNCE ROCK VAULT
DESIGNERS FOR AW13 AND NEW PALLADIUM JEWELLERY COLLABORATION**

The British Fashion Council (BFC) today announces the ten Rock Vault designers who will showcase their AW13 collections at the Exhibition during London Fashion Week (LFW) 15th – 19th February 2013. BFC Rock Vault is sponsored by International Palladium Board and curated by Stephen Webster.

The designer brands selected to take part in this unique showcase are **Alice Cicolini**, new for AW13, **Fernando Jorge**, **Hannah Martin**, **Husam El Odeh**, **Imogen Belfield**, **Jo Hayes Ward**, **Melanie Georgacopoulos**, **Sophie Bille Brahe**, **Tomasz Donocik** and **Yunus & Eliza**.

As part of the new collaboration the jewellers have been invited to design a pair of red carpet earrings created in palladium. This precious white metal has the power to hold large gemstones in the most delicate of settings. The one of a kind earrings will celebrate the metal's key attributes of lightness and strength and will be showcased within the dedicated Rock Vault area in the Exhibition at Somerset House during LFW.

The BFC Rock Vault, now in its third season, is a unique showcasing initiative developed 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.

Stephen Webster comments, "Rock Vault is the only platform for British based progressive jewellery design and product. As the previous seasons have shown, there is as much diversity of talent and excitement within jewellery as any other sector represented at LFW.

Jewellery buyers from the world over are now aware of Rock Vault, making London a key destination. Once again Rock Vault has been made possible by the generous support of International Palladium Board. This season's designers have each been commissioned to create a pair of red carpet earrings demonstrating the unique qualities of the metal. On behalf of the panel and myself, we hope you find this season's Rock Vault designers the most exciting to date."

Brad Mills, Chairman of IPB, comments "Rock Vault's success to date has come down to the unique talent selected by the panel and the combination of so many wonderful jewellery designers with such varying styles. We are thrilled to be a part of this showcase and a supporter of the new palladium earring initiative. Each season we continue to be amazed by the beautiful jewellery created in palladium, a contemporary precious metal of the future. We hope this exhibition will inspire more designers to work with palladium and for retail consumers to consider the possibility of this wonderful new metal when buying jewellery. We look forward to another exciting year with BFC Rock Vault in 2013."

The jewellers are selected to be part of the Rock Vault by a panel chaired by Stephen Webster and comprising of Alexandra Stylianidis, Liberty; Annalise Quest, Harrods; Caroline Broadhead, Central Saint Martins; Carol Woolton, Vogue UK; Catherine Nieto, Grazia; Jos Skeates, EOne; Lara Bohinc; Liane Wiggins, Matches; Maia Adams, Adorn London; Maria Lemos, Rainbowwave; Rachel Duffy, Selfridges; Ruby Chadwick, Liberty; Valery Demure.

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For more information please visit 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; 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.
- 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).
- **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.
- Palladium, from the Greek name 'Pallas', Goddess of Wisdom, palladium was discovered by the British chemist William Hyde Wollaston in 1803. Palladium gets its whiteness and lustre from nature; this purity makes it hypoallergenic, and it will not tarnish.