

BRITISH FASHION COUNCIL

# HEADONISM

SUPPORTED BY



ROYAL ASCOT

## **PRESS RELEASE**

**1<sup>ST</sup> FEBRUARY 2013**

### **BRITISH FASHION COUNCIL ANNOUNCES HEADONISM RECIPIENTS**

Headonism, supported by Royal Ascot, is a British Fashion Council initiative curated by Stephen Jones, celebrating and supporting emerging milliners to showcase the very best of British headwear at London Fashion Week.

For Autumn/Winter 2013, five of London's cutting edge milliners will be showcasing with Headonism. New to the scheme are Aurora Ozma, Emma Yeo and Moody and Farrell who join Piers Atkinson and William Chambers to show in London this February.

Headonism forms an integral part of The Exhibition at Somerset House, where the five designer's AW13 collections will be on display as a part of a curated installation in the Ground Floor showrooms situated at Somerset House.

Caroline Rush *"Headonism is the only designer showcasing platform for emerging milliners and an essential initiative to support emerging millinery talent. We have some of the most creative and innovative designers here in London and we're delighted to be supporting three new milliners this season."*

Headonism launched in 2009 for during the BFC's 25 year celebrations by Mayor of London Boris Johnson. Supported by Royal Ascot, the initiative offers various showcasing opportunities both bi-annually at London Fashion Week and with a showcase at Royal Ascot, Europe's premier race meeting.

**- ENDS -**

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

Registration for press and buyers is now open. To attend The Exhibition at London Fashion Week, please register at [www.londonfashionweek.co.uk/register](http://www.londonfashionweek.co.uk/register)

The Exhibition at London Fashion Week runs from 15<sup>th</sup> – 19<sup>th</sup> February, and is open 10am – 7pm Daily

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### **Editor's Notes**

1. 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.