

BRITISH FASHION COUNCIL
estethica



ual: university
of the arts
london
central
saint martins

**LONDON
FASHION
WEEK**
15-19 FEBRUARY 2013

PRINCIPAL SPONSOR **vodafone**

PRESS RELEASE
7th February 2013

**ESTHETICA / VEOLIA RE-SOURCE COMPETITION WINNER LIORA LASSALLE
LAUNCHES FIRST COLLECTION AT LONDON FASHION WEEK**

The British Fashion Council (BFC) today announces that Liora Lassalle, winner of the Estethica / Veolia Re-Source competition with Central Saint Martins (CSM) will launch her first collection at the Estethica Exhibition during London Fashion Week 15th – 19th February 2013. This 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, a CSM graduate, has produced an upcycled capsule collection supported by a mentoring programme focused on sourcing, producing, developing and promoting her collection. Liora received mentoring from Reclaim to Wear founder Orsola de Castro, Willie Walters (CSM) and Anna Orsini (BFC).

Liora has also secured her first online stockist at YOOXYGEN, yoox.com's eco-friendly initiative, and has designed a collection of jeans created from reclaimed denim donated by leading Italian manufacturer Pier, from the denim brand (+) People.

Caroline Rush, CEO of the BFC commented, "Liora Lassalle's upcycling collection is the first collection commissioned by Estethica in collaboration with CSM with support from Veolia. Liora's debut collection launches a new phase for the Estethica mentoring scheme and for its support to designers developing sustainable solutions."

Estelle Brachlianoff, Chief Executive of Veolia Environmental Services (UK) Plc said, "We are delighted that the Re-Source competition has given Liora the opportunity to not only learn important tools for creating upcycled fashion, but to also launch a collection within her first year of graduating from college. Her designs reuse old high visual jackets from our

employees that would have been recycled, but instead have been turned into haute couture designs. We can't wait to see what she will do next!"

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/Veolia competition launched in July 2012. 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 Grispi, BFC

- **Estethica** is a British Fashion Council initiative, launched in September 2006 and is now in its fourteenth 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 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.

- **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

- **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.

- **Pier** was created in 1970 and immediately asserted itself as a protagonist in the high-end fashion thanks to its excellent production capacity that matches the relentless commitment to experimental design and the high manufacturing quality.

Over time this approach has brought the company into production agreements with the history-making labels of luxury niche.

The brothers Marzia and Alessandro Narduzzi, sons of the firm's founders, are now leading as Managing Directors the development of Pier with a great and enthusiastic dedication, transmitting to the company all the energy of a very contemporary vision. Due to the long tradition of prestigious collaborations, nowadays Pier owns a recognized and appraised visibility in the market, adducing its own contribute to the "Made in Italy" worldwide value with distinctive and prestigious brands such as Band of Outsiders, Hussein Chalayan, Worth, Superfine, Douud, (+)people.

Historically PIER is known for manufacturing high level sartorial clothing. The current mission is to maintain his prestigious past combining the sartorial heritage with a high profile fashionable design.

This declination is the current vision of the company that is motivated by the search of the perfect combination between high quality and design. This tension is always carried by a detail, a shape, a fabric purpose that will make this product unique in the market.

All this is done preserving the values and the ethical codes of the company whose goal is

not simply good sales results but supporting a clean way of working without losing focus on the goals, steering the course and guaranteeing the characteristics that made Made in Italy so great.

• **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

• **Yooxygen** - Born on Earth Day 2009, YOOXYGEN is YOOX Group's permanent eco-friendly project, which aims to raise environmental awareness among its users by partnering with international structures, designers and talented artists. With a permanent dedicated 'eco-shopping' area on yoox.com, YOOXYGEN is constantly enriched through new collaborations and projects. Amongst the latest exclusives: the eco-limited edition by Livia Firth with Reclaim-to-Wear, the eco-collection "SAVE THE SEA" by Katharine Hamnett and the "ever.green series" by EDUN LIVE featuring t-shirts designed by some of the world's most eco-conscious celebrities. YOOXYGEN is proud to be the official online retail partner for the British Fashion Council's ethical fashion initiative, Esthetica. YOOX Group has a policy of using recyclable materials for its packaging, and since 2009 has been officially RESY-certified, indicating that raw material used is both 100% recycled and recyclable. In addition, as part of a continuous path to environmental sustainability, yoox.com delivers its products worldwide in the specially created "ecobox" - internationally RESY, FSC, PEFC and SFI-certified. YOOX Group also develops and implements a number of in-house eco-sustainable policies, promoting good environmental practices among employees through initiatives such as a car sharing program, the use of FSC (Forest Stewardship Council) paper for all company materials and some other actions.