

BRITISH FASHION COUNCIL

PRESS RELEASE

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BFC ANNOUNCES SEVEN ROCK VAULT DESIGNERS TO SHOWCASE AT THE COUTURE SHOW IN LAS VEGAS

The British Fashion Council (BFC) today announces that seven of the Rock Vault designers will showcase their collections at The Couture Show in Las Vegas, 30th May – June 3rd 2013. British jewellers Fernando Jorge, Hannah Martin, Imogen Belfield, Jo Hayes Ward, Melanie Georgacopoulos, Tomasz Donocik and Yunus & Eliza will present their collections within the Stephen Webster ballroom to top US press and buyers during Couture's five day showcase.

Rock Vault, now in its fourth season, is a showcasing initiative developed by the BFC and curated by Stephen Webster, to nurture and support the creative fine jewellery talent based in Britain. Each season, the jewellers showcase their collections in a dedicated Rock Vault area in the Exhibition at London Fashion Week giving them the opportunity to further their businesses and increase exposure amongst UK and international media and retailers.

Caroline Rush, CEO of the BFC comments, "The Couture Show in Vegas is one of the best jewellery trade shows in the world and is a key sales destination for all jewellery brands. The fact that the Rock Vault designers are able to take part in the show at this early stage in their business development is a great opportunity for them. This trip wouldn't have been possible without support from UK Trade & Investment (UKTI) and Stephen Webster. I'd like to take this opportunity to thank Stephen for his continuous support and enthusiasm for the initiative."

Stephen Webster comments, "Stephen Webster has now exhibited at Couture show, first in Phoenix then in the current home of Las Vegas, for fifteen years. Our brand has grown along with the show. Couture is without question the only true luxury jewellery event held in the US. We are excited and proud to be showcasing Rock Vault for the first time outside of the UK. Rock Vault will be situated within the Stephen Webster ballroom guaranteeing great exposure from the start. The enthusiasm from the retailers and the show its self has been immense."

Ken Downing, SVP & Fashion Director at Neiman Marcus said, "London continues to be the centrifugal force in the fashion world. Unparalleled creativity and passion puts London talent at the top of the fashion game. This is a collection of designers that is not to be missed!"

Established over 18 years ago, The Couture Show continues to be the destination for jewellery designers showcasing established brands alongside the industry's future stars. Attracting the most sought after audience of international retailers it provides a unique

platform; elevating and securing a place in the luxury market for the emerging Rock Vault designers.

UK Trade & Investment (UKTI) is supporting these designers to help build global markets for their British jewellery brands.

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For more information please visit www.britishfashioncouncil.com/rockvault

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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; Esthetica; 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.
2. Jewellers are selected to be part of Rock Vault by a panel chaired by Stephen Webster MBE and comprised of Alexandra Stylianidis, Liberty; Annalise Quest, Harrods; Caroline Broadhead, Central Saint Martins; Carol Woolten, Vogue UK; Catheine Nieto, Grazia; Jos Skeates, EOne; Lara Bohinc; Liane Wiggans, Matches; Maia Adams, Adorn London; Maria Lemos, Rainbowwave; Rachel Duffy, Selfridges; Ruby Chadwick, Libert; Valery Demure
3. **Stephen Webster** is one of the most prominent jewellery designers of his generation. Webster's fearlessly creative talent, expert craftsmanship and unique vision are at the core of his dynamic collections that inspire story-telling glamour. Founded upon 35 vibrant years, Stephen Webster is a global luxury jewellery brand with 300 points of sale worldwide and 7 boutiques internationally. Celebrated for exquisitely crafted fine jewellery with an eternally chic aesthetic, Stephen Webster embraces a dedicated fan base and is a firm favourite with celebrities across the globe.