

BRITISH FASHION COUNCIL  
HEADONISM

**PRESS RELEASE**

**27th AUGUST 2013**

**BRITISH FASHION COUNCIL ANNOUNCES HEADONISM RECIPIENTS**

Headonism is a British Fashion Council initiative curated by Stephen Jones that celebrates and supports the UK's emerging talents in millinery. This season, five of the best British headwear designers will be showcasing with Headonism at London Fashion Week.

Returning to Somerset House this September are Aurora Ozma, Emma Yeo, Moody & Farrell and William Chambers alongside new candidate to the Headonism scheme, Keely Hunter.

The five SS14 millinery collections will be exhibited in the Designer Showrooms and on Friday 13<sup>th</sup> September, from 5pm-7pm, Stephen Jones and the designers will host a launch party in their space on the ground floor of Somerset House.

Previously part of the Headonism scheme is world renowned milliner, Piers Atkinson who will also be showing his SS14 collection at Somerset House over London Fashion Week.

Caroline Rush, CEO of the British Fashion Council, commented: *"Season on season, the Headonism initiative just keeps getting stronger as they continue to take the world of hat making by storm – and it's with great thanks to Stephen and all the talented designers involved. This September, I'm really looking forward to seeing the SS14 collections from this diverse group who together work so well, yet as individuals have completely unique design aesthetics"*.

Stephen Jones, milliner and curator of Headonism commented: *"The Headonism milliners are simply the best in the world. It's fantastic to work with them and a real pleasure to offer my guidance to such an exciting group of creatives."*

Mentored by renowned milliner Stephen Jones, Headonism launched in 2009, during the BFC's 25 year celebrations by Mayor of London, Boris Johnson. The initiative offers various showcasing opportunities with bi-annual installations at London Fashion Week.

-ENDS-

**The Designer Showrooms at London Fashion Week run from 13<sup>th</sup> – 17<sup>th</sup> September, 10am – 7pm**

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

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## **EDITORS 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 Fash/On Film sponsored by River Island; BFC Rock Vault; BFC Headonism; 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.