

BRITISH
FASHION
COUNCIL
VOGUE

**DESIGNER
FASHION FUND**

PRESS RELEASE

19TH DECEMBER 2013

SHORTLIST FOR BFC VOGUE/DESIGNER FASHION FUND ANNOUNCED

The British Fashion Council today announces the shortlist for the BFC/Vogue Designer Fashion Fund 2014.

BFC/Vogue Designer Fashion Fund shortlist 2014:

Emilia Wickstead, House of Holland, Mary Katrantzou, Osman, Peter Pilotto, Zoe Jordan

Each of the nominated designers is in a strong position to develop into a global designer brand and represent the best of London's thriving fashion talent. The winner of the award will be announced 28th January 2014.

Alexandra Shulman, Editor of British Vogue and Chair of the Fund Committee, said about the shortlist, *"I am very pleased with the names on this year's shortlist. They are a group of considerable talent, demonstrating the wealth of ideas and creativity to be found in the fashion industry in the UK."*

The BFC/Vogue Designer Fashion Fund provides one designer with a bespoke, high level mentoring support programme over a twelve month period, as well as a £200,000 grant to provide necessary infrastructure to take them to the next stage in their business.

The Fund, now in its fifth year is a legacy project from the BFC's 25th anniversary celebrations. The previous winners of the fund are Erdem, Christopher Kane, Jonathan Saunders and Nicholas Kirkwood.

Caroline Rush, Chief Executive of the British Fashion Council, commented, *"The BFC/Vogue Designer Fashion Fund has a proven track record of enabling British designers to make the transition from rising stars to incredible international businesses. The strength of this year's shortlist represents a generation of talent who are ready for the financial and mentoring support The Fund offers."*

The BFC/Vogue Designer Fashion Fund is proudly supported by Burberry, Clothing at Tesco, Debenhams, Harrods, Paul Smith, TOPSHOP and VOGUE.

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Editors notes:

- Previous winners of the BFC/Vogue Designer Fashion Fund are Erdem, Christopher Kane, Jonathan Saunders and Nicholas Kirkwood
- 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 Fashion On Film sponsored by River Island; BFC Rock Vault; BFC Headonism; 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
- Chaired by Alexandra Shulman, Editor of British Vogue, the Fund Judging Committee comprised representatives from those supporting the Fund, as well as industry professionals. The judging panel included: Alexandra Shulman, British Vogue & Chair of the Fund Committee; Caroline Rush, British Fashion Council; Emily Shamma, Clothing at Tesco; Helen David, Harrods; Joan Burstein CBE, Browns; Lisa Marie Peacock, Debenhams; Luke Leitch, The Daily Telegraph; Mary Homer, Topshop; Simon Long, Paul Smith; Samantha Cameron; Sarah Manley, Burberry; Susanne Tide-Frater; and Tony Yusuf, Hardy Amies