

BRITISH FASHION COUNCIL

FASHION FORWARD

Press Release

20th January 2014

The British Fashion Council Announces Fashion Forward initiative winners

The British Fashion Council (BFC) has today announced that three new womenswear designers have been awarded the Fashion Forward prize supported by the Mayor of London. The support runs for two consecutive seasons, AW14 and SS15.

The winners are **J.JS Lee**, **Nasir Mazhar** and **Sophia Webster**.

Caroline Rush, Chief Executive, British Fashion Council commented, *“Jackie, Nasir and Sophia have come through the ranks and couldn’t be more deserving of this level of recognition. Each of them has a very distinctive design aesthetic, their visions very different from one another however together they very much share the limelight that is shining on London right now.”*

For the first time J. JS Lee will open London Fashion Week with a highly anticipated show at 9am in the BFC Courtyard Show Space on Friday 14th February. Nasir Mazhar will show the same day at 4pm at the BFC Courtyard Show Space and Sophia Webster will present her collection from 10.30-12.30pm on Sunday 16th February in Covent Garden.

Fashion Forward was first established in 2006 and provides the winner with a monetary prize to assist in showing their collection as well as access to business support provided by the BFC. To be eligible, designers will either have progressed through NEWGEN or be at a similar stage of their business.

Fashion Forward applicants are judged by a panel of key industry representatives including Caroline Rush, Chief Executive, BFC; Anna Orsini, Strategic Consultant, BFC; Caroline Issa, Executive Fashion Director & Publisher, Tank; David Hayes, Acting Deputy Fashion Editor, Financial Times; Narmin Mohammadi, Head of Showcasing, BFC; Oscar Pinto, Creative Director, Hervia.

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Editors notes:

- 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 Film sponsored by River Island; BFC Headonism; BFC Rock Vault; BFC/Vogue Designer Fashion Fund; BFC/GQ Menswear Designer Fund; Esthetica; Fashion Forward supported by the Mayor of London; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, London Collections: Men, 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
- Previous Fashion Forward winners include Christopher Kane, David Koma, Erdem, Henry Holland, Holly Fulton, Giles Deacon, Jonathan Saunders, Louise Goldin, Louise Gray, Mary Katrantzou, Marios Schwab, Meadham Kirchhoff, Michael van der Ham, Peter Pilotto, Richard Nicoll, Roksanda Ilincic, and Todd