

BRITISH FASHION COUNCIL

ROCK VAULT

PRESS RELEASE

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ROCK VAULT RETURNS TO SHOW AT COUTURE IN LAS VEGAS

The British Fashion Council (BFC) has today announced that Rock Vault will make its much anticipated return to showcase at Couture Las Vegas from May 29th – June 2nd 2014. British jewellers Fernando Jorge, Imogen Belfield, Jo Hayes Ward, Melanie Georgacopoulos, Tomasz Donocik and Yunus & Eliza will present their AW14 collections within the Stephen Webster ball room to top US and international press and buyers during the five day showcase.

Rock Vault designers making their Couture debut are Jacqueline Cullen, who specialises in contemporary Whitby jet jewellery; Ornella Iannuzzi, whose work is characterised by harmonious composition of colours and textures, and Alice Cicolini who creates pieces inspired by sacred architecture and the patterns of the Silk Route.

Following the successful first showing at Couture last year, with a double win by designer Tomasz Donocik for “Best New Designer” and “Diamonds over \$20,000”, Couture 2014 will see Rock Vault continue its triumph in the US and further bring recognition to the diversity and talent that the British jewellery industry has to offer.

Caroline Rush, Chief Executive, British Fashion Council comments, “Couture showcases established brands alongside the industry’s future stars; Rock Vault, thanks to the unparalleled support from Stephen Webster, is a testament to the incredible talent that London has to offer. There is great potential for growth in this sector; Couture is a unique platform for our designers, and an incredible opportunity for them that will help elevate their profile in a dramatic way.”

Stephen Webster comments, “For the second year running, we are proud to announce that we will be hosting the Rock Vault designers in the Stephen Webster ballroom at Couture Las Vegas. After the success and excitement surrounding the introduction of Rock Vault last year, we have decided to expand the number of designers from seven to nine. Rock Vault is a

mentoring platform that supports and encourages each brand to grow, and as they become more established, they no longer require the services that the BFC and Stephen Webster provide. This progression allows new designers to enter the programme annually. In addition to the constantly evolving designs produced by the more established members, there will always be new designers never seen in the US market before. We look forward to seeing you all at Couture 2014.”

Gannon Brousseau, Show Director for Couture said, "Just as we anticipated, the launch of Rock Vault at Couture last year generated a tremendous amount of excitement. The concept of having a visionary designer like Stephen Webster mentor emerging talent in our industry was something that resonated powerfully with our entire community. We are thrilled to welcome Rock Vault back to the show this year, and we can't wait to see the innovation and creativity that's certain to be on display by each of its designers.”

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

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Editor's 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 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. www.britishfashioncouncil.com
- British-born **Stephen Webster** MBE is one of the most prominent jewellery designers of his generation. Founded upon 38 vibrant years of impeccable craftsmanship, innovative design and fearless creativity,

Stephen Webster's eponymous brand has won industry-wide recognition. Coveted by icons and idols, Stephen Webster is celebrated for creating modern classics with an eternally chic and glamorous aesthetic. www.stephenwebster.com

- **Couture Las Vegas**, held annually at the luxurious Wynn Resort, is the most exclusive and intimate destination for the luxury jewelry and timepiece market. Catering to an elite community of renowned heritage brands, emerging design talent, the finest retailers and award-winning media from around the globe, Couture is the premier event where the jewelry industry gathers to connect, collaborate and conduct business. More than 4,000 top-tier buyers from the world's most distinguished retailers including Bergdorf Goodman, London Jewelers, Reinhold Jewelers and Neiman Marcus attend Couture each year. This is the only venue in the United States to present an exquisitely curated collection of more than 200 preeminent designers and brands. From Bulgari to Bremont, David Yurman to Dodo and Stephen Webster to Sevan Bicakci, Couture caters to the diverse retail community and offers only the best brands that embody the essence of creativity and original design. In addition, Couture is the destination for more than 100 of the world's most recognized luxury consumer and trade media. Editors from magazines such as Town & Country, Vogue Gioiello and W seek the cutting edge trends and innovative designs, while bloggers including Luxist and The Coveteur deliver up to the minute editorial exposure throughout the duration of the event. www.thecoutureshow.com