

BRITISH FASHION COUNCIL

HEADONISM

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PRESS RELEASE

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BRITISH FASHION COUNCIL ANNOUNCES SS15 HEADONISM DESIGNERS AND SPONSOR

The British Fashion Council (BFC) today announces that iconic British brand; **Wedgwood** has become principal sponsor for its millinery showcase, **BFC Headonism**.

Sally Warmington, Marketing Director EMEA commented: *“Wedgwood has a long tradition of supporting, encouraging and inspiring creative talent. We are proud to be the sponsor of Headonism and look forward to sharing the Wedgwood heritage of craftsmanship and design with this talented collective of British milliners.”*

BFC Headonism is curated by **Stephen Jones OBE** and celebrates and supports the UK’s emerging talents in millinery.

This year, milliners new to the Headonism showcase are **Awon Golding** and **Lizzie McQuade** who will be joining recipients **Emma Yeo** and **Keely Hunter**.

Stephen Jones, milliner and curator of Headonism commented: *“I am thrilled that Awon Golding and Lizzie McQuade will be joining Emma Yeo and Keely Hunter in Headonism and I look forward to mentoring them. They will bring a new creativity and individuality to our wonderful group of fantastic British milliners. Exquisite hats and fine porcelain go hand in hand, so I am delighted that Wedgwood will be the exciting new sponsor for Headonism; I look forward to many fascinating and varied collaborations.”*

Hong Kong born milliner, **Awon Golding** describes her signatures as "traditional materials and couture skills combined with a fresh, modern design aesthetic" and is stocked at Liberty UK and Hatwoman in Hong Kong. **@AwonGolding**

Originally from Brighton, **Emma Yeo** describes her signatures as “contemporary sculptural headwear, tailored by technology and craft” and is stocked online at Love Hats. **@Emma_Yeo**

Born on the Isle of Wight, **Keely Hunter** describes her signatures as “architecture, engineering and wearable modernity” and is stocked online at Love Hats. **@KeelyHunter**

Scottish milliner **Lizzie McQuade** describes her signatures as “feminine, modern, intricately hand worked pieces that can be worn with ease” and already has her own e-commerce platform. **@Lizzie_McQuade**

Caroline Rush, CEO of the British Fashion Council, commented: *“Millinery has become a must see category at London Fashion Week and we are delighted that Awon and Lizzie will join Emma and Keely as part of Headonism this season. We welcome Wedgwood as Principal sponsor of Headonism and look forward to working closely on this exciting showcase curated by Stephen Jones.”*

The Headonism scheme has previously supported milliners Aurora Ozma, Moody & Farrell, Noel Stewart, Piers Atkinson and William Chambers.

Headonism launched in 2009, during the BFC’s 25 year celebrations by Mayor of London, Boris Johnson. The initiative offers mentoring by renowned milliner Stephen Jones OBE and various showcasing opportunities with installations at London Fashion Week.

The Designer Showrooms at London Fashion Week will run from 12th – 16th September 2014

For more information please visit 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 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, Vodafone London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards.