

BRITISH
FASHION
COUNCIL

GQ

DESIGNER MENSWEAR FUND

SUPPORTED BY
VERTU

PRESS RELEASE

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BRITISH FASHION COUNCIL ANNOUNCES WINNER OF BFC/GQ DESIGNER MENSWEAR FUND 2014

The British Fashion Council (BFC) today announces Christopher Shannon as the winner of the inaugural BFC/GQ Designer Menswear Fund supported by Vertu. The Fund was established in September 2013 following the success of the BFC/*Vogue* Designer Fashion Fund and provides one designer with £150,000 grant to provide necessary infrastructure to take them to the next stage of their business and £50,000 value in kind services, including a bespoke, high level mentoring support programme over a twelve month period.

Christopher Raeburn, Christopher Shannon, E. Tautz, Lou Dalton and Richard Nicoll were shortlisted for the 2014 prize and participated in a mentoring programme where industry experts, including Fund committee members Ben Banks and Jonathan Akeroyd provided guidance on topics including strategic planning, branding, leadership, commercial retail, e-tail and wholesale and digital innovation. Vertu, the world's leading luxury mobile manufacturer and lead partner on this Fund, played a key role in the mentoring programme and gave access to its team of business leaders in technology, global distribution, legal and finance.

BFC/GQ Designer Menswear Fund judging committee comprises Alexander Fury, Fashion Editor, *The Independent*; Ben Banks, Director, Fourmarketing; Caroline Rush, Chief Executive, British Fashion Council; Charlie Porter, Men's Fashion Critic, *Financial Times*; Dylan Jones OBE, Editor, *British GQ* and Chair of London Collections: Men; Ignacio Germade, Creative Director, Vertu; Jonathan Akeroyd, CEO Alexander McQueen; John Schofield, Head of Fashion Merchandising, Harvey Nichols and Massimiliano Pogliani, CEO, Vertu.

Dylan Jones, Editor of *British GQ* and Chair of London Collections: Men commented *"A big congratulations to Christopher Shannon, the deserving winner of the very first BFC/GQ Designer Menswear Fund. Over the mentoring programme every shortlisted designer presented a level of talent and business acumen that is second to none. While the competition was tough, Christopher Shannon's win attests to the very bright future of British menswear, demonstrating original flair, meticulous craftsmanship and an in-depth commercial understanding. These ingredients, combined with this fantastic prize, will see this business sit confidently on the global stage."*

Caroline Rush, Chief Executive of the British Fashion Council, commented *“We’re delighted to award this year’s fund to Christopher Shannon. The label has a strong identity, a clear business plan and has been creating a buzz at London Collections: Men since its inception. A deserving winner and already a key player in the menswear industry, it’s with great pleasure that we are able to further support this fashion business on its journey to international success.”*

Massimiliano Pogliani, CEO of Vertu commented: *“It has been a privilege for Vertu to mentor the five shortlisted designers. What we at Vertu were looking for was the willingness to always go the extra mile, the ambition to develop the business and the brand at the same time, and the enthusiasm to keep on learning. With Christopher Shannon this was clear from the start. He demonstrated the vision and focus to build what I believe could be a global presence. Christopher Shannon has all the potential to build a very solid and distinctive brand and I am sure we will be seeing a lot more of him.”*

- ENDS -

For more information visit www.britishfashioncouncil.com/designermenswearfund

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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, and links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Talent Launch Pad; BFC Fash/On Film sponsored by River Island; BFC Headonism; BFC Rock Vault; BFC/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear Fund, Estethica; 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.

The **BFC/GQ** shortlist selection committee include Caroline Rush, BFC; Dylan Jones, British GQ; Massimiliano Pogliani, Vertu; Ignacio Germade, Vertu; Alexander Fury, The Independent, Independent on Sunday and I; Charlie Porter, charlieporter.net and John Schofield, Harvey Nichols

British GQ's status as a byword for men's style is unparalleled. Urbane, upscale, occasionally irreverent and always stylish, the magazine is known for the highest standards in feature writing, fashion editorial and photography, and continues to win innumerable awards. British GQ celebrated its 25th anniversary in December 2013, and continues to dominate the sector as the market-leading quality men's monthly, recently announcing a new circulation of 127,040 (ABC Jul-Dec 2013), with GQ.co.uk receiving 1,000,232 unique users (Google Analytics Dec 2013-Feb 2014).

London Collections: Men is owned and organised by the British Fashion Council and chaired by Dylan Jones.

Vertu aims to deliver the world's best luxury mobile phone experience for its customers by combining expert craftsmanship and peerless materials with innovative technology and unique services. Today, Vertu leads the market that it pioneered over a decade ago.

The Vertu range of mobile phones is made up of three distinct models – Vertu Ti, Signature and Constellation. Vertu mobile phones are handmade in England using the world's finest materials, with each one assembled by a single craftsman.

Vertu is renowned for its curated services; a suite of carefully selected exclusive offers, content and assistance especially selected to enhance the Vertu customer's lifestyle. Vertu LIFE offers personalised recommendations and privileged access to experiences and events. Vertu CERTAINTY delivers security for customers, their data and their phones.

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