

# BRITISH FASHION COUNCIL

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# ROCK VAULT

**PRESS RELEASE**  
**29<sup>th</sup> JULY 2014**

## **BRITISH FASHION COUNCIL ANNOUNCES NEW ROCK VAULT LINE-UP**

The British Fashion Council has today announced the ten Rock Vault designers who will showcase a selection of their SS15 collections in the Designer Showrooms during London Fashion Week, 12<sup>th</sup> – 16<sup>th</sup> September 2014.

The designer brands returning to take part in this unique showcase are **Alice Cicolini, Hannah Martin, Imogen Belfield, Jacqueline Cullen, Jo Hayes Ward, Ornella Iannuzzi, Tomasz Donocik** and **Yunus & Eliza**. **Beth Gilmour** and **Shimell and Madden** are new to the selection this year, with Fernando Jorge and Melanie Georgacopoulos having graduated from the scheme. The Rock Vault installation will be open during the five days of London Fashion Week, with the designers in attendance at the Open House and Rock Vault events.

From Brazilian gemstones, Persian enamel, Whitby jet, pearls to complex-textured rocks, this season's showcase features a diverse mix of materials and design influences, brought together in a dynamic display. Ancient artisan skills and hand-craftsmanship sits alongside the latest in digital prototype technology in a showcase that will offer a fresh perspective on the most innovative processes and exciting designs in contemporary fine jewellery.

Following on from the success of Rock Vault 2013, nine of the Rock Vault designers were given the opportunity to showcase their collections at Couture, Las Vegas 29<sup>th</sup> May – 2<sup>nd</sup> June 2014. The British jewellers presented their collections within the Stephen Webster ballroom to top US and international press and buyers during Couture's five day showcase.

Stephen Webster commented: *"After five seasons at LFW, three international and two UK retail events, Rock Vault is now established as the premier global mentoring initiative for the best emerging talent in the jewellery industry. This year marks the first graduations through the programme of two of the original members Fernando Jorge and Melanie Georgacopoulos, who are now well on their way to achieving the success they deserve. We are excited for them both. The announcement of the season's Rock Vault designers including newcomers Beth Gilmour and Shimell and Madden proves that the initiative will continue to be exciting and showcase the best of British based Jewellery design."*

Caroline Rush, CEO British Fashion Council commented: *"Rock Vault has become an integral and much-anticipated part of the London Fashion Week schedule. The SS15 selection features ten of the most inventive fine jewellery designers in Britain. Championed by Stephen with his passion and support for emerging talent, Rock Vault will help these designers realise their full potential on a global stage."*

The BFC Rock Vault is a unique showcasing initiative developed to nurture creative, fine jewellery talent based in London and to give designers the opportunity to further develop their businesses and increase exposure amongst UK and international media and retailers.

The jewellers are selected to be part of Rock Vault by a panel chaired by Stephen Webster that comprises Alexandra Stylianidis, STYL. Consulting; Anna Orsini, British Fashion Council; Jos Skeates, ECOne; Maia Adams, Adorn Insight; Matthew Waters, Rainbowwave; Simon Longland, Harrods; Louise Reichmann, Matches.

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For more information please visit: [www.britishfashioncouncil.com/rockvault](http://www.britishfashioncouncil.com/rockvault)  
Applications will open in March 2015. Register to see Rock Vault here:  
[www.londonfashionweek.co.uk/register](http://www.londonfashionweek.co.uk/register)

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**About The British Fashion Council**

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; BFC/GQ Designer Menswear Fund; Estethica; BFC Contemporary sponsored by eBay; 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.