

BRITISH  
FASHION  
COUNCIL  
VOGUE

# DESIGNER FASHION FUND

## PRESS RELEASE

14<sup>th</sup> August 2014

### APPLY NOW FOR FASHION'S BIGGEST PRIZE: BFC/VOGUE DESIGNER FASHION FUND 2015

The British Fashion Council today opens applications for the BFC/Vogue Designer Fashion Fund 2015. Established in 2008, The Fund aims to discover new talent and accelerate the rise of the next big star of British fashion design. The winner will receive a bespoke, high level mentoring support programme over a twelve month period, as well as a £200,000 grant to provide necessary infrastructure to propel them to the next stage in their business.

Designers eligible for the scheme must be based in the UK, with both domestic and international stockists and support from key media in the UK and internationally. The winner must demonstrate a clear vision for their business and how The Fund will contribute to their growth, with a focus on creating a global brand.

Applications must be submitted no later than 17<sup>th</sup> October, 2014. These will be reviewed by a judging committee, chaired by British Vogue Editor Alexandra Shulman, alongside industry experts and funding representatives. Shortlisted applicants will be invited for interview, with the winner announced in February 2015.

Alexandra Shulman commented *'Vogue and the BFC are committed to continuing to help the best emerging fashion talent. This prize has been life-changing for the previous winners and the opportunities presented by both winning it and being shortlisted are not to be missed.'*

The BFC will develop a bespoke mentoring programme tailored specifically to assist the winning designer. Previous BFC/Vogue Designer Fashion Fund winners include Erdem, Christopher Kane, Jonathan Saunders, Nicholas Kirkwood and Peter Pilotto.

The BFC/Vogue Designer Fashion Fund is supported by Burberry, Debenhams, Harrods, Paul Smith, Topshop and Vogue.

For more information and to download an online registration form please visit [www.britishfashioncouncil.com/designerfashionfund](http://www.britishfashioncouncil.com/designerfashionfund)

- ENDS -

For press enquiries, please contact:

Katy Lubin, British Fashion Council, +44(0)20 7759 1987

[Katy.Lubin@britishfashioncouncil.com](mailto:Katy.Lubin@britishfashioncouncil.com)

## Editors Notes

1. The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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; 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

2. TOPSHOP is an established supporter of young fashion designers in the industry and has been working with the BFC as the NEWGEN sponsor since 2001. TOPSHOP also offers selected designers the use of the TOPSHOP Show Space and continues to support previous winners through housing collections in the Boutique space at its flagship store in Oxford Circus, selected stores nationwide and from [www.topshop.com](http://www.topshop.com)

3. Sarah Mower MBE was appointed the British Fashion Council's first Ambassador for Emerging Talent in May 2009 and is chair of the NEWGEN selection committee. She is Contributing Editor to US Vogue and American Vogue.com