

BRITISH  
FASHION  
COUNCIL  
VOGUE

**DESIGNER  
FASHION FUND**

**PRESS RELEASE**

**24<sup>TH</sup> JANUARY 2017**

**BFC VOGUE DESIGNER FASHION FUND 2017 SHORTLIST ANNOUNCED**

Today the British Fashion Council (BFC) announces the shortlisted designers for the BFC/Vogue Designer Fashion Fund 2017.

**Huishan Zhang | Mother of Pearl | Osman | palmer//harding | Shrimps | Sophie Hulme | Toogood**

In 2017 the BFC/Vogue Designer Fashion Fund will adjust its format to focus on bringing key expertise into designer businesses to assist with development and growth. In recognition of the increasing pool of deserving talent the £200,000 grant will be shared between up to three recipients, which will enable the fund to benefit multiple designers at a pivotal stage in the growth of their brand's development. Winners will continue to receive a full mentoring programme through the BFC's Business Support team, including access to funders and industry experts.

The nominated designers are selected by the Fund Judging Committee and have all been chosen for their potential to develop into a global designer brand. Chaired by **Alexandra Shulman OBE**, Editor of British Vogue, the committee comprises of experts from across the fashion industry: **Caroline Rush CBE**, British Fashion Council; **Gemma Metheringham**, LABEL; **Helen David**, Harrods; **Ian Lewis**, Harrys of London Limited; **Joan Burstein CBE**, Browns; **Lisa Armstrong**, The Daily Telegraph; **Mary Homer**, Topshop; **Samantha Cameron**, British Fashion Council Ambassador; **Sarah Manley**, Burberry and **Susanne Tide-Frater**, Farfetch.

**Alexandra Shulman OBE**, Editor of British Vogue and Chair of the Fund Committee, said: *'This year's shortlist is an excellent demonstration of the breadth of fashion talent in this country. Any one of them will be a worthy recipient of funding that is specifically designed to help their business in a very targeted way so that it can grow into a greater role on the global fashion stage. I congratulate all of the shortlisted designers for the tenacious creativity that has got them to this point.'*

**Caroline Rush CBE**, Chief Executive of the British Fashion Council, commented: *'We are so fortunate to have an amazing pool of talent in London and this year's shortlist is no exception. All the designers have demonstrated incredible talent and strong business skills. I believe they all have the potential to become the UK's next global brands and the new format of the Fund will help them achieve that goal.'*

The shortlisted designers will be interviewed by the Fund Judging Committee on Thursday 2<sup>nd</sup> February 2017 at Breather.com's Maiden Lane Spaces, London WC2 with the winner being announced on Tuesday 4<sup>th</sup> April 2017.

Previous winners of the BFC/Vogue Designer Fashion Fund include **Christopher Kane, Erdem, Mary Katrantzou, Nicholas Kirkwood, Peter Pilotto** and **Sophia Webster**. The BFC/Vogue Designer Fashion Fund is proudly supported by **British Vogue, Burberry, Harrods, LABEL, Paul Smith** and **Topshop**.

**- ENDS -**

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#DesignerFashionFund

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## **ABOUT 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, designer showrooms 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 Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.

## **ABOUT BRITISH VOGUE**

In 2016, Vogue celebrates 100 years as the undisputed fashion bible in Britain. Vogue is the cultural barometer placing fashion in the context of the larger world we live in – how we dress, entertain, what we eat, listen to, watch; who leads us, excites us and inspires us. From its beginnings to today, three central principles have set Vogue apart: a commitment to visual genius, an investment in storytelling, and a selective, optimistic editorial eye. Vogue has a combined print and digital circulation of 200,058 (ABC Jan-Jun 2015); readership is 1,204,000 (NRS Jan-Jun 2015); and unique users to the website total 2,220,656 (Google analytics Aug-Oct 2015). In addition to the print and digital edition and the website including Vogue video, the media brand holds an annual Vogue Festival in central London.