

BRITISH FASHION COUNCIL

FASHION TRUST

PRESS RELEASE

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BRITISH FASHION COUNCIL ANNOUNCES FARFETCH PARTNERSHIP WITH BFC FASHION TRUST

The British Fashion Council (BFC) is delighted to announce that Farfetch, the international fashion website, will partner with the BFC Fashion Trust.

The Fashion Trust is a BFC charitable initiative founded in February 2011 to offer selected designers business support through mentoring and financial awards to promote the art and business of fashion. This philanthropic programme has been created and developed in partnership with its co-chairs Tania Fares and Kim Hersov, and the Founder Member Committee.

The announcement was made at a reception in London hosted by co-chairs Tania Fares and Kim Hersov; José Neves, Founder & CEO, Farfetch and Caroline Rush CBE, Chief Executive, BFC. The reception was attended by the Fashion Trust as well as industry influencers and ambassadors including Emilia Wickstead, Holly Fulton, Lulu Kennedy MBE, Mary Katrantzou, Nicholas Kirkwood, Susanne Tide-Frater, Tim Blanks and Yasmin Le Bon.

José Neves, said: *'We are thrilled to be supporting the BFC Fashion Trust and to be raising awareness of the Trust's work internationally. We hope that our team of experts across digital, e-commerce and global market expansion will prove invaluable to the designers we will be awarding grants to in May 2016.'*

Caroline Rush CBE, commented: *'It is particularly exciting for the BFC Fashion Trust to partner with Farfetch, a revolutionary e-commerce site that connects the best designer boutiques across the world. I truly believe that the next generation of designer businesses will really benefit from this partnership.'*

Tania Fares, stated: *'Since the inception of the BFC Fashion Trust we have seen designers go on to achieve great success and growth. The Fashion Trust has enabled them to further advance their brands in various ways and this is something that we will continue to champion. We are very excited to be working with Farfetch on this initiative and look forward to mentoring more British talent this year.'*

In June 2015 it was announced that grants totalling £300,000 were to be split between nine designers: **David Koma, Emilia Wickstead, Holly Fulton, Marios Schwab, Mother of Pearl, palmer//harding, Prism, Sibling** and **Sophia Webster**. Previous recipients have used funds to develop stores, website/e-commerce and also in the production of pre-collections. This year's designers will be announced on Tuesday 24th May.

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The Fashion Trust

The Fashion Trust is a British Fashion Council initiative, founded in February 2011 to offer selected designers business support through mentoring and financial awards to promote the art and business of fashion. This philanthropic programme has been created and developed in partnership with its co-chairs Tania Fares and Kim Hersov, and the Founder Member Committee. The designers benefiting from the programme gain access to a network of advisors, mentors and businesses, including Taylor Wessing which specialises in copyright and IP law; global investment firm Rothschild, and The Future Laboratory, which delivers trend forecasting, consumer insight and brand strategy to the luxury and fashion sectors. The designer support programme also includes a wide range of seminars throughout the year to help strengthen the designers' knowledge and understanding of topics linked directly to their business. Previous years' recipients of grants and pro bono mentoring include Christopher Kane, Jonathan Saunders, House of Holland, Marios Schwab, Mary Katrantzou, Nicholas Kirkwood, Osman, Peter Pilotto, Richard Nicoll, Roksanda Ilincic, Michael van der Ham, Todd Lynn and Zoë Jordon providing invaluable support to each developing business. Funds are raised through membership to an annual fashion insight and cultural programme. The BFC Fashion Trust Founder Member Committee has played a key role in broadening the designers' access to entrepreneurs across all fields of business and creativity and supporting the co-chairs in developing the membership programme. The Founder Member Committee includes Belma Gaudio, Deborah Brett, Felicia Brocklebank, Joanna Przetakiewicz, Kate Haslett, Kim Hersov, Leon Max, Megha Mittal, Natalie Livingstone, Nicoletta Fiorucci, Tania Fares, Terry de Gunzburg and Yassmin Ghandehari. In addition, Jessica de Rothschild in LA and Yana Peel in Hong Kong have curated dynamic networks of individuals interested in supporting British designers to better understand international markets. The Fashion Trust has grown to include over 66 members. The Fashion Trust is a registered charity in England and Wales with number 1139079.

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 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 the BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund supported by Vertu; BFC/Vogue Designer Fashion Fund; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. The British Fashion Council supports Boden's Future British initiative. Showcasing initiatives and events include London Fashion Week, London Collections Men, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards.

Farfetch

Farfetch is a revolutionary way to buy fashion. The pioneering website brings together more than 400 of the world's best independent designer boutiques, from Paris, New York and Milan to Bucharest, Kuwait and Tokyo. The Farfetch partner boutiques occupy a total of 1,000,000 square feet of retail space across 35 countries, allowing Farfetch customers across nearly 190 countries to shop an unparalleled range of brands and unique pieces.

The partner stores have been carefully selected for their unique approach, forward-thinking attitude and diversity, and include such renowned boutiques as Browns in London, L'Eclaireur in Paris, H. Lorenzo in LA, Fivestory in New York and Smets in Luxembourg.

Founded in 2008 by the Portuguese entrepreneur José Neves, Farfetch offers these bricks-and-mortar boutiques the opportunity to compete with the major players in online retail. And, for lovers of beautiful fashion, it offers the chance to indulge a passion and shop the world.

In March 2015 Farfetch secured a Series E round of investment of US\$86M, led by Digital Sky Technologies, putting the total amount raised by the company at over US\$195 million. This investment valued the company at US \$1 billion.