

**PRESS RELEASE**

**24<sup>TH</sup> MARCH 2015**

**BRITISH FASHION COUNCIL ANNOUNCES WINNER OF THE  
BFC/VOGUE DESIGNER FASHION FUND 2015**

The British Fashion Council (BFC) has today announced Mary Katrantzou as the winner of this year's BFC/Vogue Designer Fashion Fund. The Fund was established in 2008 and provides one designer with a bespoke, high level mentoring support programme over a twelve month period, as well as a £200,000 grant to provide necessary infrastructure to take them to the next stage in their business.

Alexandra Shulman, Editor of British Vogue and Chair of the BFC/Vogue Designer Fashion Fund, commented: *"Mary Katrantzou is incredibly deserving of this year's award. It was an extremely diverse shortlist but ultimately we all agreed that Mary has not only created a strong and hugely appealing identity for her work but that she has but in place measures that, along with the support of this prize, should ensure an exciting and successful next stage of her career."*

Emilia Wickstead, Holly Fulton, Mary Katrantzou, Michael van der Ham, Mother of Pearl, Osman, Sophia Webster were shortlisted for the 2015 prize and were invited to present their collections and five year business plans to the Fund judging committee which is made up of representatives from businesses who support the Fund and industry experts.

Caroline Rush, Chief Executive, British Fashion Council, commented: *"A huge congratulations goes to Mary who has deservedly received this year's BFC/Vogue Designer Fashion Fund. As anyone who has met her knows, she is a tireless worker, has an abundance of creativity and has grown from being one of London Fashion Week's must-see emerging talents, to one of the world's most talked about designers. It really is a pleasure working with Mary and we are thrilled that we are able to support her business at an exciting time of growth."*

The Fund, now in its sixth year is a legacy project from the BFC's 25th anniversary celebrations. This year the BFC has created an exclusive online video series, *Designer Fashion Fund*, which follows the application process, interviews with the judging panel and celebrates the previous winners of the Fund; Peter Pilotto (2014) Nicholas Kirkwood (2013), Jonathan Saunders (2012), Christopher Kane (2011) and Erdem (2010). The episodes will be published over the course of 2015 and can be viewed at [youtube.com/BritishFashionTV](http://youtube.com/BritishFashionTV) and [Vogue.co.uk](http://Vogue.co.uk)

Chaired by Alexandra Shulman, Editor of British *Vogue*, the Fund Judging Committee comprises representatives from those supporting the Fund, as well as industry professionals including Caroline Rush, (British Fashion Council); Ian Lewis, (No.14 Savile Row); Mary Homer, (Topshop); Joan Burstein, (Browns); Naomi Campbell; Samantha Cameron; Sarah Manley, (Burberry), and Susanne Tide-Frater, (Farfetch/Victoria Beckham).

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

The British Fashion Council has an international reputation for supporting emerging talent through its existing schemes; NEWGEN supported by TOPSHOP, NEWGEN MEN sponsored by TOPMAN, BFC Contemporary sponsored by eBay, the BFC/GQ Designer Menswear Fund supported by Vertu, the BFC Fashion Trust and showcasing initiatives Rock Vault, Fashion Film and Headonism.

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- Previous winners of the BFC/Vogue Designer Fashion Fund are Erdem (2010), Christopher Kane (2011), Jonathan Saunders (2012), Nicholas Kirkwood (2013) and Peter Pilotto (2014)
- The Designer Fashion Fund series will be aired online as follows: Episode 1: Introduction to the Designer Fashion Fund (Wednesday 21st January), Episode 2: Meet the Shortlist (Wednesday 4th February), Episode 3: The Shortlisted Designers at London Fashion Week (Wednesday 25th February), Episode 4: British Vogue (Monday 2nd March), Episode 5: The 2015 Winner (Wednesday 25th March), Episode 6: The Previous Winners (Wednesday 13th May), Episode 7: Applications Open for 2016 (Monday 1st June), Episode 8: Winning designer at London Fashion Week (Wednesday 23rd September), Episode 9: Applications Close (Wednesday 21st October)
- 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 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 Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives and events include London Fashion Week, London Collections, LONDON show ROOMS, the

Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards

## **ABOUT BRITISH *VOGUE***

- *Vogue* is the fashion bible. Published by Condé Nast, circulation of the magazine stands at 200,141 (ABC July-Dec 2014) with readership of 1,148,000 (NRS Jan-June 2014) and [vogue.co.uk](http://vogue.co.uk) has 2,212,627 unique users (Google analytics Nov 2014-Jan 2015). British *Vogue* is also the host of the *Vogue* Festival, an annual event giving readers the opportunity to see and hear some of the world's greatest fashion talent, as well as engaging in workshops, makeovers and debates.