

# BRITISH FASHION COUNCIL

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# FASHION TRUST

## PRESS RELEASE

24<sup>TH</sup> MAY 2016

### BRITISH FASHION COUNCIL ANNOUNCES BFC FASHION TRUST RECIPIENTS 2016

The British Fashion Council (BFC) is pleased to announce that the BFC Fashion Trust has awarded grants totalling £350,000 between twelve designers: **Eudon Choi, Fyodor Golan, Gareth Pugh, Hillier Bartley, Holly Fulton, Huishan Zhang, Marques'Almeida, palmer/harding, Phoebe English, Prism, Rejina Pyo and Sibling.**

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 Fashion Trust Committee.

Tania Fares and Kim Hersov, said: *“Once again we are delighted to support these talented designers for the year ahead. British fashion is globally recognised for its energy and originality which is why supporting the industry at grass roots is as vital as ever. These designers represent the future of the British fashion industry and we hope the Fashion Trust will further advance their position as global brands of the future.”*

Caroline Rush CBE, CEO British Fashion Council, commented: *“We are thrilled to be able to support these twelve designers through the BFC Fashion Trust this year. The generous support of the BFC Fashion Trust members and Farfetch continues to help in the development of these brands and we are extremely excited to see how this initiative further enables their creativity and growth”*

In April 2016, Farfetch became the first official partner of the Fashion Trust. José Neves, CEO and Founder Farfetch said *“We are so pleased to be supporting this extremely talented group of designers alongside the BFC Fashion Trust. We recognise how important it is to be supporting and nurturing design talent throughout the growth of their brand and hope that our team of experts advising on digital, e-commerce and global market expansion will prove invaluable to the development of each of them.”*

Previous recipients of the Fashion Trust have used funds to develop stores, website/e-commerce and also in the production of pre-collections.

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@Farfetch

**BFC 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 Fashion Trust Committee. The support programme includes a wide range of seminars to help strengthen the designers' knowledge and understanding of topics linked directly to their business. Developed by the BFC Business Support Team and delivered through external mentors (Taylor Wessing who specialize in copyright and IP law and global investment firm Rothschild) capable of advising on key areas for business growth including: production, manufacturing, investment, media, property, trademark protection, commercial, employment, and company structure. Previous years' recipients of grants and pro bono mentoring include Christopher Kane, Emilia Wickstead, Holly Fulton, House of Holland, Jonathan Saunders, Mary Katrantzou, Nicholas Kirkwood, Osman, Peter Pilotto, Roksanda Ilincic, Sophia Webster and Zoë Jordan providing invaluable support to each developing business. As part of the Fashion Trust's fundraising activities a cultural programme of events is curated to offer its members an insight into the global fashion landscape. The Fashion Trust Committee includes Belma Gaudio, Danielle Ryan, Deborah Brett, Desiree Bollier, Eiesha Bharti Pasricha, Felicia Brocklebank, Joanna Przetakiewicz, Kate Haslett, Kim Hersov, Lady Carol Bamford, Leon Max, Marie-Anya Shiro, Megha Mittal, Michelle Yeoh, Narmina Marandi, Natalie Livingstone, Nicoletta Fiorucci, Rachel Yeoh, Rana Tabiat, Sara Bahamdan, Sian Westerman, Sofia Barattieri, Stephanie Horton, Tania Fares, Tatiana Korsakova, Terry de Gunzburg, Yassmin Ghandehari and Wendy Yu. The Fashion Trust has grown to include over 111 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 products from more than 400 of the world's best independent designer boutiques and global brands from more than 37 countries including Paris, New York and Milan to Bucharest, Kuwait and Tokyo. Our partners 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, Kirna Zabête in New York and Excelsior, Milan; and brands including Derek Lam, J.W Anderson, Roksanda, AMI Paris, Dion Lee and La Perla. Founded in 2008 by the Portuguese entrepreneur José Neves, the site is now translated in 9 languages servicing over 190 countries. For lovers of beautiful fashion Farfetch offers the chance to indulge a passion and shop the world. In May 2016 Farfetch secured a Series F round of investment of US \$110 million, led by new investors Temasek, IDG Capital Partners and Eurazeo with existing investor Vitruvian Partners also participating in the round. The company is currently valued at over US \$1 billion.