

# BRITISH FASHION COUNCIL EDUCATION FOUNDATION

**PRESS RELEASE**  
**14<sup>TH</sup> APRIL 2016**

## **BRITISH FASHION COUNCIL ANNOUNCES FASHION BA SCHOLARSHIP RECIPIENTS**

The British Fashion Council (BFC) is pleased to announce a new scholarship to support undergraduate students in their final year.

The funding, from the **BFC Education Foundation**, is available for students enrolled in their final year of study for a full-time BA (Hons) degree in Fashion. The aim of the scholarship is to promote excellence in design by financially supporting students who have the ability and potential to make an exceptional contribution to the fashion industry.

The BFC is dedicated to establishing pathways through education and into employment for exceptionally talented people studying fashion courses. The BFC has been providing MA scholarships since 1998 and is now offering support for BA scholarships to ensure that talented young students have the opportunity to learn the trade regardless of their financial situation.

The BFC is delighted to congratulate **Cavan McPherson** and **Pip Paz-Howlett** as the recipients of the BFC Education Foundation BA Scholarship 2016. Both scholarships have been awarded to contribute towards living expenses and to support the costs of creating their final collections.

Cavan specialises in womenswear at **Manchester School of Art** and was selected due to her elegant handle on using ethical fabrics and her conceptual, androgynous designs.

Pip specialises in Menswear at **University of Westminster** and focuses on print and textiles including silk screen printing and fabric printing. The panel was impressed with his dedication, having started his BTEC at sixteen and teaching himself knitwear.

In recognition of the exceptional talent involved in this year's applications, the panel has decided to award an additional prize to **Jake Treddenick** who is studying womenswear at **London College of Fashion** and has an expertise in areas of production, research and concept development.

Pieces from all three design students will be on display at the BFC Colleges Council Graduate Preview Day, taking place on Friday, 13<sup>th</sup> May at the Condé Nast College of Fashion & Design. The Graduate Preview Day provides an opportunity for industry professionals to assess the talent emerging from the UK's top fashion colleges, review their portfolios as well as to foster relationships between graduates and the industry. Also on display will be pieces from this year's graduating MA Scholarship winners: **Emmeline Kellett**, **Grace Weller** and **Taja Bobek**.

The finalists selected from 30 of the UK's most respected design schools were interviewed by a panel that included **Sarah Mower MBE**, BFC Ambassador for Emerging Talent, Chief Critic at Voguerunway.com, Contributing Editor to Vogue US and Trustee of the Education Foundation;

**Clara Mercer**, Head of Communications, British Fashion Council; **Janet Lance-Hughes**, artist and former Pathway Leader for BA Fashion Design with Marketing; **Laura Hinson**, Senior Show Manager, British Fashion Council; **Paula Reed**, Director of Brand Strategy, Boutique 1 Group; **Zowie Broach**, Head of Fashion at Royal College of Art.

The BFC Education Foundation is dependent upon the generosity of the companies and individuals funding scholarships; **Coach, Marks & Spencer, Mulberry, Net-a-Porter** and **Eiesha Bharti Pasricha**. The project has also been partly supported by HM Government with Employer Ownership funding through Creative Skillset.

After the recent decision to cut maintenance grants for students and replace it with additional loans, it is acutely important to support promising talent and reduce the burden with ever-increasing debt at the end of their studies.

**Sarah Mower MBE**, who is co-president of the BFC Education Pillar with **Meribeth Parker**, said: *'Being able to support student talent financially is one of the most important and exciting missions of the British Fashion Council. In the interview process it is incredibly rewarding to start relationships with creative people with fresh ideas which will form the future. So far, the students selected by the BFC Education Foundation committee have all graduated with First Class degrees, an incredible success rate which has only been made possible by the immense generosity of our donors, to whom we are continually grateful. The great thing for us is that winning this prize isn't just crucial to students being able to afford their studies and to produce top-notch final collections but it also opens up access for students to be invited to industry seminars and the many programmes about business we run.'*

The BFC will continue to develop scholarships for undergraduate design students based on the success of the Pilot in 2015. The five students that were awarded with scholarships all graduated with a First Class Honours and have gone onto postgraduate study or employment.

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For more information please visit [britishfashioncouncil.com/education](http://britishfashioncouncil.com/education)

For further information on the BFC Education Foundation and BFC Colleges Council, please contact:

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## **EDITOR'S NOTES**

### **Scholarship Recipients**

**Cavan McPherson** will be using the funding to be able to use her desired fabrics and showcase her skills in creating luxury crafted textiles using manipulated natural fabrics like silks and cotton and experimentation with weave and carbon fibre. **Susan Atkin**, Head of Course, said: *'Her 3D idea generation and design development in particular is a strength where she is able to consider androgynous proportions and silhouettes for her womenswear. The grant will not only ensure a professional finish, but also offer Cavan invaluable insight into manufacturing processes.'*

**Pip Paz-Howlett** has worked at J.W Anderson, Craig Green, Louis Vuitton and Proenza Schouler but his work this term has been compromised due to lack of money to fully realise his 2D design work into 3D. **Andrew Groves**, Head of Course, said: *'Pip's internships over the last year are a testament to not only his work ethic, but also his ability to adapt his skills and processes to a number of design houses. This grant will have a big impact on Pip's collection and enable him to fully realise his collection to the standard and quality that he wants.'*

**Jake Treddenick's** expertise lies within the areas of production and research. He has received funding from his university in the form of a student loan and the hardship fund however due to expensive nature of course materials; this only covers his basic necessities. **James Pegg**, Tutor at LCF, said: *'The financial support that the BFC could offer him would no doubt help him to overcome any personal financial barriers that could hinder him in producing a collection to the highest standards.'*

### **2015 BA Recipients**

Gabriel Castro; Gabriele Skucas; Gabriella Sardena; Lee Bodkin; Sara Brown;

### **Colleges Council**

In order to discover talent the BFC works with a network of respected design schools, known as the Colleges Council. The BFC Colleges Council was founded by the BFC in 1993 to create an interface between education and industry. The BFC Colleges Council is a membership programme that represents the leading fashion departments in universities and colleges throughout the UK. The purpose of the BFC Colleges Council is to provide opportunities for students to become involved in the industry through various activities including events, seminars and competitions.

### **Member Colleges:**

Arts University Bournemouth; Bath Spa University; Birmingham City University; Buckinghamshire New University; Carmarthen School of Art; Central Saint Martins; De Montfort University; Edinburgh College of Art; Glasgow School of Art; Kingston University; London College of Fashion; Manchester Metropolitan University; Manchester School of Art; Middlesex University; Northbrook College; Norwich University of the Arts; Nottingham Trent University; Ravensbourne College of Design & Communications; Royal College of Art; Sheffield Hallam University; University for the Creative Arts Epsom; University for the Creative Arts Rochester; University of Brighton; University of East London; University of Huddersfield; University of Leeds; Northumbria University; University of Salford; University of South Wales; University of Westminster; Winchester School of Art

### **British Fashion Council**

The British Fashion Council 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. 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.