BRITISH FASHION COUNCIL

FASHION FILM
SPONSORED BY RIVER ISLAND

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BRITISH FASHION COUNCIL ANNOUNCE AW15 FASHION FILM WINNERS

Today the British Fashion Council (BFC) announces three designers who have received funding to create fashion films to be presented at London Fashion Week:

Gareth Pugh

House of Holland

Jean-Pierre Braganza

In a first for Fashion Film, the films will be showcased at a breakfast screening open to the public inside the official Fashion Week catwalk tent at London Fashion Week. Each season River Island teams up with a designer to produce a capsule collection as part of its Design Forum initiative and for AW15 it is working with Jean-Pierre Braganza and Google Cardboard to create a film using Google Cardboard – a revolutionary new form of experiencing film through a virtual reality headset via a downloaded onto a smartphone.

Peter Fitzgerald, UK Sales Director at Google and President of the BFC Digital Pillar, said *'We're delighted to see River Island using Google Cardboard to create such an innovative, immersive and interactive piece of film, turning their customers' smartphones into a virtual reality experience. It's a great example of how fashion and tech continue to drive and inspire each other.'*

The BFC's Fashion Film initiative, sponsored by River Island, supports both menswear and womenswear designers wishing to use film as a medium each season. Fashion Film provides funding and on-schedule screening opportunities at either London Fashion Week or London Collections: Men (LC:M).

For LC:M AW15 the BFC, *GQ Style's* Luke Day and River Island hosted the premiere of three films from Casely-Hayford, James Long and KTZ, all funded by the Fashion Film initiative. Casely-Hayford worked with Joe Alexander to produce *Passages Through Time,* River Island paired up with James Long and Menno Fokma and KTZ Studios presented *The Urban Revolution.*

Since its inception in February 2012 Fashion Film has helped fund designers including Christopher Raeburn, Eudon Choi, Jonathan Saunders, Mary Katrantzou, Nicholas Kirkwood and Sibling to work with directors and producers such as Ellen Von Unwerth, Matt Lambert and Nick Knight.

- ENDS –

For designers wishing to apply for Fashion Film please contact: Laura Hinson, British Fashion Council +44 (0) 20 7759 1969 | laura.hinson@britishfashioncouncil.com

For more information on Fashion Film please visit: britishfashioncouncil.com/fashionfilm

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For press enquiries regarding Fashion Film at London Fashion Week and London Collections: Men please contact: Sophie McElligott, British Fashion Council, +44 (0) 20 7759 1986 | sophie.mcelligott@britishfashioncouncil.com

NOTES TO EDITORS:
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; Estethica; 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 BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase, Vodafone London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards.