

BRITISH FASHION COUNCIL

CONTEMPORARY

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**THE BFC CONTEMPORARY SHOP OPENS ON EBAY.CO.UK FOR ITS SECOND SEASON
AT LONDON FASHION WEEK AW15**

20th February – 11th March 2015

www.ebay.co.uk/bfc

The British Fashion Council (BFC) and eBay announce season two of the BFC Contemporary Shop on eBay.co.uk. The online pop-up destination, exclusive to ebay.co.uk, will open its virtual doors this February in celebration of London Fashion Week AW15. This season shoppers will have the opportunity to snap up limited edition accessories, created by the design talent participating in the BFC Contemporary initiative for a strictly limited time (20th February – 11th March).

The online boutique, found at www.ebay.co.uk/BFC, will feature exclusive clutch-bag-turned-tablet-cases and silk scarves that capture each designer's unique aesthetic.

Created by five *BFC Contemporary* supported designers: **Alexis Barrell, Georgia Hardinge, PAPER LONDON, Prism** and **Zoë Jordan**, all items are priced under £100.

Alexis Barrell: A leather clutch and silk scarf inspired by Barrell's travels through the Himalayas and Bhutan. "*Metta*" in Sanskrit means love, compassion and friendship, which is reflected in the designer's use of deep crimson and vibrant reds. The silk scarf showcases hand-painted Lotus flower – the ancient symbol for love and compassion.

ALEXIS BARRELL 'THE METTA' LEATHER POUCH RRP: £49.95

ALEXIS BARRELL 'RED LOTUS' SILK SCARF RRP: £49.95

Georgia Hardinge: A beautifully created leather clutch that translates from day to evening. Hardinge applies her signature sculptural 3D pleated technique to her designs for a luxuriously textured feel.

GEORGIA HARDINGE 'PLEAT' LEATHER CLUTCH RRP: £49.95

GEORGIA HARDINGE 'DIAMOND' SILK SCARF RRP: £49.95

PAPER LONDON: PAPER'S leather clutch pays homage to Henri Matisse's famed cut outs and artist Sol Lewitt's wall drawings. The envelope clutch's bold graphic print is complemented by a 'popping' turquoise interior. The scarf reflects the skilled signature brushwork of the artist Pissarro, ensuring an instant modern edge to any outfit.

PAPER LONDON 'MATISSE' LEATHER CLUTCH RRP £49.95

PAPER LONDON 'MATISSE' SILK SCARF RRP £49.95

Prism: Produced to complement the SS15 swim collection and printed in signature black leopard and snake stripe on a light pink background, this large silk scarf doubles up as a beach sarong.

PRISM 'LEOPARD AND SNAKE' STRIPE SILK SCARF RRP: £49.95

Zoë Jordan: Taking inspiration directly from her SS15 collection, Jordan has reflected her signature blue glacial print on both the slim-profile leather clutch and silk 'Polar' scarf. The 'Ice Nitro' clutch is completed with an embossed 'Z' and suede interior providing a high-end understated quality.

ZOË JORDAN 'ICE NITRO' LEATHER CLUTCH RRP: £69.95

ZOË JORDAN 'POLAR' SILK SCARF RRP: £49.95

Caroline Rush, CEO British Fashion Council commented: *"The second season of BFC Contemporary's inaugural year brilliantly showcases the diversity and talent associated with the UK's fashion industry. The designers' scarves and clutches demonstrate originality and excellence setting the the bar high for the future recipients of BFC Contemporary sponsored by eBay."*

Melanie Smallwood, Head of Curation and Merchandising at eBay, commented:

"We are delighted to announce the return of the BFC Contemporary Shop to eBay.co.uk. This season, we will offer style-hunters an inspiring capsule collection of accessories that reflects each designer's unique aesthetic providing something for all fashion appetites."

Official London Fashion Week merchandise, including the iconic tote bag, will also be available to purchase in a limited edition run.

BFC Contemporary sponsored by eBay, aims to strengthen and support the UK's contemporary ready-to-wear and accessory talent. The scheme provides selected designers with mentorship, sponsorship and commercial opportunities.

**To shop for your piece of London Fashion Week, visit:
www.ebay.co.uk/bfc**

-ENDS-

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About 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 Creative Britain and Creative 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 On Film sponsored by River Island; BFC Rock Vault, BFC Headonism, BFC/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear Fund; Esthetica; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives include London Fashion Week, London Collections, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards

About eBay Inc

eBay Inc. (NASDAQ: EBAY) is a global commerce and payments leader, providing a robust platform where merchants of all sizes can compete and win. Founded in 1995 in San Jose, Calif., eBay Inc. connects millions of buyers and sellers and enabled \$205 billion* of commerce volume in 2013. We do so through eBay, one of the world's largest online marketplaces, which allows users to buy and sell in nearly every country on earth; through PayPal, which enables individuals and businesses to securely, easily and quickly send and receive digital payments; and through eBay Enterprise, which enables omnichannel commerce, multichannel retailing and digital marketing for global enterprises in the U.S. and internationally. We also reach millions through specialized marketplaces such as StubHub, the world's largest ticket marketplace, and eBay classifieds sites, which together have a presence in more than 1,000 cities around the world. For more information about the company and its global portfolio of online brands, visit www.ebayinc.com.

* This adjusted number reflects decision to remove vehicles and real estate GMV from ongoing total GMV and ECV metrics (previously stated ECV for 2013 was \$212 billion, incorporating vehicles and real estate GMV).