



BRITISH
FASHION
COUNCIL



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PRESS RELEASE
19th February 2017

INTERNATIONAL FASHION SHOWCASE 2017 WINNERS ANNOUNCED

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The British Council, British Fashion Council (BFC) and Mercedes-Benz today announced the winners of the International Fashion Showcase, in a prize-giving ceremony at Somerset House, London. Sarah Mower MBE, BFC Ambassador for Emerging Talent and Chief Critic Vogue Runway, and Bettina Hausmann, Senior Manager Sponsoring and Product Placement Mercedes-Benz Passenger Cars, presented **The International Fashion Showcase Designer Award** to Yunchan Chung of the-sirius for his impressive design showcased in the Korean installation. For the first time, Mercedes-Benz presented the winning designer with the unique opportunity to showcase their collection at Milan Fashion Week, one of over 50 Mercedes-Benz global fashion platforms. The following designers also received special mentions: Katerina Plamitzerova (Czech Republic) and Vanessa Schindler (Switzerland).

The **International Fashion Showcase Country Award** was given to India for its exhibition 'The Indian Pastoralists', with a special mention for the Chile and Czech Republic exhibitions.

The **International Fashion Showcase Curation Award** was presented to Wojciech Dziejczak and Agnieszka Jacobson-Cielecka of Poland, with special mentions for Julie HJ Lee of Korea and Roxanne Chen of Taiwan.

Winning country India was selected from 26 participating countries by a panel of industry experts. Its presentation, organised by IMG Reliance, showcased the emerging talents of Ikai by Ragini Ahuja, Kaleekal, Ka-Sha by Karishma Shahani Khan, P.E.L.L.A. and Antar-Agni by Ujjawal Dubey; and of Wasim Khan as exhibition designer and Gautam Vazirani as curator.

The judging panel is chaired by **Sarah Mower MBE**, BFC Ambassador for Emerging Talent and Chief Critic at Vogue Runway. Sarah said: *“The incredible creative response from all the countries and designers who have taken part in International Fashion Showcase 2017 edition has taken this annual competition to the next level of importance. The theme of Local/Global has resonated in profound reflections on the environment, identity and the strands which bind people together through generations. Quite apart from the imagination and quality of design and the curation, the conversations exchanged between the exhibitors and visitors have been extraordinarily enlightening - human experiences which have actively promoted understanding, mutual respect and delight in creativity. It is impossible not to walk away from this exhibition without feeling that the hope, resourcefulness and intelligence of the world's young people is capable of pulling the world through the dark and divisive times which face us now.”*

Winner of the International Fashion Showcase Designer Award, **Yunchan Chung of the-sirius**, said: *“Thank you for the amazing prize. What news! I am so honored to be a part of IFS 2017, and really appreciate the opportunity to spread the word of the-sirius thanks to the British Council, BFC and Mercedes-Benz. I am really happy to win this prize as I only started the-sirius in Seoul Fashion Week last year, but I have dreamed of being a part of the global fashion industry.”*

The IFS is a series of specially-commissioned and curated fashion installations featuring work by emerging designers from all over the world. The exhibition is arranged over 14 rooms, 13 of which represent a country. There is one group installation, *Next in Line*, curated by Shonagh Marshall which features designers from nine further nations. New to IFS 2017, in a dedicated area, Mercedes-Benz showcase five emerging designers from Canada, China, Germany, Portugal and Ukraine who the brand supports through its International Designer Exchange Programme (IDEP). The free, public exhibition continues until 21 February.

The 26 countries participating in the International Fashion Showcase are: Austria, Canada, Chile, China, Czech Republic, Egypt, Germany, Guatemala, India, Indonesia, Kazakhstan, Korea, Netherlands, Panama, Poland, Portugal, Peru, Romania, Russia, Slovakia, South Africa, Switzerland, Taiwan, Ukraine, Uruguay, and Zimbabwe.

The British Council and the British Fashion Council would like to thank Bonaveri, sponsor of Next in Line and official mannequin supplier to the International Fashion Showcase; our partners London College of Fashion and Fashion Scout for the mentoring and showcasing

opportunities offered to the International Fashion Showcase designers; exhibition suppliers Michelmersh Brick Holdings PLC and Retrouvius; and event supporters Warnsteiner.

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Notes to Editors

Younchan Chung (b.1993) has won a number of awards and showed as part of the Next Generation show at Seoul Fashion Week in 2016. He started the-sirius in 2015. www.the-sirius.com

Listings Information

Dates: 17 – 21 February 2017

Opening Hours: 10.00 – 18.00 Daily

Address: West Wing Galleries, Somerset House, Strand, London WC2R 1LA

www.somersethouse.org.uk

Free admission, pre-registration advised via Biletto <https://biletto.co.uk/international-fashion-showcase-2017>

Transport: Temple, Embankment, Charing Cross, Waterloo

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International Fashion Showcase 2017 images: <http://bit.ly/1MQaY3e>

For more information visit: design.britishcouncil.org/ifs2017

The International Fashion Showcase 2012 was founded in the year of the Olympics to celebrate its values of respect, excellence, equality and friendship. Finalists included a group show by Botswana, Nigeria and Sierra Leone, as well as Belgium, China, Estonia, Italy, Japan, Korea and USA. Korea was the winning country with their exhibition A New Space Around the Body, which showcased eight emerging designers from the region, and was presented with a trophy designed by Jordan Askill.

In 2013 Estonia was awarded with a sculpture designed by former BFC NEWGEN recipient Dominic Jones for their exhibition The Estonian Ministry of Creative Affairs. The shortlisted countries were Argentina, Austria, Estonia, The Netherlands, Portugal, Romania, Scandinavia (Denmark, Norway, Sweden), Switzerland and Tanzania.

In 2014 sixteen countries exhibited at a central venue at 180 Strand. The overall Showcase winner was again Estonia with their exhibition Fashion Now: Estonia; and the recipients of two new awards, for Designer and Curator, were Hyein Seo of Korea and Yoshikazu Yamagata of Japan respectively. Each winner was presented with a sculpture created by previous NEWGEN and BFC Emerging Accessory Designer 2010 recipient, jewellery designer Husam el Odeh.

New initiatives for 2015 included a partnership with On|Off, curators of Next in Line, and a designer support programme organised with London College of Fashion. Colombia were the winners of the International Fashion Showcase Country Award; while the Designer Award was presented to Julia Männistö from Colombia and the Curation Award went to Yegwa Ukpo of Stranger Lagos in Nigeria. Winners received a trophy designed by emerging Brazilian jeweller Fernando Jorge, a BFC Rock Vault graduate.

2016 saw the countries exploring the theme of Utopia and the Czech Republic were the winners of the International Fashion Showcase Country Award for their exhibition *Last Fata Morgana*; the Designer Award was presented to Hala Kaiksof of Bahrain for her impressive designs showcased in the Next in Line room, and the Curation Award went to Tala Hajjar of the Lebanon. Winners received a trophy designed by jewelers Yunus and Eliza, participants in the BFC Rock Vault initiative.

The International Fashion Showcase is directed by Anna Orsini, Strategic Consultant British Fashion Council and Niamh Tuft, Programme Manager British Council.

The Advisory Panel for the International Fashion Showcase 2017 is:

Chair: Sarah Mower MBE, BFC Ambassador for Emerging Talent and Chief Critic at Voguerunway.com

Alistair O'Neill, Central Saint Martins and Independent curator

Anders Christian Madsen, i-D

Anna Orsini, British Fashion Council

Ashish Gupta, Designer

Barbara Grispini, British Fashion Council

Claire Catterall, Somerset House

Fabio Piras, Central Saint Martins

Karla Otto, Karla Otto Ltd. on behalf of Mercedes-Benz

Mandi Lennard, Mandi's Basement

Martyn Roberts, Fashion Scout & Graduate Fashion Week

Miriam Bouteba, Time Out

Natalie Kingham, Matches

Nick Vinson, Wallpaper*

Paul Yuille, London College of Fashion

Robb Young, Business of Fashion

Sarah Mann, British Council

Stavros Karelis, Machine A

Zowie Broach, Royal College of Art

About the British Council

The British Council global arts team works with the best of British creative talent to develop innovative, high-quality events and collaborations that link thousands of artists and cultural institutions around the world, drawing them into a closer relationship with the UK. The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. Using the UK's cultural resources we make a positive contribution to the countries we work with – changing lives by creating opportunities, building connections and engendering trust. We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body. The majority of our income is raised delivering a range of projects and contracts in English teaching and examinations, education and development contracts and from partnerships with public and private organisations. Eighteen per cent of our funding is received from the UK government.

www.britishcouncil.org

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, designer showrooms 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 BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.

www.britishfashioncouncil.com

About Mercedes-Benz

For the past 22 years, Mercedes-Benz has established itself globally as a partner and title sponsor at selected fashion weeks and events. The brand is currently involved in more than 50 fashion platforms globally, including Mercedes-Benz Fashion Weeks in Sydney, Beijing, Kiev, Tbilisi, Moscow and Berlin, as well as the acclaimed International Festival of Fashion and Photography in Hyères. Mercedes-Benz continues to support selected fashion events and platforms globally and over the course of two decades, has made a name for itself in particular for promoting talented new designers. As part of its global fashion commitment Mercedes-Benz continues to support young and talented fashion designers through the Mercedes-Benz International Designer Exchange Programme. The programme offers emerging designers a unique opportunity to present their collections outside of their local markets to an international audience. Launched in 2009, the Mercedes-Benz International Designer Exchange Programme is currently active across most of the Mercedes-Benz supported fashion platforms. The Mercedes-Benz International Designer Exchange Programme is often supported by an award programme initiated by Mercedes-Benz and underpinned by a panel of experts. Mercedes-Benz is committed to nurturing and mentoring emerging design talent, and the International Designer Exchange Programme reinforces the brand's commitment to this.

www.mercedesbenz.com/fashion

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Twitter, Snapchat, Periscope: @mbfwofficial

About Somerset House

Somerset House is a unique part of the London cultural scene, a historic building within which surprising and original work comes to life. From its 18th century origins, it has been a centre for debate and discussion – an intellectual powerhouse for the nation. Today, Somerset House is a key cultural destination in London in which to experience a broad range of artistic activity, engage with artists, designers and makers and be a part of a major creative forum – an environment that is relaxed, welcoming to all and inspirational to visit while providing a stimulating workplace for the cultural and creative industries. Since its opening in 2000, Somerset House has built up a distinctive outdoor public programme including Skate, concerts, an open-air film season and a diverse range of temporary exhibitions throughout the site focusing on contemporary culture including photography, fashion, architecture and design, with an extensive integrated learning programme. We currently attract over 2.5 million visitors every year. It is one of the biggest communities of creative organisations in London including The Courtauld Gallery and Institute of Art, King's College London Cultural Institute and over 100 other creative businesses.

www.somersethouse.org.uk