

BRITISH FASHION COUNCIL



PRESS RELEASE

16TH JUNE 2017

DHL SEARCH FOR INTERNATIONAL FASHION POTENTIAL IN PARTNERSHIP WITH BRITISH FASHION COUNCIL

Today DHL Express launched the DHL Award for International Fashion Potential in partnership with British Fashion Council (BFC), to support the global ambition of British fashion designers.

The DHL Award for International Fashion Potential is looking for up and coming fashion brands with the drive to take their products to new, international markets. A panel of judges will reward one British fashion brand with £20,000 to help them recognise their international export potential.

Along with the cash prize, the winner will also gain support and advice from DHL and BFC. DHL's ecommerce specialists will share insights gained from working closely with many of Britain's largest online retailers and BFC will provide additional support through its Designer Business Development Programme.

To be eligible applicants must have registered their fashion business with Companies House between 1 January 2012 and 1 January 2017. Entrants have until 11 August 2017 to submit their entries and the winner will be announced in September during London Fashion Week 2017.

Caroline Rush, Chief Executive of the British Fashion Council said: "British brands continue to perform well in export markets and London is still home to the best talent in the global fashion industry. It's great to see DHL support this through The DHL Award for International Fashion Potential."

Abi Brodie, Director of Ecommerce at DHL Express UK, said: "The panel of judges will be looking for great British quality, coupled with an ambitious international strategy. We're looking forward to reviewing the applications!"

To apply or find out more, visit www.dhlfashion.co.uk/

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You can find the press release for download as well as further information on:

www.dhl.co.uk/en/press/releases

www.dhl.co.uk/en/press/press_contacts

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For DHL press enquiries please contact:

Katy Starling, DHL Express UK

Katy.Starling@dhl.com | +44 (0) 17 5328 3800

For BFC press enquiries please contact:

Michalis Zodiatis, British Fashion Council

michalis.zodiatis@britishfashioncouncil.com | +44 (0) 20 7759 1989

DHL is the leading global brand in the logistics industry. Our DHL family of divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 340,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, energy, automotive and retail, a proven commitment to corporate responsibility and an unrivalled presence in developing markets, DHL is decisively positioned as “The logistics company for the world”.

DHL – The logistics company for the world

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 59 billion euros in 2015.

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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 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.