



PRESS RELEASE

21st September 2018

HADES announced as the winner of the DHL Award for International Fashion Potential 2018

London, Friday 21st September 2018: Today DHL is delighted to announce HADES as the winner of the DHL Award for International Fashion Potential 2018 in partnership with the British Fashion Council.

This year nearly 100 fashion brands applied for the award and five outstanding brands were invited to the final stage:

Dai: performance wear for women who mean business.

HADES: classic British knitwear handcrafted in Hawick, Scotland.

Missy Empire: a rising star in the fashion world.

Represent: a menswear label offering a complete collection of British made apparel.

Soru Jewellery: a collection of bold and ornate jewellery, reflecting the passion of Sicily.

The finalists were each invited to Somerset House during London Fashion Week to meet the panel of judges and make their final pitch. The panel included fashion experts Charlotte Whitehead (British Fashion Council) and Keely Stocker (Drapers) alongside specialists in international logistics and e-commerce: Shannon Diett and Martin Price (DHL).

Amidst fierce competition HADES was selected as the winner. The brand, represented by sisters Cassie and Isabel Holland, was awarded £20,000 to develop their international offering alongside mentoring from the British Fashion Council and DHL's e-commerce specialists. DHL's e-commerce specialists will share insight gained from Britain's largest online retailers, while the BFC will provide Designer Business Development support from its mentoring programme.

Martin Price, Head of E-commerce Business Development at DHL Express UK, said: *"All five businesses should be proud of reaching the final stage. Ultimately the panel selected HADES as the winners because they combined great fashion designs with a clear and compelling international strategy. We look forward to seeing their global growth!"*

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Isabel Holland from HADES said: *"It feels incredible to win the DHL Award for International Fashion Potential, especially considering the calibre of finalists. The £20,000 prize money will allow us to grow as a team and as a brand. We're really excited to explore how we can open up our international markets."*

To find out more information on the DHL Award for International Fashion Potential and register your interest for next year, visit dhlffashion.co.uk

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Media Contact:

Simon Beckett, Head of Sponsorship, DHL Express UK

E-mail: S.Beckett@dhl.com | Phone: +44 7802 863 496

PR contact:

Emma Frisby, PR Executive, British Fashion Council

Emma.frisby@britishfashioncouncil.com | +44 (0) 20 7759 1950

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ABOUT 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 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/Vogue Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. The BFC supports Boden's Future British initiative. The BFC also runs and own 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 creativity and innovation in the fashion industry: The Fashion Awards.

