

BRITISH FASHION COUNCIL

PRESS RELEASE
13th May 2020

BRITISH FASHION COUNCIL ANNOUNCES THE RECIPIENTS OF THE BFC FOUNDATION FASHION FUND

British Fashion Council (BFC) is announcing today the first round of recipients of the **BFC Foundation Fashion Fund**, supporting creative fashion businesses and individuals to survive the Covid-19 crisis. Financial support will be given to 37 British designer businesses, with grants taken from the £1,000,000 emergency fund, allocated to viable businesses depending on their urgency and capability to come through and thrive post crisis. A portion of funds has also been allocated to students, underpinning the future generation of creative talent.

Recipients for the Fund are:

Alighieri (VDFP 2020), 16Arlington, Ahluwalia, Aries, ART SCHOOL, Bethany Williams, BIANCA SAUNDERS, Chalayan, Charles Jeffrey LOVERBOY (VDFP 2020), Chopova Lowena, CRAIG GREEN, David Koma (VDFP 2020), E. Tautz, E.L.V. DENIM, Edeline Lee, EFTYCHIA, Halpern (VDFP 2020), King & Tuckfield, Kwaidan Editions, Liam Hodges, Matty Bovan, Metier (VDFP 2020), Nabil Nayal, NEOUS, Nicholas Daley, palmer//harding, PAPER LONDON, paria /FARZANEH, PER GOTESSON, Phoebe English, RAEBURN, Rejina Pyo (VDFP 2020), Richard Malone, RICHARD QUINN, ROKSANDA, Stefan Cooke, Toogood

Caroline Rush, Chief Executive BFC said: *“Over the last couple of weeks, we have seen an astonishing amount of applications come through from British designer businesses all over the country, asking for help to survive the crisis. The need for support is immense. Our hope is to re-open the fund for future rounds, to help as many businesses as possible, and ensure the future growth and success of the British fashion industry.”*

The emergency Fund was made possible through pooling the BFC talent support grants that would have traditionally been awarded for either early stage showcasing support or business growth and promotion: BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund supported by

JD.COM,INC, BFC Fashion Trust and BFC NEWGEN. As the BFC/Vogue Designer Fashion Fund had already completed the judging process, it was decided that the cash prize and mentoring award would be split across each of the six shortlisted brands for the very first time.

This is the first announcement of recipients to receive funding from the BFC Foundation Fashion Fund for the Covid Crisis, which has seen over 220 applications to date. Fund recipients will receive a maximum of £50,000 and will also be given access to BFC business support and mentoring from the BFC's Fashion Business Network including DLA Piper, Eco-Age, Farfetch, FashionEx, Google, HSBC, Instagram, Lewis Silkin, Lloyds, LVMH, Mishcon De Reya, RSM, Sheridans, Taylor Wessing, The Ellen MacArthur Foundation, The Bicester Village Shopping Collection and YouTube, plus individual expert one-to-one mentors from across the business value chain.

All applicants that did not receive funding through this round, will be informed on new rounds of funding, government support schemes and webinars to collectively help businesses in these challenging times.

While one million pounds of funding is a great start, the scale of the need is much greater and BFC has called on both Government to step in to work with them on significant industry stimulus, and on the industry and individuals to support the BFC Foundation Fashion Fund through donations, so that more businesses can be supported at this time. BFC estimates that £100m of support in different forms will be needed to help protect this decade's generation of talent over the next 12 to 18 months. The fund will re-open for further rounds of applications so that more meaningful support can be given, every time the £500,000 milestone is reached. Donations towards the next round of funding have already been received from Alexander McQueen, Browns, Clearpay and Coach Foundation and BFC calls on all that are able to support, to do so at this time.

BFC would also like to thank all of those that have made the funds for this round possible and our partners in the BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund supported by JD.COM,INC, BFC Fashion Trust and BFC NEWGEN. The generosity and commitment of our partners is more vital than ever. Please help us by acknowledging their support for the BFC Foundation Fashion Fund: ARCH & HOOK, BFC Fashion Trust Supporters, British GQ, British Vogue, Browns, Burberry, depop, European Regional Development Fund, HSBC, JD.COM,INC, Label/Mix, Mayor of London, Paul Smith, Revlon Professional, Rodial and The Bicester Village Shopping Collection.

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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. BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes. The BFC promotes British fashion and its influential role at home and abroad, helping British designer businesses develop their profiles and business globally. BFC Foundation (Registered Charity Number: 11852152) was created for charitable purposes and grant giving; attracting, developing and retaining talent through education and business mentoring. BFC Colleges Council offers support to students through BA and MA scholarships and links with industry through design competitions and Graduate Preview Day. Through grant-giving and business mentoring the BFC support designers through four talent identification and business support schemes: BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund, NEWGEN which includes womenswear, menswear and accessories, and the BFC Fashion Trust, a charity supporting UK based designers. The BFC showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMs and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

ABOUT BFC FOUNDATION FASHION FUND FOR COVID CRISIS

The BFC Foundation Fashion Fund for the Covid Crisis was established in March 2020 to support creative fashion businesses and individuals to survive the Coronavirus crisis. The BFC, through its charity the BFC Foundation, made £1,000,000 of emergency funds available with the majority supporting designer businesses and with a portion of funds allocated to students, underpinning the future generation of creative talent. This was made possible through pooling the BFC talent support grants that would have traditionally been awarded for either early stage showcasing support or business growth and promotion. BFC has called on both Government to step in to work with them on significant industry stimulus, and on the industry and individuals to support the BFC Foundation Fashion Fund for the Covid Crisis through donations, so that more businesses can be supported at this time.

More information on the BFC Foundation Fashion Fund is available [here](#).