

BRITISH
FASHION
COUNCIL
VOGUE

DESIGNER FASHION FUND

PRESS RELEASE

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BRITISH FASHION COUNCIL ANNOUNCES 2017 RECIPIENTS FOR THE BFC/VOGUE DESIGNER FASHION FUND

The British Fashion Council (BFC) this evening announced **Mother of Pearl** and **palmer//harding** as the winners of this year's BFC/Vogue Designer Fashion Fund at a champagne reception hosted at Hotel Café Royal in partnership with Perrier-Jouët.

In 2017 the Fund adjusted its format with a focus on bringing key expertise into designer businesses to assist with development and growth. The £200,000 Fund was opened up to be shared between up to three recipients, enabling the fund to benefit multiple designers at a pivotal stage in the growth of their brand's development. The winners still receive a full mentoring programme through the BFC's Business Support team, including access to funders and industry experts.

Alexandra Shulman OBE, Editor of British Vogue and Chair of the BFC/Vogue Designer Fashion Fund, commented: *"I am delighted that Amy and Levi and Matthew will be beneficiaries of this year's award. Mother of Pearl and palmer//harding are very different in terms of the clothes they offer and the way they operate but both convinced us that we were backing brands with strong potential who understood how they could grow and who had an exciting vision."*

Caroline Rush CBE, Chief Executive, British Fashion Council, commented: *"I'm so pleased to congratulate Mother of Pearl and palmer//harding as this year's recipients. Amy, Levi and Matthew impressed the panel with the clear vision they had for the future of their businesses, and showed a real understanding of how this money could be used to benefit and futureproof the growth of their brands. Both brands are built on strong and dynamic creative visions, and it's an exciting time to see them expand commercially to compliment this."*

Huishan Zhang, Mother of Pearl, Osman, palmer//harding, Shrimps, Sophie Hulme and Toogood were shortlisted for the 2017 prize and were invited to the Breathe.com Maiden Lane Space in February to present their collections and business plan to the panel. Chaired by **Alexandra Shulman OBE**, Editor of British Vogue, the judging committee is made up of representatives from businesses who support the Fund and industry experts: **Caroline Rush CBE**, British Fashion Council; **Gemma Metheringham**, LABEL; **Helen David**, Harrods; **Ian Lewis**, Harrys of London Limited; **Joan Burstein CBE**; **Lisa Armstrong**, The Daily Telegraph; **Mary Homer**, Topshop; **Samantha Cameron**, British Fashion Council Ambassador; **Sarah Manley**, Burberry and **Susanne Tide-Frater**, Farfetch.

The BFC would like to thank **British Vogue**, **Burberry**, **Harrods**, **LABEL**, **Paul Smith** and **Topshop** for their support of the BFC/Vogue Designer Fashion Fund.

Previous winners of the Fund include **Christopher Kane**, **Erdem**, **Mary Katrantzou**, **Nicholas Kirkwood**, **Peter Pilotto** and **Sophia Webster**.

The BFC/Vogue Designer Fashion Fund is part of the BFC's business support initiatives aimed at supporting British designers and businesses from school level to emerging talent and future fashion start-ups through to new establishment and global brands.

Hair and make-up for models during the interview day was kindly provided by **M-A-C** and **TONI&GUY**.

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#DesignerFashionFund

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ABOUT BRITISH FASHION COUNCIL

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

ABOUT BRITISH VOGUE

In 2016, Vogue celebrates 100 years as the undisputed fashion bible in Britain. Vogue is the cultural barometer placing fashion in the context of the larger world we live in – how we dress, entertain, what we eat, listen to, watch; who leads us, excites us and inspires us. From its beginnings to today, three central principles have set Vogue apart: a commitment to visual genius, an investment in storytelling, and a selective, optimistic editorial eye. Vogue has a combined print and digital circulation of 200,058 (ABC Jan-Jun 2015); readership is 1,204,000 (NRS Jan-Jun 2015); and unique users to the website total 2,220,656 (Google analytics Aug-Oct 2015). In addition to the print and digital edition and the website including Vogue video, the media brand holds an annual Vogue Festival in central London.

ABOUT HOTEL CAFÉ ROYAL

Previously the haunt of famed patrons, from royalty and celebrity, to the creative and the notorious, Café Royal has been an established and iconic landmark on the British capital's social scene for a century and a half. In its recent reincarnation as the luxurious Hotel Café Royal, it remains an established favourite for locals, while becoming a global destination. Located in the heart of London, with elegant Mayfair to the west and creative Soho to the East, the hotel is perfectly positioned within walking distance of London's finest shopping streets, tourist attractions and theatreland. Within the hotel, grand historic areas have been sensitively restored while 160 guestrooms and suites (including seven signature suites) have been created in a contemporary yet refined style. Continuing its celebrated legacy of excellent hospitality and dining, the hotel offers a selection of restaurants and bars, including The Club at Café Royal and holistic wellbeing concept, Akasha.

ABOUT THE SET

Under the visionary craft of world leading architects, The Set reinvents heritage properties at the heart of some of Europe's greatest cities – transforming them into diverse, dynamic places. Currently consisting of Hotel Café Royal in London, Conservatorium in Amsterdam and the Lutetia in Paris (due to open autumn 2017) each landmark property has been re-imagined to produce modern luxury experiences amidst seductive and timeless glamour whilst touching people's lives by creating individual experiences that engage, inspire and leave guests with the desire to return.

The old and the new are notoriously difficult to blend successfully yet The Set creates a beauty out of tension, and strives to have the best of both worlds where heritage meets contemporaneity, this is why The Set describes its hotels as 'Beautifully Composed'. They are inspired by the artistic and imaginative heritage of their buildings and their iconic cultural city centre locations.

ABOUT PERRIER-JOUËT

Perrier-Jouët is an iconic champagne house with an exceptional vineyard. It is known for the finesse, floral and elegant notes of its wines, fashioned with the expertise of only seven Cellar Masters since its foundation in 1811. Since its 1902 collaboration with Art Nouveau pioneer Emile Gallé, creator of the anemone design for the house's Belle Epoque prestige cuvée, Perrier-Jouët has commissioned work from established and emerging artists including Daniel Arsham, Noé Duchaufour-Lawrance, Miguel Chevalier, Makoto Azuma, Tord Boontje, Studio Glithero and Simon Heijdens and more recently Tord Boontje, Vik Muniz and mischer'traxler.

www.perrier-jouet.com