

BRITISH FASHION COUNCIL

PRESS RELEASE

THURSDAY 10TH MAY 2018

BRITISH FASHION COUNCIL ANNOUNCE STEPHANIE PHAIR AS NEW CHAIR

Today, the British Fashion Council Board announce that the new Chair of the organisation will be Stephanie Phair. The role will be formalised at the 5th July 2018 Board meeting with key meetings commencing as early as June. The tenure is for an initial three years, with the option to renew. Stephanie is the Chief Strategy Officer for Farfetch, the global tech platform for the luxury fashion industry, a position she has held since November 2016 and will remain in.

The role of Chair will focus on Governance, ensuring the organisation is able to lead the sector in a changing industry and economic environment; supporting the CEO in the delivery of the organisation's strategy focusing on five strategic pillars: Reputation, Investment, Business, Digital & Innovation and Education; developing relationships with sponsors and industry patrons and building the profile of British fashion globally.

Stephanie is a digital fashion veteran, first starting in e-commerce thirteen years ago with Portero, the first pre-owned luxury marketplace. Following this, she moved to London where she joined NET-A-PORTER as President of The Outnet.com which she launched in 2009; she also sat on the Executive Board of the NET-A-PORTER Group from 2009-2015. Her career began in NYC with roles in communications, marketing and business development at Siren PR, Issey Miyake and American Vogue where she worked on initiatives such as the launch of the CFDA/Vogue Fashion fund and the annual Metropolitan Costume Institute Gala.

The British Fashion Council is a not-for-profit organisation that promotes the designer fashion sector to a global industry, supporting creative talent and businesses from education and start-up through their different phases of growth. Its core events include London Fashion Week, London Fashion Week Men's and The Fashion Awards. Its broad base of stakeholders includes retail, publishing,

design, modelling agencies, creative services, financial institutions, professional services, high-end manufacturing and government.

Dame Natalie Massenet stepped down as Chairman in December 2017, following a successful five-year term in which she led the organisation to focus its activities through strategic pillars, engage in digital innovation and focus on building the global profile for British fashion.

Odgers Berndtson were appointed by the organisation in December 2017 to undertake a robust search for Chair, gaining insight from industry to support the next phase of the organisation's development. Anya Hindmarch and David Pemsel, Non-Executive Board Directors, British Fashion Council led the search with Odgers Berndtson with input and consultation from Dylan Jones, Menswear Chairman and Non-Executive Director British Fashion Council and Caroline Rush, Chief Executive British Fashion Council.

Caroline Rush, Chief Executive British Fashion Council commented: *"On behalf of the Board of the British Fashion Council, I welcome the appointment of Stephanie Phair as our incoming Chair and we all look forward to working with her on strengthening the opportunities for British fashion talent and businesses over the next few years. Her appointment was driven by her reputation as a strategic thinker, a broad view of the sector, and her propensity to challenge the norms to create new opportunities for growth."*

Stephanie Phair, Chair British Fashion Council commented: *"I am honoured and delighted to take on the role of Chairman. The British Fashion Council is in a strong position following the incredible work of Dame Natalie Massenet, Caroline Rush and the team, and my role will be to build on this and help drive continued innovation and new thinking in this fast paced, changing industry. I look forward to working with the team at the BFC to engage with and support all the talented designers and teams working for British fashion today."*

- ENDS -

Facebook: BritishFashionCouncil | Twitter: @BFC | Instagram: @BritishFashionCouncil

For British Fashion Council press enquiries please contact:

Michalis Zodiatis, British Fashion Council

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

EDITOR'S NOTE

José Neves, Chairman and Founder of Farfetch and BFC Board member has generously suggested that he steps down to ensure no single organisation is overly represented. The BFC Board would like to thank him for his insight, support and drive to innovate and know he will remain a friend and supporter of the organisation. The BFC would like it noted that José was not involved in the recruitment of Stephanie and was excluded from discussions after being notified that Stephanie's name had been proposed.

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 Fashion Film; BFC/GQ Designer Menswear Fund; 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 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 creativity and innovation in the fashion industry: The Fashion Awards.

ABOUT BRITISH FASHION COUNCIL EXECUTIVE BOARD

The British Fashion Council Executive Board briefs an advisory board of industry patrons, partners, media and educators. The Executive Board comprises **Anya Hindmarch MBE**, Creative Director Anya Hindmarch; **Caroline Rush CBE**, Chief Executive British Fashion Council; **Dylan Jones OBE**, British GQ Editor and Menswear Chair and **David Pemsel**, Chief Executive The Guardian Media Group.