

BRITISH  
FASHION  
COUNCIL  
VOGUE

**DESIGNER  
FASHION FUND**

**PRESS RELEASE**

**13<sup>th</sup> FEBRUARY 2018**

## **BFC VOGUE DESIGNER FASHION FUND 2018 SHORTLIST ANNOUNCED**

Today the British Fashion Council (BFC) announces the shortlisted designers for the BFC/Vogue Designer Fashion Fund 2018. The Fund has a number of generous supporters and is delighted to receive the generous support of China's largest retailer, JD.com, for the first time in 2018.

**David Koma | Huishan Zhang | Le Kilt | Marques' Almeida | Molly Goddard | Rejina Pyo**

Established in 2008, The Fund aims to discover new talent and accelerate growth over a twelve-month period through mentoring and awarding a cash prize of £200,000. This year's applications were encouraged from all over the UK, with many not shortlisted put on the radar of the high-profile industry judging committee for the first time.

This year's judging committee is chaired by **Edward Enninful OBE**, Editor of British Vogue. The committee comprises of experts from across the fashion industry: **Caroline Rush CBE**, British Fashion Council; **Erdem Moralioglu**, ERDEM; **Gemma Metheringham**, LABEL; **Helen David**, Harrods; **Jourdan Dunn**, model; **Maria Hatzistefanis**, Rodial; **Sarah Manley**, Burberry; **Sarah Mower MBE**, BFC Ambassador for Emerging Talent & Vogue Runway; **Paul Price**, Topshop and **Xia Ding**, JD.com.

The application process encouraged brands to think strategically about the Fund's core objective of business growth. All shortlisted designers will receive a full mentoring programme through the BFC's Business Support team, with access to funders and industry experts including a roundtable hosted by Sir Paul Smith and a mentoring session from Rodial's Maria Hatzistefanis. Additionally, Xia Ding of JD.com will offer expertise on how to best penetrate the Chinese market, the world's second largest consumer and luxury market, and expand their customer bases into the country. With the launch of JD Fashion in 2017, JD is supporting designers and meeting demand from their customers who are increasingly looking to brands in the U.K. to express their individuality. Furthermore, award-winning law firm Mishcon de Reya will provide pro-bono legal advice to the finalists and winner.

In 2017 the Fund was shared between two recipients, Mother of Pearl and palmer//harding. For its 10<sup>th</sup> year anniversary the Fund returns to its original format to award one winner and help bring new knowledge to designer businesses and the finance put towards a full time or consultant team member but also to advise on areas such as accountancy, merchandising, business strategy, international growth, retail and e-commerce.

**Edward Enninful OBE**, Editor-in-Chief of British Vogue and Chair of the Fund Committee, said: *'The BFC Vogue Designer Fashion Fund is a hugely important initiative and I am thrilled to have Chaired this year's committee. Our shortlist is a*

*true representation of the diverse and inspirational design talent we foster in the UK, and I'm excited to see who will impress us as we move forward.'*

**Caroline Rush CBE**, Chief Executive of the British Fashion Council, commented: *'It is a very exciting shortlist which shows the breadth of talent we have here in the UK. All shortlisted designers are incredibly talented and have the potential to become the UK's next global fashion house. We are very excited to work with Edward and welcome our new Judging Committee members and Funders who are joining Burberry, Topshop and Paul Smith who have supported the fund since its inception.'*

The shortlisted designers will be interviewed by the Fund Judging Committee on Thursday 15<sup>th</sup> March 2018 at Mortimer House, London W1T 3JH with the winner being announced on Tuesday 8<sup>th</sup> May 2018.

Previous winners of the BFC/Vogue Designer Fashion Fund include **Christopher Kane, Erdem, Mary Katrantzou, Mother of Pearl, Nicholas Kirkwood, palmer//harding, Peter Pilotto** and **Sophia Webster**.

The BFC/Vogue Designer Fashion Fund is proudly supported by **British Vogue, Burberry, Harrods, JD.com, LABEL, Paul Smith, Rodial** and **Topshop**.

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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 co-ordinate 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**

Vogue has been the undisputed fashion bible for over 100 years. Edward Enninful's first issue as Editor-in-Chief, December 2017, was a true celebration of Britain today – a tribute to this country and a group of people who brilliantly represent it, both at home and on the world stage. Vogue remains 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 190,021 (ABC Jan-Jun 2017); readership is 1,210,000 (NRS Jan-Dec 2016); and unique users to the website which includes Vogue Video total 2,793,233 (Google analytics Nov 2017-Jan 2018).