

BRITISH
FASHION
COUNCIL
VOGUE

**DESIGNER
FASHION FUND**

PRESS RELEASE

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BFC/VOGUE DESIGNER FASHION FUND 2019 SHORTLIST ANNOUNCED

Today the British Fashion Council (BFC) announces the shortlisted designers for the BFC/Vogue Designer Fashion Fund 2019.

A.W.A.K.E MODE | Alighieri | Charles Jeffrey LOVERBOY | David Koma | Neous | Rejina Pyo | WALES BONNER

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. The BFC/Vogue Designer Fashion Fund receives the generous support of British Vogue, Burberry, JD.com, Inc., Label/Mix, Paul Smith, Rodial and TOPSHOP.

Applications are 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-in-Chief 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; **Maria Hatzistefanis**, Rodial; **Rod Manley**, Burberry; **Sarah Mower MBE**, BFC Ambassador for Emerging Talent & Vogue Runway; **Paul Price**, Topshop and **Xia Ding**, JD.com, Inc.

The application process encourages 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 other industry experts.

The Fund awards one designer and helps bring new knowledge to 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 continues to be a vital initiative within the UK fashion industry. The shortlisted designers have all shown immense talent and business acumen to date."*

Caroline Rush CBE, Chief Executive of the British Fashion Council, commented: *'Congratulations to all the shortlisted designers! It is a very exciting line-up which shows the breadth of talent we have here in the UK. Now more than ever, it is essential for our industry to help and mentor new talent with the potential to become the next global fashion house and I am delighted that the Fund is able to do so for the 11th consecutive year.'*

The shortlisted designers will be interviewed by the Fund Judging Committee on Friday 15th March 2019 with the winner being announced on Wednesday 1st May 2019.

Previous winners of the BFC/Vogue Designer Fashion Fund include Christopher Kane, Erdem, Mary Katrantzou, Molly Goddard, 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, JD.com, Label/Mix, Paul Smith, Rodial and Topshop.

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#DesignerFashionFund

For British Fashion Council press enquires please contact:

Michalis Zodiatis: Michalis.zodiatis@britishfashioncouncil.com | +44 (0) 207 759 1989

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/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. 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.

British Vogue has been the undisputed fashion bible for over 100 years. Under Edward Enninful's editorship, British *Vogue* has celebrated diversity in all forms, including race, sexuality, age and social background. British *Vogue* represents the world in which we live in, whilst inspiring its readers with talent from the UK and around the world. British *Vogue* remains the cultural barometer placing fashion in the context of the larger world— 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 British *Vogue* apart: a commitment to visual genius, an investment in storytelling, and a selective, optimistic editorial eye. British *Vogue* has a combined print and digital circulation of 192,112 (ABC Jan-June 2018); readership of 1,906,000 (PAMCO Apr'17- Mar'18); and unique users to the website which includes *Vogue* Video total 3,190,489 (Google Analytics Nov 2018 – Jan 2019).

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