

PRESS RELEASE

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BRITISH FASHION COUNCIL PUTS TALENT AND ARTS EDUCATION FRONT AND CENTRE

Imagery from Graduate Preview Day: <https://we.tl/mFlsDci1zT>

In light of funding cuts to creative arts education and the introduction of the EBacc, this month the British Fashion Council (BFC) used its annual Graduate Preview Day to cement its work in education as more important than ever. Working with industry to highlight talented students and the leading fashion design courses across the UK as well as the opportunities to access support through scholarships, the BFC aims to encourage and support young people to access arts education, study at universities and pursue careers in the fashion industry.

Sarah Mower, British Fashion Council Ambassador for Emerging Talent said *“When arts provision in schools is at risk, the determination of the BFC to ensure that talent is supported has been redoubled. We have signed the petition against the EBacc as the programme contributes to this threat and discourages students from taking creative subjects. Since 2010 the number of students taking art subjects at GCSE level has declined by 27% and is expected to decline further. Combined with Brexit this threatens the future of Britain's creative industries. It is therefore crucial that we work together in order to secure the industry's next generation by keeping it on the educational agenda.”*

On Thursday 10th May, the BFC hosted its annual Graduate Preview Day at the Ace Hotel in London to shine a light on the breadth of design talent in the UK while giving the industry first-hand access to the portfolios of this year's graduating fashion design students and to meet the course leaders at the top 30 fashion institutions in the UK. On the day, the BFC announced the 2018 BA and MA scholars graduating this summer chosen for their ability and potential to make an exceptional contribution to the British fashion industry as well as awarding four prestigious awards, supported by industry partners.

2018 BFC Education Foundation BA scholars graduating this summer **Alexander Jones, Aurélie Fontan, Jessica Grech, Katie Jones, Paolina Russo, Paolo Carzana and Patrick McDowell** MA scholars graduating this summer **Cassandra Verity Green, Cavan McPherson, Rebecca Jeffs, Rhys McKenna and Yasemin Cakli**.

BURBERRY FASHION DESIGN COMPETITION Winner: **Hannah Blakeman**, Manchester School of Art – Hannah has been awarded £2,000 and a 3-month internship at Burberry. Runners-Up: **Hannah Bentley**, Manchester Fashion Institute and **Soonang Kim**, University of Westminster, also received three-month internships with the Burberry design team.

BRITISH LIBRARY x TEATUM JONES RESEARCH COMPETITION Winner: **Alanna Hilton**, Edinburgh College of Art - Alanna has been awarded a £2,000 cash prize and year-long membership to the British Library.

FASHION MONITOR OUTSTANDING PORTFOLIO AWARD Winner: **Falmouth University** - has been awarded two 1-year subscriptions to Fashion and Beauty Monitor.

WGSN ILLUSTRATION AWARD Winner: **Edinburgh College of Art** - has been awarded two 1-year subscriptions to WGSN.

Furthermore, two fashion design competitions will be awarded later this month; the TOPSHOP/TOPMAN FASHION DESIGN COMPETITION will be announced in late May and the winners will be awarded a year-long internship at Topshop and Topman respectively. The STRADIVARIUS FASHION DESIGN COMPETITION will be announced in June and the winner will be awarded a £2000 cash prize.

In 2017, The British Fashion Council raised over **£2.2million** for its charities and business support initiatives and in the twelve months to March 2018 has allocated **£1.1million** to further support these efforts. Research conducted by Cultural Learning Alliance shows how Arts GCSE entries have fallen 28% since 2010 and the number of hours arts subjects are taught in secondary schools has fallen by 17%. Furthermore, the number of arts teachers is down by 16% since 2010 which makes the BFC's work in education more important than ever. As part of its Education pillar, the BFC's education initiatives are designed to secure the legacy of support for talented students at every stage, safeguarding the opportunity to further education regardless of financial situation. The BFC has been awarding students MA scholarships since 1998 and introduced awards to support BA students in 2015;

in the last year alone the BFC's Education Foundation has awarded over **£125,000** across **11** BA and MA scholarships.

The BFC Education foundation also supports younger people looking to gain fashion industry knowledge and insight through the BFC National Fashion & Business Saturday Clubs, which provide opportunities for teenagers aged 14-16 to go on to further education in the creative industries, hosted at local colleges or universities free of charge. Hosted by industry experts, including Apple, Dazed and Nike in 2018, specialists deliver masterclasses imparting their knowledge to young people with an interest in art, design and fashion.

On Friday 11 May David Beckham OBE, the BFC's newly appointed Ambassadorial President visited Manchester Metropolitan University on his first day in his new role to meet students, graduates, and lecturers. The day included presentations from BFC Education Foundation scholarship alumni, local community projects and Fashion & Business Saturday Club members as part of his objective to help the BFC reach young talent from all backgrounds across the UK and engage them in arts education.

The British Fashion Council have signed the Bacc For the Future petition, lobbying against the introduction of the EBacc, show your support here: <https://www.baccforthefuture.com/>

- ENDS -

britishfashioncouncil.com/education

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NOTES FOR EDITORS

2018 Graduate Preview Day BA & MA Scholars : Of those graduating this year, Alexander Jones specialises in Menswear at UCA Epsom; Aurélie Fontan specialises in Womenswear at Edinburgh College of Art; Cassandra Green specialises in Womenswear Accessories at Royal College of Art; Cavan McPherson specialises in Womenswear Knitwear at Royal College of Art; Jessica Grech specialises in Womenswear at Arts University Bournemouth; Katie Jones specialises at Menswear at Sheffield Hallam University; Paolina Russo specialises in Fashion Knitwear at Central St Martins; Paolo Carzana specialises in Menswear at Westminster University; Patrick McDowell specialises in Womenswear at Central St Martins; Rebecca Jeffs specialises in Fashion Womenswear at Central St Martins; Rhys McKenna specialises in Menswear at Edinburgh College of Art; Yasemin Cakli specialises in Menswear at Westminster University.

BFC Colleges Council In order to discover talent, the BFC works with a network of respected design schools, known as the Colleges Council. The BFC Colleges Council was founded by the BFC in 1993 to create an interface between education and industry. The BFC Colleges Council is a membership programme that represents the

leading fashion departments in universities and colleges throughout the UK. The purpose of the BFC Colleges Council is to provide opportunities for students to become involved in the industry through various activities including events, seminars and competitions.

Member Colleges Arts University Bournemouth, Bath Spa University, Birmingham City University, Bucks New University, Cardiff Metropolitan University, Central Saint Martins, Coleg Sir Gar, De Montfort University, Edinburgh College of Art, Falmouth University, Glasgow School of Art, Greater Brighton Metropolitan College, Kingston University, London College of Fashion, Manchester School of Art, Middlesex University, Manchester Fashion Institute, Northumbria University, Norwich University of the Arts, Nottingham Trent University, Ravensbourne, Royal College of Art, Sheffield Hallam University, University for the Creative Arts Epsom, University for the Creative Arts Rochester, University of Brighton, University of East London, University of Huddersfield, University of Leeds, University of Salford, University of South Wales, University of Westminster and Winchester School of Art.

BFC Education Foundation The British Fashion Council Education Foundation promotes excellence in design by offering support to future talent who have the potential to make an exceptional contribution to the fashion industry. The BFC Education Foundation is dependent upon the generosity of the companies and individuals funding scholarships; Charlotte Olympia, Coach, Marks & Spencer, Mulberry, Dame Natalie Massenet and Eiesha Bharti Pasricha. The project has also been partly supported by HM Government with Employer Ownership funding through Creative Skillset and The Fashion Awards. The British Fashion Council Education Foundation is a registered charity in England and Wales with number 1064820. The BFC may transfer information to the BFC Education Foundation to contact donors directly. Past MA scholarship winners include Joseph John Mooney, Creative Director, Menswear and Production, **ASOS** (2001); Erdem Moralioğlu, Designer and Founder, **Erdem** (2002); Daphne Karras, Womenswear Design Director, **Lanvin** (2004); Andres Azubel, Senior Menswear Designer, **Givenchy** (2005); Alice Bastin, Ready-to-Wear Designer, **Celine** (2011); Emma Hardstaff, Assistant Designer, **Burberry** (2012).

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.