

# BRITISH FASHION COUNCIL

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# FASHION TRUST

**PRESS RELEASE**

**9<sup>TH</sup> OCTOBER 2017**

## **BRITISH FASHION COUNCIL ANNOUNCES PARTNERSHIP BETWEEN THE BFC FASHION TRUST AND HSBC**

The British Fashion Council (BFC) is delighted to announce that HSBC, one of the world's largest banking and financial services organisations will partner with the BFC Fashion Trust to provide international expertise and mentoring to the initiative's grant recipients.

The BFC Fashion Trust is a charitable initiative founded in February 2011 to offer selected designers mentoring and financial support to promote the art and business of fashion. The philanthropic programme is developed in partnership with its co-chairs Tania Fares and Sian Westerman along with the BFC and the BFC Fashion Trust Advisory Committee. In light of the new partnership, Daniel Howlett, Head of Large Corporates, UK, and Regional Head of Client Coverage, Europe will join the Fashion Trust Advisory Board.

In 2017 the BFC Fashion Trust awarded grants totalling £450,000 between eleven designers; the largest allocation of grants by the trust to date. The recipients for 2017 are Edeline Lee, Eudon Choi, Fyodor Golan, Georgia Hardinge, Huishan Zhang, Isa Arfen, Marques'Almeida, Osman, Rejina Pyo, Sharon Wauchob and Teatum Jones.

Tania Fares and Sian Westerman, commented: *"We are absolutely thrilled about this new partnership with HSBC. Being one of the world's largest financial services organisations, their involvement is a great opportunity for the designers supported by the BFC Fashion Trust as it will provide them with the unique platform to be mentored by a global financial leader. We are convinced that HSBC's involvement will be fantastic for the designers and their businesses and are incredibly proud to be working with them."*

Daniel Howlett, Head of Large Corporates, UK, and Regional Head of Client Coverage, Europe, commented: *"The British fashion industry is envied around the world for its creativity, innovation and iconic longevity. We're proud to be an official partner to the BFC Fashion Trust and to support UK businesses operating in a truly international industry. Our reach covers 90% of the world's trade flow putting us in a unique position to provide advice and expertise for designers and retailers as they look for growth opportunities and continue to set global trends."*

Since its inception in 2011 the BFC Fashion Trust awarded over £1.6m to 39 designer businesses to help with critical business support such as developing websites, ecommerce platforms and bricks & mortar stores. The BFC Fashion Trust is part of a group of BFC business support initiatives and charities 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.

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**BFC Fashion Trust**

Previous years' recipients of grants and pro bono mentoring include Christopher Kane, Emilia Wickstead, Erdem, Gareth Pugh, Huishan Zhang, Mary Katrantzou, palmer//harding, Peter Pilotto, Rejina Pyo, Roksanda and Sophia Webster in providing invaluable support to each developing business. As part of the BFC Fashion Trust's fundraising activities a cultural programme of events is curated to offer its 140 members an insight into the global fashion landscape. The BFC Fashion Trust Advisory Committee includes Alison Goldberg, Christopher Suarez, Belma Gaudio, Deborah Brett, Desiree Bollier, Elena Petchenikova, Felicia Brocklebank, Helen David, Joanna Przetakiewicz, Kate Haslett, Kim Hersov, Lady Carol Bamford, Leon Max, Marie-Anya Shriro, Megha Mittal, Michelle Yeoh, Mounissa Chodieva, Nadezhda Rodicheva, Narmina Marandi, Natalie Livingstone, Nicoletta Fiorucci, Rachel Yeoh, Rana Tabiat, Sian Westerman, Sofia Barattieri, Tania Fares and Yassmin Ghandehari. The Fashion Trust is a registered Trust within the charity BFCVDF, registered in England and Wales: 1139079.

**The 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 businesses 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 Rock Vault; BFC Headonism; 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.

**HSBC Commercial Banking**

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### **The HSBC Group**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 3,900 offices in 67 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,492bn at 30 June 2017, HSBC is one of the world's largest banking and financial services organisations.