

BRITISH
FASHION
COUNCIL
VOGUE

DESIGNER FASHION FUND

PRESS RELEASE

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BFC/VOGUE DESIGNER FASHION FUND ANNOUNCES NEW PARTNERSHIP WITH JD.com, Inc.

Today the British Fashion Council (BFC) is delighted to announce a new partnership between the BFC/Vogue Designer Fashion Fund and JD.com Inc., China's largest retailer with 258.3 million customers.

With China being the world's second largest consumer and luxury market and an increased interest from Chinese consumers for British designers, the partnership will allow the BFC to help talent engage with the Chinese market. Earlier this year JD.com Inc. launched JD Fashion with the goal of expanding its global fashion presence and bring more brands to China. This partnership will help enable the company to support Britain's design talent and increase their footprint in China.

JD Fashion will help designers that are part of the BFC/Vogue Designer Fashion Fund to enter an often difficult to navigate Chinese market. Known for their focus on providing a premium luxury shopping experience for its upwardly mobile customers, JD Fashion has made a significant push in the sector over the last year, bringing in dozens of world-class brands and rapidly growing its share of the Chinese luxury market. JD Fashion has made inroads with ever-more choosy Chinese consumers through its reputation for not tolerating counterfeits, and offering a variety of services to make the online experience every bit as luxurious as shopping offline. Earlier this year, JD.com, Inc. created the world's first luxury white glove service through which online luxury fashion purchases are hand-delivered in electric vehicles by couriers clad in distinctive suits.

The partnership will be effective from January 2018 and will benefit the 2018 Fund winners. To launch this partnership JD Fashion supported Mary Katrantzou, winner in 2015 and Huishan Zhang shortlisted in 2017, on their London Fashion Week September 2017 shows.

Caroline Rush CBE, Chief Executive British Fashion Council said: *"The Chinese market is extremely important to our designers. This partnership with JD Fashion is very exciting as it will enable us to offer to the BFC/Vogue Designer Fashion Fund expertise on how to best penetrate the Chinese market. JD.com is a company that is known for protecting its brands against counterfeits, something very important as we need to make sure that the creativity and excellence of our designers is protected."*

Xia Ding, President JD Fashion commented: *"We are delighted to partner with the BFC/Vogue Designer Fashion Fund to help support the world's best up-and-coming designers. We believe strongly in partnering with designers throughout their careers, from helping them get their start in the industry, to entering the Chinese market and building their brands, to protecting their IP. This marks a starting point for what we expect to be a deep, long-term relationship with the British fashion community."*

Established in 2008, the BFC/Vogue Designer Fashion Fund aims to discover new talent and accelerate the development of the next leading British brand. In 2017 the Fund adjusted its format with a focus on bringing key expertise into designer businesses to assist with development and growth. The £200,000 fund was opened up to be shared between up to three recipients, enabling the fund to benefit multiple designers at a pivotal stage in the growth of their brand's development. Mother of Pearl and palmer//harding, winners of the 2017 Fund received a full mentoring programme through the BFC's Business Support team, including access to funders and industry experts.

JD.com Inc. joins existing funders including British Vogue, Burberry, Harrods, LABEL, Paul Smith and Topshop.

Previous winners of the Fund include **Christopher Kane, Erdem, Mary Katrantzou, Nicholas Kirkwood, Peter Pilotto** and **Sophia Webster**.

The BFC/Vogue Designer Fashion Fund is part of the BFC's business support initiatives 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.

For more information please visit: britishfashioncouncil.com/designerfashionfund
Applications for the 2018 BFC/Vogue Designer Fashion Fund will open late 2017

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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, 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 sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund supported by Vertu; BFC/Vogue Designer Fashion Fund and NEWGEN. The British Fashion Council supports Boden's Future British initiative. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.

ABOUT JD.com, Inc.

JD.com is both the largest e-commerce company in China, and the largest Chinese retailer, by revenue. The company strives to offer consumers the best online shopping experience. Through its user-friendly website, native mobile apps, and WeChat and Mobile QQ entry points, JD offers consumers a superior shopping experience. The company has the largest fulfillment infrastructure of any e-commerce company in China. As of June 30, 2017, JD.com operated 7 fulfillment centers and 335 warehouses covering 2,691 counties and districts across China, staffed by its own employees. JD.com is a member of the NASDAQ100 and a Fortune Global 500 company.