



BODEN AND THE BRITISH FASHION COUNCIL ANNOUNCE

FUTURE BRITISH

4 November 2015: Boden and the British Fashion Council (BFC) are excited to announce the launch of Future British – a brand new collaboration that will support new British designers (men’s, women’s or accessories) as they build their businesses in the fashion arena.

Over a 12-month period, the designers that are selected to participate in Future British will benefit from Boden’s knowledge and expertise. As well as financial support, they will receive mentoring and guidance in all areas key to building a global brand, including product development, brand identity, lookbooks and PR and marketing. Not to mention the opportunity to connect with Boden’s loyal customer base of 1.5 million globally.

Recipients of Future British, a Boden-led programme, will also gain access to the brand’s leadership team, from Chairman Johnnie Boden to CEO Julian Granville, Product Director Matthew Hilgeman and Global Brand Director Penny Herriman.

“I’m thrilled to announce the launch of our collaboration with the BFC to support start-up designer brands in Britain,” says Johnnie Boden, who now wants to pass on his expertise

and support British fashion talent. “The aim of Future British is to give these individuals the opportunity to succeed as the next big clothing brand.”

The BFC will provide additional support through the BFC Fashion Business Network. Future British participants will receive business development and mentoring from partners across all business areas, including legal, accounting, banking, production, content and communications.

“Future British is an exciting collaboration between Boden and the BFC, highlighting young, product-driven designers to a new audience,” says CEO of the British Fashion Council Caroline Rush. “Utilising the resources and infrastructure of Boden, Future British aims to help young talent create great product at a good price point to establish viable business models, and ultimately, successful brands.”



Meet the designers

CAITLIN CHARLES-JONES

Caitlin Charles-Jones, 26, has always put fashion design and wearability before her knitwear skills. "I'll design something I love, then I'll knit it," she says. "I look at sportswear and layering textures to create something that has ease and modernity." Her approach won her the Visionary Knitwear Award at Graduate Fashion Week 2012 and the Swarovski Crystal Award when she graduated with her MA from the Royal College of Art in 2014.

With such high-flying educational achievements, it seemed only right that the world's most famous knitwear brand, Missoni, should come calling. But after a few months, "I was itching to do my own thing again." Caitlin has since set up her own studio in the Cotswolds and created her SS16 collection - "A Window of Sky" - inspired by aerial views of the UK. Visit caitlincharles-jones.com for more information.



SAMANTHA McCOACH

With vision of merging the old with the new, 28-year-old Samantha McCoach added a dose of contemporary style to her family's kilt-making heritage when she founded Le Kilt in 2014.

Throughout her childhood, Samantha would observe her grandmother - a kilt maker in Scotland for over 40 years - expertly tailor kilts, trousers and other staples from fine Scottish tartan.

Samantha has continued this tradition - and injected some 21st-century edge while she's at it - with Le Kilt.

This season, Le Kilt plans to complement its 'kiltie' core with key garments and accessories, all with a nostalgic nod to Samantha's Scottish history. Visit lekilt.co.uk/collections/ for full lookbooks.



CAMILLA ELPHICK

"Good shoes make a lasting first impression." That's the inspiration behind shoe designer Camilla Elphick's eponymous label. Her feminine yet playful designs have garnered critical acclaim in just two seasons. Not that it's surprising. The 26-year-old trained at New York's Parsons School of Design and Cordwainers at the London College of Fashion before going on to work under the likes of Nicholas Kirkwood, Sophia Webster and Charlotte Olympia.

Handmade in Italy, Camilla's designs focus on premium, ethically sourced materials and bespoke prints, and are available to buy from a range of international retailers, including Harvey Nichols London and Hong Kong and luisaviaroma.com. Visit camillaelphick.com for more information.

