

# BRITISH FASHION COUNCIL

## **MEDIA ALERT**

Friday 13<sup>th</sup> September 2019

### **BRITISH FASHION COUNCIL RENEWS ADWOA ABOAH AS POSITIVE FASHION AMBASSADOR AND LAUNCHES MENTORING PROGRAMME**

The British Fashion Council (BFC) is delighted to announce that Adwoa Aboah has renewed her Ambassadorship with the not-for-profit organisation for another year, as BFC Ambassador for Positive Fashion. During her first year, Adwoa helped the BFC lead a successful campaign for model's health and diversity within the industry, leading the charge on change and using fashion as a positive platform to inspire future generations.

For 2019/2020, Adwoa turns her ambassadorship focus to education and to inspiring young people to get involved in the fashion industry by exposing them to the plethora of existing roles, other than fashion design. This September, the BFC in partnership with Adwoa is launching a Mentoring Programme which highlights the many different opportunities and careers in fashion and empowers young people from all backgrounds to get involved in the creative industries.

The mentoring programme will involve five key industry mentors, coupled with one mentee each, who will work together over a period of four months. The programme is open to any young people 18+ starting their careers in the fashion industry or aspiring to do so; no academic background is required.

The mentors, who have been chosen from a wide spectrum of careers throughout the industry including fashion, photography, styling, buying and journalism are:

**Camilla Lowther**, Founder, CLM

**Campbell Addy**, Founder of Nii Agency & Niijournal, Photographer & Filmmaker

**Ibrahim Kamara**, Stylist & Senior Fashion Editor at Large, i-D

**Natalie Kingham**, Buying Director, [MATCHESFASHION.COM](https://www.matchesfashion.com)

**Olivia Singer**, Executive Fashion News Editor, British Vogue

The mentors will be paired with a mentee chosen through the BFC and Adwoa's networks and meet for four two-hour sessions during the four-month period. The aim is to organise shadowing sessions, networking opportunities and key information sharing between mentor and mentee that will inspire and be invaluable to their future career plans. Applications are now open. Please visit <https://www.britishfashioncouncil.co.uk/BFC-Initiatives--Support/BFC-Initiatives/Education/Mentoring-Scheme> to find out the eligibility criteria and to apply

Education is a key pillar of the BFC strategy and is led by Pillar Presidents Sarah Mower and Meribeth Parker, with the aim of attracting the best talent to the industry by giving students a clear understanding of how to study and train for a plethora of industry roles. The BFC Education Foundation raises funds to support students with the ability and potential to make an exceptional contribution to the fashion industry. Its initiatives include the National Fashion & Business Saturday Clubs, Apprenticeships, the BFC Colleges Council, the BFC Education Foundation and the Graduate Traineeships Programme. The BFC also works on the fashion industry's skills agenda with UKFT to promote skills development in the fashion sector.

**-ENDS-**

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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/Vogue Designer Fashion Fund, BFC/GQ 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.