

BRITISH
FASHION
COUNCIL
GQ

DESIGNER MENSWEAR FUND

SUPPORTED BY **JD.COM, INC.**

PRESS RELEASE

10th June 2019

A-COLD-WALL* WINS 2019 BFC/GQ DESIGNER MENSWEAR FUND 2019 supported by JD.COM, INC.



[Link to BFC Images](#)

[Link to Getty](#)

The British Fashion Council (BFC) announced today Samuel Ross, Creative Director of A-COLD-WALL* as the winner of the BFC/GQ Designer Menswear Fund supported by JD.COM, INC. The announcement was made at a cocktail reception hosted by Dylan Jones, Caroline Rush and Kim Jones at Annabel's, London.

The **BFC/GQ Designer Menswear Fund supported by JD.COM INC** will award Samuel Ross of **A-COLD-WALL*** a £150,000 cash prize and 12 months high-level mentoring to accelerate his business and growth and global reputation. China's largest retailer JD.COM INC. generously

supports the BFC/GQ Menswear Fund as part of a two-year sponsorship deal that was announced in September 2018. The fund is the UK's biggest menswear prize for emerging talent.

COTTWEILER, Edward Crutchley, Liam Hodges and **WALES BONNER** were shortlisted for the 2019 prize and participated in a mentoring programme where both industry experts and judging committee members provided guidance on topics including, strategic planning, branding, leadership, commercial retail, e-tail and wholesale and digital innovation.

Dylan Jones OBE, Editor of British GQ and BFC Chair of Menswear commented, *"I would like to congratulate Samuel Ross of a A-COLD-WALL*. He demonstrated intelligent design and business acumen during the judging process that propelled him to top of the talent pool and it was a unanimous decision from the judging panel. I look forward to seeing Samuel's business grow and become the next big international menswear brand."*

Kim Jones, Artistic Director, Dior Men commented, *"Congratulations to Sam who I'm sure will become a huge global brand, a British home-grown talent with a global view."*

Caroline Rush CBE, Chief Executive of the British Fashion Council commented, *"The judging committee was impressed with the quality of work, thought process and determination of the talented 2019 shortlist. Each designer has a bright future ahead of them. There can only be one winner and Samuel proved to be the strongest candidate with the most comprehensive business strategy and decisive plans on how to use the fund to his best advantage to propel and cement A-COLD-WALL* on the global stage."*

Chaired by **Dylan Jones OBE**, BFC Menswear Chair and Editor of British GQ, the judging committee is made up of leading industry experts: **Alison Lomax**, Google; **Andrew Maag**, dunhill; **Ben Banks**, Four Marketing; **Bosse Myhr**, Selfridges; **Caroline Rush CBE**, British Fashion Council; **James Hebbert**, Hylink; **Kevin Jiang**, JD.COM, INC. **Kim Jones**, Dior Men; **Stephen Doig**, The Telegraph and **Teo Van den Broeke**, British GQ. Previous winners include Craig Green, E. Tautz and Christopher Shannon.

Kevin Jiang, President of International Business at JD Fashion and Lifestyle commented, *"It is an honour to support the BFC/GQ Designer Menswear Fund. It is an incredible opportunity for an emerging designer in the UK to take that next step and set the right foundations for an international business. We look forward to working with Samuel over the next 12 months through the mentoring"*

programme in which we plan to share our expertise on the Chinese market and assist him in expanding the brand into its next stages.”

The BFC/GQ Designer Menswear Fund supported by JD.COM, INC. 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.

The 2019 BFC/GQ Designer Menswear Fund supported by JD.COM, INC. winner will receive a print by fashion artist David Downton.

Guests enjoyed refreshments by CÎROC Vodka.

Sheridans and Lloyds generously support the BFC/GQ Designer Menswear Fund through pro-bono services.

- END -

Facebook: BritishFashionCouncil | Twitter: @BFC | Instagram: @BritishFashionCouncil

For British Fashion Council press enquiries please contact:

Emma Frisby, PR Executive British Fashion Council

emma.frisby@britishfashioncouncil.com | +44 (0) 20 7759 1950

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 Menswear Fund supported by JD.com, Inc. 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.

ABOUT BRITISH GQ

Urbane, upscale, bold and always stylish, GQ's status as a byword for men's style is unparalleled. Known for the highest standards in feature writing and photography, the UK's leading quality men's fashion and lifestyle magazine has won innumerable awards in its 30-year history. The monthly magazine has a combined print and digital circulation of 110,063 (ABC July- December 2018); a readership of 939,000 (PAMCO Apr'17- Mar'18); and GQ online has 3,410,810 unique users (Google Analytics Nov 2018 - Jan 2019). In addition to print and digital, GQ hosts events including the annual GQ Men of the Year Awards, GQ Food & Drink Awards, GQ Grooming Awards and GQ Car Awards.

<http://www.gq-magazine.co.uk/>

ABOUT JD.com, INC.

JD.com Inc. is a leading technology driven e-commerce company and retail infrastructure service provider in China. Its cutting-edge retail infrastructure enables consumers to buy whatever they want, whenever and wherever they want it. The company has opened its technology and infrastructure to partners, brands and other sectors, as part of its Retail as a Service offering to help drive productivity and innovation across a range of industries. JD.com is the largest retailer in China, a member of the NASDAQ100 and a Fortune Global 500 company.

ABOUT CÎROC VODKA

CÎROC is a truly modern vodka, filled with flavour and style, that brings celebration to every cocktail and occasion. Laid back, or up-tempo CÎROC is at the heart of fashion, music and party celebrations with its confident approach to living in the now. Unlike typical grain-based vodkas, CÎROC is distilled five times from fine French grapes by Master Distiller Jean-Sébastien Robicquet at the historic Distillerie de Chevanceaux in the South of France. Robicquet's commitment to quality and luxury ingredients creates a distinctly fruity taste that bursts to life in the glass. CÎROC vodka was launched in 2003 and the portfolio now boasts the latest innovations in flavoured vodka including CÎROC Peach and CÎROC Apple, all part of the wider seasonal flavour range. Lusciously smooth, playfully sophisticated and cheekily against the grain, CÎROC is committed to exquisite taste, quality and a fun-loving lifestyle which is reflected in every bottle.